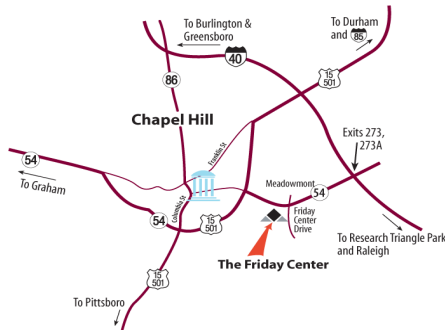


## Directions

The Friday Center is located at 100 Friday Center Drive, Chapel Hill, NC approximately three miles east of the UNC-Chapel Hill campus, just off Highway 54 East (Raleigh Road). The Center is a short distance from Interstate 40 (from Raleigh, I-40 exit 273A; from Greensboro, I-40 exit 273).



## Accommodations

The Sheraton: 919-969-2142

Hampton Inn: 919-968-3000

For more local hotels, please visit:  
<http://www.fridaycenter.unc.edu/fc/hotels.html>

For additional information or if you are interested in exhibitor opportunities, please contact Leigh Haugseth at 919-707-5231 or [Leigh.Haugseth@ncmail.net](mailto:Leigh.Haugseth@ncmail.net)

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North Carolina Public Health Foundation  
P.O. Box 18763  
Raleigh, NC 27619



# Saving Dollars & Making Sense

## A Worksite Wellness Event

### Featuring 'The Asheville Project®'

*Hosted by the North Carolina Public Health Foundation  
Initiated by the Diabetes Prevention and Control Branch in  
the North Carolina Division of Public Health*

**November 21, 2008**

**8:00 a.m. - 4:00 p.m.**

**Friday Center, Chapel Hill, NC**

Registration information and  
agenda enclosed

## Registration Form

Saving Dollars & Making Sense  
November 21, 2008

Please write legibly. One form per person

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Name

---

Employer

---

Position

---

Mailing Address

---

City State Zip

---

Phone Fax

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E-mail

**\*Registration closes Nov. 14th**

**Check one:**

\$95 per person early registration **before Oct. 15th**

\$115 per person final registration **after Oct. 15th**

Make Check Payable to:

**North Carolina Public Health Foundation**

Send Registration form(s) *with* check to:

**North Carolina Public Health Foundation**  
**P.O. Box 18763**  
**Raleigh, NC 27619**  
**Fax: 919-870-4804**

The North Carolina Public Health Foundation is a 501 © 3 organization

## Agenda

- 8:00 Registration/Continental Breakfast
- 8:30 Welcome
- 8:40 Keynote address - 'Setting the Stage for Employee Health'
- 9:00 Brenda Mills Success Story
- 9:15 Plenary 1 - The Asheville Project®  
*Dan Garrett, American Healthcare*
- 9:45 Break
- 10:00 Employee Wellness Panel
- 10:45 Plenary 2 - The Asheville Project®  
*Stephanie Kiser*
- 11:15 Worksite Wellness at East Carolina University
- 11:30 Saving Dollars and Making Sense  
*Elizabeth Zimmerman, NC Public Health Foundation*
- 12:00 Lunch
- 1:00 Concurrent Sessions I  
*Including 'How Policy Impacts your Business', DHHS Worksite Wellness Program , and more*
- 2:00 Break
- 2:15 Concurrent Sessions II  
*Including Calculating Return on Investment, Worksite Wellness and Insurance, and more*
- 3:30 Evaluation & Closing
- 4:00 Adjourn

## Overview

### Who should attend:

Small to medium sized businesses seeking to improve the health of their employees and reduce health care costs.

Those who seek complete, turnkey wellness programs ready to implement in their business.

### Goals:

Share information and resources on worksite wellness and provide networking opportunities.

Showcase success stories currently taking place in North Carolina businesses.

Help businesses find simple, yet effective ways to reduce healthcare costs.

### Overview of The Asheville Project®:

The City of Asheville, NC started *The Asheville Project*® in 1996 in an effort to provide city employees, who were living with chronic diseases, support and education so that they might improve their quality of life. The city hoped to also bring their soaring health care costs under control.

Patients' health improved dramatically, and their employer, the City of Asheville, saved money. Direct medical costs fell up to \$1,872 per patient per year, absences from sick time decreased, and productivity increased. This is the basis for a new health care model that is being replicated nationwide. Come see how this model could work for your business.