

HEALTH AND WELLNESS MOTIVATION

You know that employee, the one who skids into her parking spot at 5 minutes to 9:00, rushes to her desk carrying her overflowing hand bag, balancing her Starbucks in one hand and her jelly filled donut in the other, claiming that mornings always stress her out? She is the one who scarfs down a sandwich and diet coke at noon and then takes a smoke break to unwind. She stays late at the office grinding through her to-do-list - chained to her desk for what she claims to be 10 hours straight. You might be impressed by her dedication. After all she is a hard worker, adding value to the company, right? Why does it matter that she is overweight, pre-diabetic and dealing with high blood pressure? Those are her issues, not yours. It's not like you are a vision of health yourself. What she does with her time and to her body is not your concern.

Wrong!

The reality is your overweight, stressed out, smoking employee is costing you money – and lots of it! She could be costing you thousands of dollars more than her healthy counterparts. This cost directly affects your bottom line and is likely to make a bigger impact on your bottom line in the future.

Industry experts say that obese employees alone cost U.S. businesses an estimated \$12.7 billion in health care, sick leave, and life and disability insurance. A figure that can increase with each additional risk factor.

Taking better care of your employees' health isn't just the right thing to do, it's a smart business decision.

Missing in Action – On and off the floor

There is no denying that absenteeism is a huge problem in the work place. When your people don't show up, someone else must pick up the

slack and do the work to keep projects from falling behind. This is not just a distraction, it's an expense.

But a problem, just as substantial and needing your concern, that often goes unnoticed or unchecked, happens in the workplace every day. Presenteeism. This is when people are at work but not being productive because of illness, lack of motivation, distraction from stress at home or at work, or other causes. Their heads are just not in the game. These employees are not providing the work they are being paid for and your profits take the hit.

Just imagine how productive your people could be if they were engaged in their work instead of nursing a headache, managing fatigue or stressing out.

Let's look at this through the lens of dollars and cents.

The Employer's Business Case for Workplace Health Promotion lays it out like this:

- If productivity increases by 1% in a company with a 10% profit margin and that increased productivity can be translated into increased revenues, this will increase profits by 10%.
- If productivity increases by 10%, profits will increase by 100% with a 10% profit margin.
- A 1% increase in profits in the United States in 2012 was worth \$150 billion per year, a 10% increase was worth \$1.5 trillion, and a 20% increase was worth \$3.0 trillion.

Curbing Healthcare Costs

It goes without saying that high healthcare costs continue to be of concern to American businesses. Your business included. Today the annual health insurance premium is more than \$6,000 for individual employees and more than \$18,000 for families. With the inception of the Affordable Care Act, companies with more than 50 employees are responsible to provide some type of health insurance. Since 2011 average premiums for family coverage have increased 20% and deductibles have increased consistently over the last 5 years. In 2015, U.S. health care spending increased 5.8 percent to reach \$3.2 trillion, or \$9,990 per person.

Thousands of studies have demonstrated that workplace health promotion programs can improve health, and many have shown that they can reduce medical costs and absenteeism.

The World Health Organization (WHO) estimates that if the major risk factors for chronic disease were eliminated, more than 40% of cancer cases would be prevented and at least 80% of all heart disease, stroke, and type 2 diabetes cases would be prevented.

WHO notes, the most important modifiable chronic disease risk factors are tobacco use, physical inactivity, and unhealthy diet. These risk factors show up as raised blood pressure, raised glucose levels, abnormal cholesterol, overweight and obesity.

The relationship between medical care costs and risk factors that can be modified by health promotion programs is strong. According to a RAND Corporation study, every \$1 invested in overall wellness efforts yields a return on investment of \$1.50. When the investment is in programs targeting chronic diseases, such as diabetes and obesity, the ROI increases to \$3.80.

Healthy lifestyle efforts and health promotion programs successfully address the root cause of chronic disease risk factors and therefore are essential safeguards for good health.

It is widely understood that human performance is higher when people are physically and emotionally able to work and have the desire to work. Higher levels of human performance lead to higher levels of productivity, which in turn can lead to higher profits in your pocket.

So, does that mean you need to lead your team in afternoon calisthenics every Thursday? Not exactly. But it does mean that a comprehensive wellness program will not only improve your employees' health, but your company's bottom line as well.



This is Where We Come In...

HEALTH AND WELLNESS MOTIVATION

Clearly, employers have a vested interest in keeping their employees healthy. The question is how? This is where Health and Wellness Motivation comes in.

Health and Wellness Motivation exists to motivate, inspire and educate busy work place professionals to improve their health, wellness and overall life performance.

We provide busy work place professionals with effective health and lifestyle management tools that influence behavior

change, enhance personal development, and foster improved performance outcomes.

We recognize that changing health behaviors is not easy. It requires reversing habits that have been formed over decades. It requires overcoming the cultural norms of society, circumventing the food industry morae's, carving out time for health despite the demands of work and family, and soul searching with a deep commitment to change.

Health and Wellness Motivation

understands this and is tackling these challenges by offering a range of first touch quality awareness level programming to a more detailed comprehensive supportive level of programming.

Health and Wellness Motivation offerings:

- Health promotion and programs aimed at fostering better health and disease prevention through behavior change.
- Lifestyle management intervention.
- Primary prevention programs addressing health related behaviors and risk factors.
- Health Coaching.
- Nutrition, exercise and fitness packages.
- Helping individuals discover their risks and make needed lifestyle

changes (provide a Health Risk Assessment).

- Effective communication strategies: ranging from face-to-face interaction to broad dissemination.
- Opportunities for employees to engage, have fun and receive support.
- Program evaluation and outcome analysis.

Health and Wellness Motivation aims for you to recognize these outcomes:

- Healthier happier employees.
- A reduction in medical costs.
- A reduction in absenteeism/presenteeism.
- A reduction in health-related productivity losses.
- Improved performance outcomes.
- Work place comradery.

PROGRAMS WE OFFER

1) Bringing **Health and Wellness Motivation** in to speak to your employees

Keynotes and workshops –

A **Health and Wellness Motivation** keynote or workshop presentation has the potential to transform a life and inspire progress. When you choose a keynote or workshop for your event or company you won't be getting a cookie-cutter run-of-the-mill talk. In fact, we

will customize! We believe every presentation makes a difference and should matter. The health and wellness content is strategic to assist you and your team in reaching specific goals.

Popular Topics include:

- Healthy Work-Life Balance – *How to put your health at the center of work and life*
- Small Changes Big Difference – *How to gain more control over your life*
- Improve Job Outcomes by Improving Health – *How to accomplish more and feel better doing it*
- Take Charge of Your Health – *Employ the keys to wellness*
- Lemons and Lemonade Come from the Same Tree – *Renew your perspective*

2) Bring **Health and Wellness Motivation** to your employees online and through a support network

Lifestyle Management Programs –

We find that lifestyle management interventions, as part of health and wellness promotion programs in the workplace, can reduce risk factors, such as smoking, and increase healthy behaviors, such as exercise and eating well. These results are sustainable over time and clinically meaningful. Clearly workplace wellness programs can help

contain the current epidemic of lifestyle-related diseases.

Health and Wellness Motivation offers three Lifestyle Management Programs that employees can participate in to improve their health, wellness and overall life performance. These are primary prevention step-by-step programs that address health related behaviors, overcoming risk factors, and fostering better health. Each participant will have support and guidance along the way as they implement simple changes for life long success.

The three programs include:

- Fresh Start –30-day fit and healthy
-BASIC-
- Step-by-Step – 90-day fit and healthy
-BOLD-
- About Face – 180-day fit and healthy
-BRAVO-

See Table 1.1

3) Make Health and Wellness Motivation a part of your company culture through a fitness challenge

Fun Competitive Fitness Challenge

Fitness challenges can be a great way to get employees excited about wellness. At Health

and Wellness Motivation we believe, if it is done right, an office fitness challenge can be the cornerstone of a company-wide wellness program. Health and Wellness Motivation has a Fitness Challenge Pack that you can incorporate into your company culture.

The Fun Competitive Fitness Challenge Pack includes:

- Detailed How-To
- Timeline
- Fitness Fun Ideas
- Progress Trackers
- Cool Reward Options

Mix and Match and customization is what we are about at Health and Wellness Motivation. We want company-wide wellness to be possible for you! Contact us to discuss options and pricing and our free value-added products.

*GOOD HEALTH IS YOUR
GREATEST ASSET*



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