

**PEIA WELLNESS PROGRAM MANAGER****Nature of Work**

Under general direction of the Public Employees Insurance Agency Director, performs advanced level work in providing direction and oversight to PEIA's delivery of health promotion, primary prevention and disease detection services on a statewide level for all PEIA members. Promotes wellness and encourages members to engage in healthy lifestyle behaviors. Responsible for the development and offering of services and programs in the areas of nutrition, physical activity and abstinence from tobacco products. Performs related work as required.

**Examples of Work**

- Oversees PEIA's programs such as, Pathways to Wellness, Dr. Dean Ornish Program, West Virginia Tobacco Quit Lines, Colon Cancer Campaign including program evaluation, program expansion, patient enrollment, approval and follow-up, approval of worksite mini-grants, provider rates and coordination with other state agencies.
- Oversees contract negotiations; review contracts for compliance.
- Develops and promotes messages designed to encourage health behaviors including the use of mass media and member materials/tools.
- Researches, develops and implements strategies to address obesity and the related conditions of heart disease, diabetes, hypertension and certain forms of cancer.
- Coordinates with other state agencies and county and municipal governments for the expansion, development and promotion of wellness programs.
- Assists in the development of the program budget; monitors program budget.
- Prepares reports reflecting the operational status of the agency programs.

**Knowledge, Skills and Abilities**

- Knowledge of health care preventive methods and techniques.
- Knowledge of promotion practices and techniques.
- Knowledge of current health care practices including appropriate treatment guidelines and utilization procedures.
- Ability to design and conduct research and evaluation programs.
- Ability to plan, organize, implement and evaluate health and wellness programs.

**PEIA WELLNESS PROGRAM MANAGER (CONT'D)**

**Knowledge, Skills and Abilities (cont'd)**

Ability to communicate effectively, both orally and in writing.

Ability to maintain effective working relationships with other employees, employers and government officials.

**Minimum Qualifications**

Training: Bachelor's degree from an accredited college or university.

Experience: Five years of full-time or equivalent part-time paid experience in health care, health education, public relations, communications, or closely related area.

Substitution: Master's degree in management, business or public administration, public health, community health promotion, communication studies or a closely related field may substitute for one year of the experience.

Established: 8/21/03  
Effective: 10/1/03