



# Heroic ROI

How to Turn Bad News Into Best Practices & Bounce Back from the Health Care Crisis



*By Scott Foster, President, Wellco*

★ *"Scott was the keynote speaker for the Michigan HR Day conference, which had a sold out crowd of over 800 participants. If you are searching for a remarkable speaker who is also a pleasure to do business with, I highly recommend Scott Foster."*

Jeremy Stephens, State Personnel Director  
State of Michigan



★ *"Scott's riveting keynote reinforces best practices with humor, captivating stories and leading expertise."*

Alicia Hoge, Senior Director of  
Community Health  
American Heart Association

★ *"Scott Foster's featured presentation was the highlight of the program. Scott simplifies bewildering complex health & medical trends into actionable takeaway strategies."*

Rupesh Srivastava, President, TiE Detroit

★ *"Scott Foster is a powerful speaker. Scott's message reached me in a very personal way and his compassion and energy were obvious throughout his program. Our staff is still buzzing about Scott's strategies."*

AnnMarie Connolly, Human Capital Enthusiast  
Media Genesis