Employers Tackle Workplace Wellness at Two-Day BCA Health Care Forum

Business, Chamber Partnerships Emphasized

By Nancy Wall Hewston

Nearly 200 members of the Business Council of Alabama and the Chamber of Commerce Association of Alabama convened in Montgomery for the 2012 BCA Health Care Forum and the CCAA Annual Summer Conference held in July at the Montgomery Renaissance Hotel.

BCA Chairman Terry Kellogg kicked-off the 2012 Health Care Forum by emphasizing the focus of the two-day event: wellness at work matters because healthy employees are the foundation of a successful business.

McCollum Keynotes Event

Former Florida Attorney General and U.S. Representative Bill McCollum headlined the two-day Health Care Forum as the luncheon speaker. As attorney general, he filed what has become known as the “Anti-Obamacare” lawsuit, citing the legislation as unconstitutional.
In his remarks, McCollum discussed why he filed the lawsuit against the health care law, and he called the Supreme Court’s decision on the case “gut wrenching.”

McCollum’s remarks focused on what he termed the “Three Pillars” of a great health care system: quality, accessibility and affordability. America has some of the greatest innovators in the world; however, because of the new health care law that is about change, he said.

Ten Educational Sessions Offered
Forum attendees also had the opportunity to attend 10 educational sessions led by experts from across the country that focused on issues specific to employers and workplace wellness.

Session topics included managing employees with chronic diseases, educating employees on the importance of taking their medications, understanding the challenges of health literacy and overcoming socio-cultural barriers that cause disparities in health care.

Building Partnership for Business
The CCAA Annual Summer Conference was held in conjunction with BCA’s 2012 Health Care Forum. Conference attendees learned ways to help grow their chambers, as well as ways to expand the educational programs they offer to their own members.

Providing these joint functions of the BCA and the CCAA is a product of the innovative partnership formally established in 2003 to strengthen and mobilize the business community at the grassroots level.

In the nine years following the formation of the partnership, both groups have been able to find common ground on business issues that affect the men and women who make up Alabama’s business community.

TOP: Owen Bailey, chairman of BCA’s Health Committee and executive vice president of the University of South Alabama’s Children’s and Women’s Hospital, discusses with a reporter BCA’s efforts to help educate employer’s through the two-day Health Care Forum.

MIDDLE: BCA Chairman Terry Kellogg kicked-off BCA’s 2012 Health Care Forum and underscored the focus of the two-day conference: wellness at work matters because healthy employees are the foundation of a successful business.

LEFT: Anita Archie, BCA senior vice president of intergovernmental affairs, advocacy and communications/legal advisor, introduces the 2012 Health Care Forum Keynote Speaker, Bill McCollum, former Florida attorney general and congressman.
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