



April 24 - 26, 2019  
ARIA Resort & Casino  
Las Vegas

## HRE's Health & Benefits Leadership Conference Reveals Dr. Vic Strecher Will Open the 2019 Event

*Life on Purpose author, University of Michigan's Center for Health Communications Research founder, will share the importance of transcending life purpose to achieve health, well-being, resiliency and vitality.*

The **Health & Benefits Leadership Conference (HBLC)**, organized by *Human Resource Executive*<sup>®</sup> magazine, announced today that author Vic Strecher, Ph.D., professor at the University of Michigan's School of Public Health, will deliver the Opening Keynote at the 7th annual event in Las Vegas on Wednesday, April 24, 2019 at 8 a.m. PT.

For over two decades Strecher has been a leader and visionary in the fields of health and well-being, creating new solutions that operate at the intersection of the science of behavior change and advanced technology. An innovative teacher and researcher, in 1995 he founded University of Michigan's Center for Health Communications Research, studying the future of digitally-tailored health communications when fewer than 15% of Americans had internet access.

Employers are currently struggling with a broken employee experience. Employees want meaningful work, a positive culture and a manageable work/life balance while the C-suite expects performance, agility and growth. In Dr. Strecher's session, Purpose: How Living for What Matters Most Changes Everything, he will discuss the wisdom of purposeful living, and offer specific and innovative approaches to provide what employees want, and what the C-suite expects.

"HR professionals attend our conference each year to learn the latest ways to attract new employees, retain top talent and improve employee engagement," said David Shadovitz, **HBLC** Program Chair and Editor-in-Chief, *Human Resource Executive*<sup>®</sup>. "We are excited to have Dr. Strecher as our featured keynote speaker. His inspiring message will discuss the incredible power of living with purpose, which he believes is missing in many health, talent and organizational strategies."

Attendees will learn the importance of transcending life purpose to achieve health, well-being, resiliency and vitality; understand the connection between purpose and innovation, diversity and performance; and discover methods for creating a stronger life and organizational purpose.

Strecher is also the founder of HealthMedia, a digital health coaching company that was acquired by Johnson & Johnson. His most recent venture, JOOL Health, is a digital platform integrating the science of well-being with big data, biometric devices, predictive analytics and artificial intelligence. Strecher is the author of *On Purpose* and *Life on Purpose* and has been a featured speaker at both TEDMED and TEDX events. Additionally, he has appeared in publications such as *The Wall Street Journal*, *Los Angeles Times*, *WIRED*, Huffington Post and *Chicago Tribune*.

In addition to the Opening Keynote general session, the annual conference includes many interactive sessions such as Reimagining Your Family Benefits Strategy, 5 Strategies for Fostering a Positive Workplace Culture, Rethinking Employee Benefits Public Policy and more!

Registration is now open for the 2019 **Human Resource Executive® Health & Benefits Leadership Conference**. HR professionals who register for the Super Saver rate before February 15, 2019 will save \$350.00. For additional information and to register, visit [www.BenefitsConf.com](http://www.BenefitsConf.com) or call toll-free 1-800-727-1227.

For all media inquiries, please contact Rennette Fortune at 561-622-6650 or via email at [rfortune@lrp.com](mailto:rfortune@lrp.com).

### **About the Health and Benefits Leadership Conference**

The **Human Resource Executive® Health & Benefits Leadership Conference** is where prominent thought leaders and seasoned professionals can thrive in the ever-changing world of employee benefits and stay current with the latest HR trends in healthcare, wellness, benefits, technology and financial security.

The annual event is designed for both private- and public-sector executives including CHROs, CEOs, COOs, SVPs, VPs, CFOs, plus Directors of HR, Health and Benefits, Compensation and Benefits. The conference helps HR departments gain immediate solutions and useful ideas to craft a solid benefits program for organizations of any size, from small start-ups to large corporations. All sessions are created and delivered by senior executives from leading organizations and organized into six distinct learning tracks including healthcare, technology, employee engagement and more.