



Targeting Overweight Workers With Wellness Programs Can Backfire

News

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National Public Radio quoted [Ed Foulke](#) on the July 2, 2014 *Morning Edition* Health News story "Targeting Overweight Workers With Wellness Programs Can Backfire."

The story discusses the challenges employers face when using wellness programs to address obesity issues in the workplace.

The Northeast Business Group on Health estimates that U.S. businesses lose \$73 billion a year in productivity because of obesity.

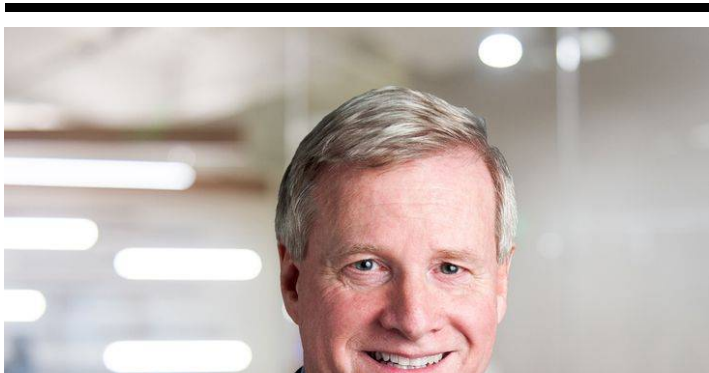
Half of teenagers are overweight, and that means employer health care costs for everything from insurance to injury and illness are likely to balloon, says Ed.

"If you don't address these issues, the cost is going to be so great that it's going to affect the viability of the company." And that, he adds, is the biggest challenge — one that few businesses are openly talking about.

[Click here to hear the entire story.](#)

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Edwin G. Foulke, Jr.

Partner

404.240.4273

Email