

ERIC PARMENTER
Media Kit

Media contact to schedule interviews
or request electronic review copies of *STOP!*:
Raven@booklogix.com or (470) 239 – 8547

About **Eric Parmenter**



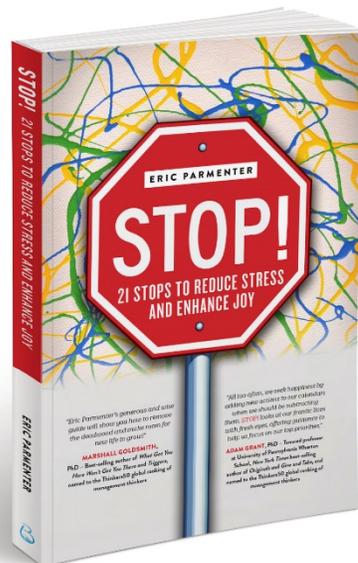
Author and national healthcare expert Eric Parmenter, CLU, ChFC, LUTCF, RHU, REBC, SPHR, CEBS, MBA, is committed to helping people achieve greater joy and reduce stress by stopping unhealthy behaviors. Eric's new award winning book ***STOP! 21 Steps to Reduce Stress and Enhance Joy*** (BookLogix, July 2016) has been endorsed by numerous experts including *The New York Times* bestselling authors Marshall Goldsmith and Adam Grant.

Eric serves as the National Leader of Direct Provider Solutions for Collective Health. He has worked in the employee benefits business for more than 30 years and is a recognized national thought leader in the hospital health system industry and an expert on the impact of health care reform on health care providers. His work with medical professionals and health care workers -- who have a high suicide rate and whose health is worse than in just about any other industry in the United States, showing higher instances of obesity, smoking, chronic disease, and stress-related illnesses than the average employee -- inspired him to write ***STOP! 21 Steps to Reduce Stress and Enhance Joy***. He has been a featured speaker and keynoter at several national healthcare conferences including the Business

Communication and Technology Institute, Business Health Agenda and the National Healthcare Innovation Summit.

Eric, who lives in Franklin, Tennessee, with his wife Sherry, graduated from the University of Illinois with a BA in psychology and earned his MBA from the University of Chicago Booth School of Business. Together, he and Sherry have seven children and nine grandchildren with another one on the way.

About *STOP! 21 Steps to Reduce Stress and Enhance Joy*



STOP! is not a book about health, wellness, stress reduction, diet, and exercise, nor is it fundamentally a business or a self-help book. Eric Parmenter's *STOP!*, based on the latest behavioral and brain science combined with his own life experiences, is designed to help you figure out what you can STOP doing to create more space in your life to enhance your joy, your wellbeing and productivity, so that you can live a life on purpose. Eric uses what he's learned in his own life combined with his 30+ years as a consultant and advisor to employers on wellness and health benefits programs to address the off-the-chart stress levels and lack of joy that too many of us are experiencing in our lives. Candid and funny, Eric writes in an easy-to-read style while providing plenty of resources to aid readers seeking to *STOP!* negative behaviors.

What They Are Saying about Eric Parmenter and *STOP! 21 Stops to Reduce Stress and Enhance Joy*

“Eric Parmenter’s generous and wise guide will show you how to remove the deadwood and make room for new life to grow!” – Marshall Goldsmith, PhD, *New York Times* best-selling author of *What Got You Here Wont Get You There* and *Triggers*, named to the Thinkers50 global ranking of management thinkers

“All too often, we seek happiness by adding new actions to our calendars when we should be subtracting them. *STOP!* looks at our frantic lives with fresh eyes, offering guidance to help us focus on our top priorities.” – Adam Grant, PhD, tenured professor at University of Pennsylvania Wharton School, *New York Times* best-selling author of *Originals* and *Give and Take*, and named to the Thinkers50 global ranking of management thinkers

“*STOP!* is about what to START to gain control of your life and find well-being. Pragmatic, well written, and real . . . a wonderful reminder and guide for life’s real challenges.” -- Dave Ulrich, Rensis Likert Professor School of Business, University of Michigan Partner, The RBL Group Voted to Thinkers50 global ranking of management thinkers, 2015

“Eric Parmenter’s book contains great advice in succinct vignettes that one might offer to a young family member or a good friend when you wish the very best for them. Be a friend to yourself and take in the simple and easy chapters. It is never too late to get in the habit of these good habits...that can make a tremendous difference in the quality of your life.” – C. Wright Pinson, MBA, MD, CEO, Vanderbilt Health System

“Eric Parmenter’s book *STOP!* is really about how individuals and organizations can perform at their best. Eric’s storytelling brings the concepts of our Corporate Performance Athlete initiative to life and teaches the importance of defining and focusing on our top priorities to achieve breakthrough performance.” -- Frank Williams, CEO, Evolent Health

“Life has become a twenty-four-hour onslaught of e-mail, text, Twitter—in both our private and work lives. There seems to be no break from the stress! Eric Parmenter’s book is a welcome reminder to us all that we can, and should, step back from all of this and regain our control. It also gives useful ideas not just about what to *STOP!* but what to start instead.” -- Michael

Gibbs, Clinical Professor of Economics, University of Chicago Booth School of Business

“In an age of go, go, go; where more is lionized and ‘yes’ is the norm, Eric Parmenter says, ‘Enough!’ *STOP!* challenges our basic assumptions regarding the inherent value of activity. It’s an engaging and inspiring call to discover joy, well-being, and purpose by learning to say ‘no.’ *STOP!* is a must-read for anyone seeking greater productivity and better performance through the paradoxical pursuit of less.” -- Gene Harker, PhD, MD, Author of *Leadership Insight*

“Every college freshman needs to read this book their first semester. *STOP!* is the best book they will read during their college career. I’ve put it on my required booklist for my Strategies in Stress Management course.”-- Andie Rowe, Adjunct Professor, American University

“Eric Parmenter has written an erudite and insightful work on the key elements that bog down so many of us. His ability to focus on these specifics gives hope to anyone who has battled the stressful time-crunch of modern life. The cogency of his presentation delights the reader. His cheerful tone warmly invites you to a better life.” -- Rev. Dr. Eric Albert Zimmer, MBA, Associate Professor, Mendoza College of Business University of Notre Dame

“Eric Parmenter’s unique writing style of interconnecting a historical perspective with current psychological research and personal experiences is meaningful, informative, and inspiring. *STOP!* is a great work with simplistic clarity to change negative behaviors and learn how to appreciate a healthy and thriving lifestyle for self and others.” -- Rose Gantner, EdD, CEO, Well Works Publishing and Consulting, Author of *Workplace Wellness: Performance with a Purpose*

Eric Parmenter’s Speaking

Eric Parmenter, a national health care industry expert, speaker and author of *STOP! 21 Stops to Reduce Stress and Enhance Joy*, is committed to improving the wellbeing and health of the nation. He has addressed critically important issues around the state of wellbeing and health with thousands of people. Featured in *Fox Business, Inc. Magazine*, and *Reuters*, Eric Parmenter regularly speaks on health and wellness and any of these topics:

10 Ways to Reduce Stress and Increase Happiness

5 Unhealthy Habits You Need to Stop Now

How Daydreaming Can Help You Tap into the Full Power of Your Brain

How Behavioral Science Can Increase Organizational Performance

How Your Calendar is Your Greatest Wellbeing Tool

What Stressed-Out Employees Cost Your Company and How to Build a Culture of Health

Working closely with healthcare workers – doctors currently rank as the #1 professional most likely to commit suicide – convinced Eric that in order to help improve patient healthcare outcomes and satisfaction overall, the poor health and stress levels of healthcare providers must be addressed. He has been a featured speaker and keynoter at several national healthcare conferences including the Business Communication and Technology Institute, Business Health Agenda, and the National Healthcare Innovation Summit. He regularly speaks to healthcare and financial professionals, academic audiences, benefits planners, and a wide range of other groups.

Because Eric is focusing on changing the health of the nation, he will have an extremely limited travel schedule during 2016. He is actively booking speaking engagements for 2017 and 2018.

[Interested in Eric as a Speaker - CLICK HERE](#)