



2026 Spring Think Tank

From Optional to Operational: Reframing and Retooling Well-being as a Business Imperative

Wednesday, April 29th, 2026 | 1:00 – 5:00 PM EST | Virtual via Zoom

Corporate wellness investment is not disappearing – it is becoming more scrutinized.

While the global wellness market continues to project growth, many organizations are reshaping their wellness budgets as part of broader cost-management and benefits optimization efforts. Within this shifting landscape, many wellness leaders face a new reality: they are being asked not only to optimize their programs, but to justify their existence. The issue is no longer whether well-being matters in principle; it is whether it is operationally embedded, strategically aligned, and demonstrably valuable.

This Think Tank addresses this inflection point directly. Discussions will equip leaders for reframing the Value on Investment (VOI) so that it better speaks the language of the C-suite — “risk, resilience, productivity, capacity, and sustainable human performance” — and how to better position well-being as essential infrastructure for organizational survival and success, and not as a discretionary benefit.

1:00 PM ET

Opening & Pulse Check

Karen Moseley, President and CEO, HERO

Janis Davis-Street, MS, MA, EdD, CHES, HERO Senior Fellow – Education

1:10 PM ET

What the Research Says: Rethinking & Retooling the Well-being Value Proposition – Fireside Chat

Jennifer Posa, PhD, MS, former CWO, Central Intelligence Agency

Jennifer Fisher, former CWO, Deloitte

2:20 PM ET

BREAK

2:30 PM ET

From Research to Practice: How Budget & Policy Realities are Influencing a Strategic Reframe – Panel

Janis Davis-Street, MS, MA, EdD, CHES, HERO Senior Fellow – Education

Laurie Whitsel, PhD, National VP, Policy Research, American Heart Association

Valeria Tivnan MPH, MEd, VP, Population Health Strategy & Well-being,
IMA Financial

Jesse Gavin, DrPh, Well-Being Officer, Baylor College of Medicine

3:40 PM ET

From Research to Practice: How can Organizations Assess Whether they are Effectively Reframing and Retooling and What are Some Best Practices – Panel

Judy Lee, PhD, Sr. People Scientist, WebMD Health Services

Pete Rutigliano, PhD, Partner, Mercer

Marc R. Watkins, MD, MSPH, FACOEM, FACHE, former CMO, The Kroger Co

4:45 PM ET

Closing Reflections

Karen Moseley, President and CEO, HERO

Erin Seaverson, MPH, HERO Board Treasurer; Senior Director, Research, WebMD Health Services

Joni Troester, MBA, HERO Board Past Chair; Senior Assistant Vice President & Deputy CHRO, The University of Iowa

5:00 PM ET

Adjourn