

# **Barbara Fulmer**

**Founder/President at Get Corporate Health**

Newport Beach, CA, US

High energy speaker motivates employers to take immediate action to increase the health of their workforce and increase revenue.

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## **Biography**

Barbara Fulmer has dedicated the last 15 years to workforce productivity and corporate health initiatives as a senior level executive within healthcare organizations. Barbara is the founder and president of Get Corporate Health, dedicated to helping employers proactively take control and create programs to not only motivate employees, but drive behavioral change toward healthier lives and a healthier workforce ? which results in improving productivity, and the bottom line. As a consultant to Nutrisystem, Medifast and HealthyWage, and former Global Managing Director of Jenny Craig International?s Corporate Wellness Group, Barbara gained entrée into over three hundred Fortune 1000 corporations. She has had exposure to the costly health issues impacting the American workforce, and seen the challenges from an insider?s perspective. Much insight was gleaned from her clients -- the leading employers and healthcare companies in the country ? such as Walt Disney, Wells Fargo, RiteAid, Humana, Aetna, Cigna, Anthem/Wellpoint, and most Blue Cross organizations. Previously, Fulmer was Jenny Craig?s National Director of Training, delivering leadership, sales, management and communication training to over 4000 field staff, while introducing cutting edge training programs and innovative training solutions such as online learning and knowledge management. Before joining Jenny Craig, Barbara founded and ran her own corporate event company, New York based Corporate Games, which pioneered the concept of ?play? as a superior medium for learning and exchanging information. The company created customized, spirited interactive ?game shows? to inject life into meetings and conferences, as well as extreme challenges for organizations such as OnlineBenefits, Watson Pharmaceutical, Tenet, TransAmerica Life Company, Roche, United Healthcare and Allergan. Barbara was featured in Fortune, Time Magazine and the New York Times.

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## **Availability**

Keynote, Panelist, Workshop, Host/MC, Author Appearance

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## **Industry Expertise**

Insurance, Corporate Leadership, Fitness, Health and Wellness, Professional Training and Coaching

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## **Areas of Expertise**

Economic Impact of an Unhealthy Workforce, Health and Wellness Action Plan, Healthy Employees, Your Corporate Health Iq

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## Sample Talks

### Healthy Employee. Healthy Company.

Did you know that your employees: ? Don't get enough sleep: Insomnia costs employers over \$62 million each year ? Are too vain to exercise: Many woman avoid exercise so they won't mess up their hair ? Can't see what they're doing: 11 million Americans are working with uncorrected vision problems ? Sit, stand and move incorrectly: Ergonomic injuries cost over \$20 billion annually for workers' compensation The country, and your company, are in a health crisis that urgently need attention. Preventable and treatable health problems such as obesity, smoking and behavioral health issues are costing businesses billions of dollars each year in the form of increasing insurance fees and loss of productivity. And they're projected to skyrocket! Additionally, recent studies have shown that: ? Every \$1 spent implementing a worksite health program is directly attributable to a company savings of up to \$17 in overall healthcare costs ? Worksite health promotion programs have shown reductions in sick leave, health plan costs, and worker's compensation and disability costs of more than 25% ? The cost of obesity at a firm with 1,000 employees is about \$285,000 per year Leading corporate health strategist, Barbara Fulmer, offers a passionate and compelling insiders view of the corporate healthcare landscape. Barbara is insightful and incisive, as well as humorous and motivating, as she challenges her audience to Get Corporate Health. Audience Takeaway: ? Greater awareness of how employee health impacts the bottom line ? The top six employee health issues which, when addressed, yield the greatest return ? Measureable results from other organizations who have implemented successful programs ? An action plan

### Your Corporate Health IQ

More than just a speech, this is a lively and interactive presentation where participants use wireless audience response keypads in an evaluation of their personal and/or corporate health. Barbara engages the audience with energy and expertise as they participate in a real-time assessment. She facilitates peer-to-peer discussions where leaders pose questions as well as discuss issues, challenges and creative solutions. Team competition can also be incorporated for a high-energy experience. Market intelligence is captured and provided to participants for further review and analysis. Designed for individual or corporate audiences. A valuable internal follow up for employers attending speech #1 Healthy Employees. Healthy Company.

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## Event Appearances

### Title

Anthem Blue Cross Blue Shield Conference

### Title

Blue Cross Blue Shield of South Carolina annual employer conference

### Title

US Business Technology Executive Summit

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