



ReCharge America – Because Sleep Matters

Date: 2 October 2013

Venue: Harvard Club of Boston

The Harvard Medical School Division of Sleep Medicine is proud to announce the launch of a movement to improve the sleep health: **ReCharge America**. A key aspect of the movement will be to provide companies with the knowledge, strategic assistance and communications support they need to be sleep health leaders.

This event will be of value if you are interested in improving productivity, employee safety, healthcare spending or your company's positioning in the sleep health market.

Join Harvard Medical School sleep experts and selected corporate partners on October 2, 2013 for a unique event that will:

- 1) Review the latest on corporate options for the care and prevention of employee sleep health problems
- 2) Explore how the Recharge America movement can help make sleep health a priority within companies and among consumers

Who should attend?

CEOs

Corporate leaders managing employee health and wellness programs who are seeking innovative strategies for achieving competitive advantage.

Executives charged with managing employee safety

Executives seeking insights to guide sleep health marketing and employee communication strategies.

What will the program provide?

This event will provide a crash course, informed by Harvard Medical School sleep experts and business experts on sleep health problems, their solutions, and ways to help companies and people take action to improve their sleep health.

The Agenda

Welcome and Announcement of ReCharge America – a new approach to a complex health problem
9:00 – 9:30 a.m.
Gary Stockman, chair of the Division of Sleep Medicine Executive Committee

Sleep and the Competitive Advantage: The Need for a National Movement
9:30 – 10:30 a.m.
Research based presentations and facilitated discussion with Dr. Charles Czeisler (moderator) and Dr. Stuart Quan of the Harvard Medical School Division of Sleep Medicine, and Dr. Christopher Barnes of the University of Washington Foster School of Business
Topics:

- Understanding sleep from a disease and wellness perspective
- The importance of addressing culture as well as care
- The bottom line benefits of improving sleep health

What Works
10:45 a.m. – 12:30 p.m.
Research and best-practice based presentations and facilitated discussion with Carol Evans of Working Mother’s Media (moderator), Richard Mockler of Optum (or human capital colleague), and Deborah Lovich of Finding Time Consultancy, Dr. Russell Sanna, executive director of the Harvard Division of Sleep Medicine
Topics:

- The social marketing of sleep health
- Strategies for identifying sleep health problems
- Options for sleep health care
- Options for prevention of sleep health problems

Lunch
12:30 – 1:30 p.m.

Helping People Take Action On Their Sleep Health
1:45 p.m. – 3:15 p.m.
Facilitated discussion with Stephen Greeley of DCA, Inc. (moderator), Dr. Laura Barger of the Harvard Medical School Division of Sleep Medicine, Harvard Medical School Division of Sleep Medicine Executive Council Chair Gary Stockman, and Jon Waltz of Procter & Gamble

Topics:
What we know about employee and consumer sleep health attitudes, behaviors and barriers
The role of ReCharge America in encouraging people to take action and address barriers to sleep health
How companies can benefit from ReCharge America

Charting a Path Forward
3:30 – 5:00 p.m.
Working sessions with expert facilitators for attendees to examine what they can do in their corporations. Choose one of two tracks:

- Social marketing – facilitated by Jon Waltz, Procter & Gamble; Sean Heyniger, Sleep Med; Russell Sanna, Harvard Division of Sleep Medicine
 - Leveraging ReCharge America strategies
 - ReCharge America resources
 - Options for high profile involvement in ReCharge America
- Building the sleep health movement in your company – facilitated by Dr. Charles Czeisler and Dr. Laura Barger, Harvard Medical School, Richard Mockler, Optum;
 - Integrating sleep health support into employee assistance programming
 - ReCharge America strategies and resources, including Harvard Medical School Division of Sleep Medicine Standards for Corporate Sleep Health Policy

Reception
5:30 – 6:15 p.m.

Dinner
6:15 – 9:00 p.m.

Keynote Speaker: Ronald Kessler, PhD
McNeil Family Professor of Health Care Policy

“Insomnia and the performance of US workers”

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