Table of Contents

Certified Corporate Wellness Specialist® ................................................................. 03

Group Certification Package ................................................................................... 05

Core Competencies of the Certification .................................................................. 06

Course Curriculum .................................................................................................... 07

Supplemental Learning Guide .................................................................................. 11

How to Promote Yourself .......................................................................................... 14

Certified Corporate Wellness Specialist® FAQ’s .................................................... 16

---

“I enjoyed the certification process…I thought it was extremely relevant, challenging, and insightful. I plan on staying very involved in the association and am going to attend the annual conference later this year.”

– JOHN HOWARD, CONSULTING SALES EXECUTIVE, CERNER

“I really believe it’s important to be certified just to add to your credentials whenever you are going to companies, organizations and churches to talk about wellness; it’s really great to have the certification under your name.”

– SHEILA ARMSTRONG, CORPORATE WELLNESS INTERNATIONAL

---

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676
An increasing number of employers and corporations focus on employee health and wellness in order to get their employees and plan members to engage in healthy behavior as a way to reduce healthcare and health insurance costs. In turn, an increasing amount of employers are looking for human resources and benefits professionals with experience in employee health and wellness programs. This need will only increase as more employers expand their wellness programs.

Every corporate culture is different; therefore, wellness programs must be uniquely created for each specific corporate culture.

The Certified Corporate Wellness Specialist® is a certification of expertise offered by the Corporate Health & Wellness Association (CHWA). The certification requires 12 Modules of training/classes and can be completed either live in person at a CHWA event or online.

In order to maintain certification after the required training, Certified Corporate Wellness Specialists® must complete 5 hours per year of continuing education credits to stay up to date with industry best practices and standards.

Who Will Benefit From This Certification

The Certified Corporate Wellness Specialist® was created for professionals focused on practical training and knowledge to effectively manage a wellness program, including:

- HR/Benefits Directors or Wellness Managers
- Agents, Brokers and Consultants
- Insurance/Healthcare Industry Professionals

Benefits of Becoming a Certified Corporate Wellness Specialist®

Becoming a Certified Corporate Wellness Specialist® provides you with a competitive edge in the industry by demonstrating to employers and colleagues that you:

- Possess the training and knowledge to successfully implement and manage a wellness program
- Understand best practices in wellness programs
- Comprehend the different types of wellness programs and learn how to tailor one to meet the needs of your specific corporate culture
- Demonstrate that you are up to date with current best practices on an ongoing basis through continuing education credits required for re-certification
- Possess the qualifications and abilities for job promotion and career enhancement

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676

*price is subject to change without notice
The CHWA provides the Certified Corporate Wellness Specialist® designation to professionals who:

- Pass an online 100 question exam
- Meet educational requirements
- Update their wellness credentials through continuing education credits in order to maintain the Certified Corporate Wellness Specialist® designation

Benefits for Employers/Corporations:
By requiring or covering the cost of certification for your HR staff, you are ensuring that your staff has the most updated wellness policies and that best practices are implemented for your employees. Certified wellness staff can help your organization maintain a competitive edge through lower healthcare costs and a better bottom line due to employee engagement in their health and wellness.

- Staying healthy
- Reducing absences
- Happier employees
- Lower healthcare/insurance costs

Certified Corporate Wellness Specialist® Program Benefits Are:
- Learn best practices from some of the most successful corporate wellness programs
- Discover different types of wellness programs available to employers
- Identify wellness programs best suited for specific corporate cultures
- Gain knowledge about ways to communicate a wellness program to employees and plan members
- Learn innovative methods for motivating and engaging employees and plan members
- Calculate ROI in wellness
- Utilize social media and gaming in wellness

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676
Group Certification Package

Special customized packages are available for groups interested in participating in our Group Certification programs. Our group packages provide special discounts and extra benefits for groups of 12 or more.

**Instructional Training Methods**
- 12 Educational Training Videos, approximately 45-60 minutes in length in one of the following formats:
  - Online classroom through our digital educational platform
  - Live webcast (additional fee required, please contact for more information)
  - Face to Face proctoring (additional fee required, please contact for more information)
- Upon completion of all educational training participants are eligible to take the certification exam.
- Upon successful completion of certification exam, participants will receive a designation as a Certified Corporate Wellness Specialist® in their respective program as well as the certification seal to use on all their business and social media related material.
- All Certified Corporate Wellness Specialists® will be featured on The Corporate Health & Wellness Association (www.WellnessAssociation.com) and Corporate Wellness Magazine (CorporateWellnessMagazine.com), and will be searchable through our unique search functionality by country, state and city with their name, title and company along with a message feature allowing the person to be contacted.
- Automatic renewal of certification administered
- Press Releases/Blogs on Company certification and success

**Additional Added Value for Group Certifications**
- 12 - 24 Participants ~ 15% off individual certification value
- 25 - 36 Participants ~ 20% off individual certification value
- 37 + Participants ~ 30% off individual certification value
- Customized Q&A follow up based on a compilation of questions submitted by each participant
- 50% off the purchase of any other certification with enrollment in the group certification program
- 2-Year Renewal for each associate certification included in group package
  - ($200 value per each individual certification)
- Custom e-Blast schedule to inform participants on certification information, Digital Chalk access, step-by-step instructions, additional corporate wellness updates, reminders for quarterly webinars and access to webinars
- Custom analysis reports of associates progress and pass/ fail rates

Group certifications are designed for unique and specific accommodations.

*All certification programs are active for two years, with 5 HRs of CE requirements per year to maintain valid certification.

For more information, please contact us at
Info@WellnessAssociation.com or call 561.204.3676
## Core Competencies of the Certification

### 1. Obtaining Management Support
- Financial benefits of Wellness Programs
- Return on Investment potential
- Environmental benefits of wellness programs

### 2. Creating and Maintaining Wellness Committees
- When committees make sense
  - *Ideal committee design and membership*
  - Focus groups
  - Surveys

### 3. Program Designs
- Industry type
- Carrots vs. Sticks
- Points based programs
- Reward for activity programs

### 4. Budgets
- Estimating financial costs
  - *Personnel time*
  - *Incentive costs*

### 5. Incentives
- Premium reductions
- Cash rewards
- Memberships
- *Keeping it simple*

### 6. Health Risk Assessments
- Necessary?
- Outsourcing or in house
- Risks and Benefits

### 7. Biometrics
- Necessary?
- What screenings?
- Outsource or in house
- Cost estimates

### 8. Environment/Benefits
- Review of health and wellness benefits
- Creating a well environment

### 9. Legal Issues
- HIPAA
- ADA
- Taxes
- Underwritten vs. self funded plans

### 10. Return on Investment
- Benchmarking and baseline data
- Data sources
- Timing of measurement
- Post intervention measurement
- Longitudinal data
- The value of health improvement

### 11. PPACA
- Impact on healthcare reform

---

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676
Lesson 1

**Corporate Wellness 101 ~ Steps to Implementing a Corporate Wellness Program**

This course is a comprehensive overview and introduction of how to begin a corporate wellness program for companies of any size. Denise Holland, Plan Administrator for Hog Slat, Inc and President of Inside Employee Wellness and Consulting will show you the basic elements of a successful wellness program, discuss whether to use a vendor or in house resources for program administration, show you the tools and processes you need to create a wellness program, and provide examples of effective wellness programs for small and medium sized employers.

Denise Holland, Director, Employee Healthcare, Hog Slat, Inc.

Lesson 2

**Using Your Data to Measure & Evaluate the Success of Your Wellness Program**

In today’s business environment everyone is competing for resources. Managing a Wellness Program in a corporate setting is no different. The easiest way to gain support and resources for any Wellness Program is by showing its effectiveness, but how do you do that? This module focuses on a variety of evaluation options that have been successful at L.L.Bean including program participation, health risk measurement, actual cost savings, projected cost savings, ROI, pilot programming and participant impact. At L.L.Bean they use the information they obtain through these efforts to motivate employees, educate leaders, modify our approach, and get the resources they need to keep their programs moving forward.

Susan Tufts, Wellness Manager, L.L.Bean, Inc.

Lesson 3

**How Can you Not Afford a Wellness Program? ~ Best Practices & Case Studies**

This course includes:

- Gaining CEO support
- Forming an integrated organizational structure
- Developing a strong, effective oversight team
- Establishing a wellness brand
- A good communication and internal marketing plan
- The importance of wellness champions
- Strategic Planning and Key Performance Indicators
- Developing an effective incentive plan

Sally Luck, HR Director, Corporate Services & Wellness, Hallmark
Missy Jarrott, Director of Human Resources, Chatham Steel Corp.
Module 4  
**Beyond Zero Trends (Part 1)**

This module serves as an overview to Dr. Dee Edington’s book “Zero Trends: Health as a Serious Economic Strategy.” Zero Trends is organized into three primary sections: The Mission, The Business Case, and The Solution. Companies that embrace the transformational concepts will be rewarded financially by zero cost trends, increased effectiveness in the workplace, increased health status of the workforce, and will become a best place to work.

Poor health is a serious threat to our way of life as individuals, businesses and to our economy. The action needed now requires a serious individual, business and economic strategy to reverse past and current ways of thinking and our use of resources. The suggestions in “Zero Trends” and in this module present a challenge to all to find a new level of thinking to address the threats imposed by poor and worsening health. Even though the comments and suggestions may be irritating or challenging to some. The intention is to raise the bar for success and thereby challenge those companies willing to make the transformation necessary to become champion companies.

This session will also include a real life example of incorporating these concepts into its wellness programs. Learn how you to can succeed by managing towards Zero Trends!

**Dr. Dee Edington, Professor, Health Management Research Center, School of Kinesiology, University of Michigan**

**Andrew Scibelli, Manager Employee Health & Well-being, NextEra Energy/FPL**

Module 5  
**Beyond Zero Trends (Part 2)**

**Dr. Dee Edington, Professor, Health Management Research Center, School of Kinesiology, University of Michigan**

**Andrew Scibelli, Manager Employee Health & Well-being, NextEra Energy/FPL**

Module 6  
**Boosting Employee Wellness through Social Media**

As the younger generation permeates the workforces and organization’s older generations become more tech savvy, employees are spending more time on their mobile devices and social media websites. An Increasing number of employers are looking for innovative ways to effectively communicate with their employees as well to engage them. The social nature of products like Facebook and Twitter can be harnessed to help people become more engaged in their wellness programs, and more successful as they try to improve their health. It helps to create healthy competition within the workforce by creating social accountability which helps employees to stay on track and meet their health goals.

This session will explore the many ways employers can leverage social media (ie: daily health coaching text messages, online journals, discussion groups, public forums) to increase participation in their corporate wellness programs by sharing with their colleagues their health goals, improvements and success.

Learn from leading employers that have increased participation by incorporating social media elements into their wellness program.

**Stan Sword, VP of Total Rewards, Sprint Nextel**

*For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676*
Level Up! How Games Are Getting Employees Off the Couch

Businesses know that they need a wellness program that works, but too often health screenings and pamphlets aren’t enough to reach the employees who need to get well, and cash incentives can produce only momentary engagement. What employers need is a way to kick start new, long-lasting, healthy habits and behaviors. In short, they need to make wellness fun.

Fun is exactly what businesses get when they decide to ditch the pamphlets and get behind a game for wellness. A social wellness game not only engages a huge percentage of employees, it keeps them coming back for more points and slimmer waistlines - encouraging healthy habits from taking the stairs to sleeping more and eating less. Employers will get a healthier, happier, more productive workforce and employees will get a wellness program that gives them the tools, incentives and support to get healthy. This discussion will include:

- Why wellness programs are a strategic priority for your business
- How social wellness engages employees and yields real results
- Why teams are important to a successful wellness program
- How games can produce powerful patterns of behavior
- How to use incentives judiciously

Adam Bosworth, Co-Founder and Chief Technology Officer, Keas
Melanie Sonderman, Senior Communications Specialist, Reed Elsevier

Health as a Strategy: Employee Engagement through Communication & Action

One company’s successful execution of Employee Health Improvement as a Business Strategy. Leveraging corporate and local leadership, management influence and employee networks, smart promotions and innovative plan designs. Learn how safeway reversed and improved the health trends in its employee population.

Brad Wolfsen, President, Safeway Health

Unique Benefit Plan Design

Advocate Health Care, a faith-based health system in Chicago provides a comprehensive health and productivity program to its over 29,000 health plan participants. A central tenant to the program is its “Health to Wealth” incentive strategy. This strategy provides a diverse offering of health management solutions that assist participants in taking their best health into retirement. Learn more about this unique benefits plan design, its risk-targeted offerings, its outcomes and its future.

- Gain insight into efforts to drive health care consumerism and bring rationality to pricing structures through benefit design incentives (and disincentives)
- Move away from standard benefit packages to create more efficient and effective designs

Nicole Martel, Manager of Health & Wellness Management, Advocate Healthcare
Kim Dwyer, Vice President of Benefit Services, Advocate Healthcare

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676
Module 10
Setting Up a Wellness Program that Fits Your Demographics

Wellness programs are not one size fits all endeavors! This course will showcase the importance of understanding the demographics and health needs of your workforce and its impact on wellness program design. Program design, incentive structures, and communication will be addressed.

Ralph Lardieri, Wellness Manager, Wawa, Inc.

Module 11
Employee Results from an Incentivized & Outcomes Base Integrated Systems

This session presenters will discuss an integrated and progressive approach to employee health and wellness that has driven significant and measurable improvements in quality measures, utilization rates, and health plan costs by testing multiple innovations, and maintaining those that produce results, including:

- Unique incentives (including premium differentials)
- An advanced risk stratified multi-tiered care coordination
- The treatment of obesity as a chronic condition
- Health coaching at multiple levels
- Changes in hiring practices (including the use of physical capacity evaluations)
- Widely available fitness programs
- Improving the availability of healthy foods on campus

Dr. Bruce Rogen, Chief Medical Director, Cleveland Clinic
Debby Ball, Director, Human Resources, MWI Veterinary

Module 12
Legalities of Implementing Wellness Into a Self Funded Plan

This module will outline the key legal requirements that need to be considered when planning to implement a corporate wellness program. The rules and regulations required by HIPAA and ADA will be addressed, as well as the impending changes brought about by PPACA. The session will provide the knowledge and guidance needed by first time – and long time – managers of corporate wellness programs.

Gregory Viviani, Partner, Squire Sanders, LLP

For more information, please contact us at
Info@WellnessAssociation.com or call 561.204.3676
Prevention, health and wellness are among the most crucial topics employers should focus on in order to improve their workforce’s health, maximize productivity and control rising healthcare costs. In the current economic climate promoting employee health and wellness and managing healthcare costs are intertwined and more important than ever. This book provides insight from over 50 industry experts on how to successfully implement, operate and measure a corporate wellness program including successful case studies from small, midsized and large employers. Additionally, the book teaches how to engage and motivate employees to become active in their health, and other valuable insights. So, open this book and learn how your company can go about Engaging Wellness.

This comprehensive course book has 561 pages and 16 chapters on corporate wellness and serves as the textbook learning supplement for the Certified Corporate Wellness Specialist® program. It also includes exam review questions at the end of each chapter. This book will account for roughly 35% of the questions found on the final exam and is available for hardcopy purchase through our website and Amazon for $80, as well as Kindle, Nook and iTunes for $35. For more detailed information on this book including chapter details, please visit http://corporatewellnessconference.com/engaging-wellness-book.html

Testimonials:

“This book details the must haves, including incentive strategies, biometric screenings, chronic condition support, workplace culture, defining/measuring success and more. The secret to success is how you design these features to motivate your unique workforce, impact your company’s specific challenges and your vision for success”

-Tami Graham, Global Benefits Design Director for Intel

“Why has it taken so long for employers to realize that leadership commitment determines the success of a wellness program. Read the book. It gives incredible ideas and meaningful case studies. This is the book whose timing is right. It matches a rising competitiveness for health and wellness initiatives in this country and abroad.”

-Missy Jarrott, Director of Human Resources, Chatham Steel Corporation

“This informative and comprehensive book could not have come at a better time! With the state of healthcare in the US it is essential that individuals take responsibility for their health; and employers can assist by providing ways for their employees to become engaged in health and wellness to improve their overall well-being.”

-Cheri Fisher, Program Director for Honeywell Health and Wellness Center.

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676
Engaging Wellness Table of Contents

Introduction

Chapter 1:
• Program Design Using Effective Engagement Strategies to Drive Long-Term Program Success
• Building a Strategic Wellness Program
• Making Wellness Work for You Now and Later
• Building A Successful and Sustainable Worksite Wellness Program from Scratch
• Employees Are What They Eat: The Importance of Integrating Nutrition in Corporate Wellness
• 10 Reasons Why Your Wellness Program Lacks Participation
• Case Study: East Coast Wellness Innovations

Chapter 2:
• Incentives
• Incentivizing Wellness: Money for Nothing?
• What’s My Incentive? : Designing Wellness Program Incentives to Maximize Participation
• Case Study: Three Steps to Success

Chapter 3:
• Biometrics
• Biometric Screening: the Linchpin of Wellness
• Biometric Screening for a Successful Wellness Program
• A Healthy Workforce and a Healthy Bottom-line: 10 Medical Tests that Can Save Lives and Money
• Case Study: Biometrics at Work

Chapter 4:
• The C-Suite
• Healthy Leaders Lead by Example
• Organizational Health Leadership Engagement Innovations

Chapter 5:
• Onsite Clinics
• Population Risk Management and Workplace Health Centers
• Worksite Clinics – The Next Generation
• Case Study: Hog Slat Health and Wellness Program

Chapter 6:
• Creating a Culture of Health
• Building a Culture of Health, Productivity and Wellbeing
• Population Health Management and a Healthy Workplace Culture: A Primer
• Case Study: Sustaining a Culture of Health at Johnson and Johnson

Chapter 7:
• Health Risk Assessments
• Beyond the Questionnaire: Using the Health Assessment as a Tool for Behavior Change
• HRAs – The Heart of Wellness

Chapter 8:
• Measuring Program Success
• Tell the Right Story with Your Program Reporting Processes
• Benchmarking Wellness Programs: How Does Your Program Measure Up?
• The Value of Happiness: The Invisible Benchmarking Metric
• A Discussion of ROI
• The Street Value of Organization Health ‘Bend-the-Trend’ Benchmarking Systems
• Case Study: Walk the Talk - Health System Employees Improve Health through “Wellness at Work”

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676
Supplemental Learning Guide

Engaging Wellness Table of Contents

Chapter 9:
• Healthcare Reform and Wellness
• Consumer Engagement and Targeted Intervention: The Case for an Integrated Approach to Plan Design and Wellness
• Case Study: Dow Making a Difference

Chapter 10:
• Interventions and Best Practices
• Changing Workplace Health Culture
• Combating the Job Stress Epidemic with Wellness
• Diabetes Disease Management—Everyone Benefits!
• Components of a Healthy Office
• Diabetes Management: Corporate Programs Can Make a Difference
• Musculoskeletal Health: A Critical Determinant of Productivity and an Important Element in Overall Wellness
• Walking Program Best Practices
• Weight Program Best Practices
• Fitness Program Best Practices
• Health Fair Best Practices
• Case Study: Best Practices at Work

Chapter 11:
• Social Media and Corporate Wellness
• Embracing the Revolution: Using Social Networking to Power Your Employee Wellness Program
• Health Gaming: Make the Hard Work of Getting Healthier Fun and Engaging
• Chronic Disease Management, Smartphones and Corporate Wellness
• Case Study: Wellness on Aisle Five

Chapter 12:
• Multinational Wellness
• Multinational and Global Wellness Programs
• Case Study: HP is winning with Wellness

Chapter 13:
• Wellness Program Communication
• Driving Wellness Through Technology: Empowering Employees with the Right Information at the Right Time on the Right Device
• In Wellness Communication, Clarity is Key and Less is More

Chapter 14:
• Small Group Wellness Programs
• Wellness Programs for Small Businesses
• Case Study: Success of a Small Business Wellness Program

Chapter 15:
• Fully Insured vs. Self-Funded
• The Difference Between Fully Insured and Self-Funded
• Case Study: Giving Wellness an Education

Chapter 16:
• Other Important Information
• At Risk: Why Corporations Can’t Ignore Non-Movers
• Consumerism in Healthcare: From “A” to “Ism”
• Behaviorists Drive Workforce Wellbeing Success
• How Personality, Generational, and Gender Styles Dictate the Design, Selection, Implementation and Management of Wellness Programs for Increased Corporate Performance
• Personal Financial Wellness & Organizational Health
• Identifying Key Performance Indicators in Workplace Wellness Vendors
• How to Recruit Champions for your Wellness Team
• Legal Aspects of Corporate Wellness Plans
• Case Study: Building a Culture of Wellness

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676
How to Promote Yourself as a Certified Corporate Wellness Specialist®

Our certification is designed to give the Certified Corporate Wellness Specialist® “brand-ability” to promote themselves and their work. We built a unique search functionality on our Wellness Association website (www.WellnessAssociation.Com) that features all Certified Corporate Wellness Specialists® by country, state and city. Additionally, each person will have a brief bio; their name, designation and organization. While education remains of core importance to this program, we believe strongly in “brand-ability”, and making sure all of our Certified Corporate Wellness Specialists® are recognized for their achievements and are distinguished from the rest.

Here are some additional ways to promote yourself as a Certified Corporate Wellness Specialist®:

1. Brand Yourself

   Give yourself maximum exposure and set yourself apart from the rest by using our certification seal on all your business and social related materials business cards and email signatures.

2. Display

   Show your clients and business associates you are a true expert in your field. Frame your certification.

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676
How to Promote Yourself

3. LinkedIn

Use this powerful business network to show off your credentials to the professional community. Update your resume and qualifications on LinkedIn to reflect your status as a Certified Corporate Wellness Specialist®

4. Become Searchable & Marketable

We have created a unique search functionality to allow the world to acknowledge your achievements. Find yourself searchable on our Corporate Health and Wellness association page (www.WellnessAssociation.com) Link the certification seal on your business materials to our search functionality and specialist page and make your achievements recognized.

Respond to all incoming messages from anyone inquiring about your services through our private message function for all Certified Corporate Wellness Specialists®. People will have the ability to inquire directly to you via email.

Benefit from our international reach become featured with us! We have a domestic and International reach of over 100,000

- Through the Corporate Health and Wellness association page (www.WellnessAssociation.com)
- Through the Corporate Wellness Magazine (www.CorporateWellnessMagazine.com)
- Through the largest LinkedIn groups on Corporate Wellness and Healthcare Reform

For more information, please contact us at
Info@WellnessAssociation.com or call 561.204.3676
1: Why should I earn my Certified Corporate Wellness Specialist designation?

Earning your Certified Corporate Wellness Specialist® designation from the Corporate Health & Wellness Association (CHWA) is one of the best ways to show potential employers and clients that you have advanced knowledge in the field of corporate health and wellness. This Certified Corporate Wellness Specialist® course is designed to bring you the most up to date information about the wellness industry, including successful employer case studies, industry best practices, product and service innovations, and the direction of the industry in the years to come. This certification is for individuals whose involvement in corporate wellness is both a career choice and passion.

2: How was this certification created and how is it different from others I've seen in the industry?

The Corporate Health & Wellness Association (CHWA) and Corporate Wellness Magazine (CWM) in conjunction with Employer Healthcare & Benefits Congress (EHBC) has spent the last several years developing the Certified Corporate Wellness Specialist® certification. In order to develop this certification, we partnered with senior leaders from some of the most successful industry leading companies to incorporate best practices. Through these collaborations, we’ve compiled the most up to date topical and industry specific information for this program. The CHWA is the only non-profit association developed in the country by employers for employers. The Certified Corporate Wellness Specialist® course is the most comprehensive in the industry and earning the designation requires not only successful completion of the course, but also proving your knowledge of the subject matter and a thorough understanding of corporate wellness best practices and programs through a comprehensive exam. Certification is not granted to those who simply “sit in” on the certification programs. Exam questions are developed through the Corporate Health & Wellness Certification and Education Committee which is made up of HR professionals who are experts in wellness. Our program is the only one that requires continuing education credits to ensure that participants stay up to date on industry best practices and case studies.

3: Who are the certification course instructors?

Our instructors are the leading HR professionals who’ve implemented the most innovative and successful corporate wellness programs in the country. You will be learning from professionals who have actually successfully created and implemented corporate wellness programs. They are not vendors, service providers, or consultants who are selling their services. Participants are learning best practices from actual employer case studies.

4: Are there any course materials/books required for certification?

Yes, you must purchase “Engaging Wellness: A Guidebook for Employers” which is the Corporate Health and Wellness Association’s certification curriculum text book which is available in print ($80) or electronically ($35). The “Engaging Wellness: A Guidebook for Employers” book provides critical information required for passing the exam.

5: Can I receive my certification either in person or online?

The certification can be obtained by attending courses during the annual Corporate Wellness Conference or by taking classes online. There are several key advantages to receiving your credit hours onsite at the Annual Corporate Wellness Conference. This conference is taking place November 3rd-5th, 2013 at Caesars Palace in Las Vegas, Nevada. www.CorporateWellnessConference.com. Studies have shown that people retain more information and learn faster through interactive, in person learning. Participating in the courses offered at the conference give you the advantage of collaborating with other professionals in the industry, learning from their experience and discussion, and meeting the instructors face to face.
6: If I cannot attend, how can I take the course online?
To sign up for online registration please visit https://Certify.Digitalchalk.com

7: How do I sign up for the event so that I can receive the credits in person?
To register to attend educational session’s onsite now, please visit http://www.CorporateWellnessConference.com/Register.html

8: What is the purpose of taking an exam?
The exam is designed by HR professionals to make sure that you understand and have retained the information outlined in the educational sessions and online courses. It’s also a key factor that differentiates our certification from others in that it gives the program much more value as it allows you to test your own skills for learning and proves that you have personally gained the knowledge for certification. Most importantly, it shows prospective employers that you have done your due diligence in learning what is most important for your industry.

9: When does my certification become active?
Your certification will become active as soon as you pass the exam.

10: When can I take my certification exam?
Participants can take their online exam immediately after signing up. All users take the exam online through our digital learning platform.

11: Once certified, how can I use this certification? Where can I display my designation?
You can display this designation on your resume, business card and your professional social media sites. You will be provided a certificate of completion as well as the logo to include on your professional social media sites, resume and signature line in your email.

12: Where will I be able to receive the credits necessary to fulfill the 10 modules required for the certification?
You can receive your 12 modules of certification by attending the 5th Annual Corporate Wellness Conference, November 3rd-5th, 2013 at Caesars Palace in Las Vegas, Nevada. Registration for online courses is available now: https://Certify.Digitalchalk.com

13: What is the process for completing the certifications?
1. Complete the online application and pay for the certification.
2. Register for the training program/classes: 12 modules of credit are required for certification.
3. Attend all sessions of the program (Choose to participate in our distance learning online program or attend our Annual Corporate Health and Wellness Conference and sit in on educational sessions in an active learning environment.
4. Read our comprehensive industry textbook, “Engaging Wellness: A Guidebook for Employers” as part of the certification curriculum (Certification fee does not include the cost of the handbook. Choose to purchase a digital textbook for $35 or a printed hard cover copy of the handbook for $80).
5. Take the online exam. Participants must receive a passing grade of 75% in order to receive their certification.

14: Will I be able to apply the certification credit hours I receive towards any other industry certifications? Are they approved to count towards the PHR designation?
All of our courses are also SPHR, PHR and GPHR approved. In addition, most of our courses are also applicable to certain states CE programs.
Certified Corporate Wellness Specialist® FAQ’s

15: Are there continuing education requirements for certification?

Yes. You are required to do 5 hours of continuing education annually at a cost of $100 per year.

16: Do you have a list of the types of work/courses that would qualify as continuing education requirements needed to maintain the certification designations?

Each year the Corporate Wellness Conference will hold an annual event at which Certified Corporate Wellness Specialist® participants will be able to receive their continuing education credits. We are in the process of working with other associations, professional organizations and event coordinators to get their educational content approved for the continuing education. We will update registered participants via email as these opportunities become available. If you are interested in having your continuing educational content approved for the Certified Corporate Wellness Specialist® course, please contact us at Info@WellnessAssociation.com.

17: Why are continuing education credits required after completion of the certification course?

To maintain the Certified Corporate Wellness Specialist® designation, 5 hours of annual continuing education credits are required. The corporate wellness industry is evolving and participants must stay up to date on industry best practices, compliances, engagement, and legal issues. In order to stay up to date on the most important topics related to your field such as compliance and industry best practices, it is imperative to take continuing education courses. The continuing education credits will set you apart from other professionals in the industry who have not pursued specialized education in corporate wellness.

18: Is it possible to receive group discounts if multiple people from our organization are obtaining certification?

Yes, we have group packages available tailored to fit each organization. Please email Info@WellnessAssociation.com or call for more information.

19: Can I be reimbursed by my employer for my certification?

Yes, in most cases. Many employers reimburse their employees for specialized continuing education. Please check with your organization to see if they will reimburse you for the certification. If you need assistance in obtaining approval to be reimbursed, please feel free to utilize our “Employer Reimbursement” sample letter regarding the importance and benefits to obtaining a certification.

20: If I fail the exam can I take it again?

Yes, you can take the exam up to two times without having to pay a fee. If you are not able to pass the exam after the second time, you will be required to pay a re-examination fee of $200.

For more information, please contact us at Info@WellnessAssociation.com or call 561.204.3676