



## 2026 Spring Think Tank

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

**Wednesday, April 29<sup>th</sup>, 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

5:00 PM ET

**Adjourn**