



CorpsWellness

Changing Worksite Health

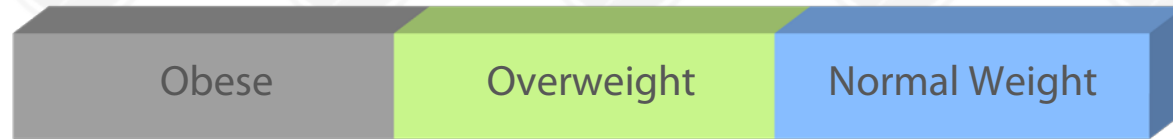
January 10, 2013

Contents

- The Problem – *America's Unhealthy Workforce*
- The Solution – *Worksites Taking the Lead*
- CorpsWellness – *Changing Wellness*
- SlimKinetic – *Creating Healthy Companies*

The Problem – *America's Unhealthy Workforce*

Catastrophic Human Toll



- 2/3 of adults overweight
 - 55% of 18-34 year olds (60% obese)
 - 1/3 of children (23 million)
- 78% not active enough
- 21% continue to smoke
- Chronic disease leader – 133 million sick
 - 1/3 has CVD, 1/3 has pre-/full-diabetes
 - Male cancer risk 1/2, Female 1/3
 - 1/10, 25MM, disabled

The Problem – *America's Unhealthy Workforce*

Unsustainable Economic Toll

- Highest healthcare cost on earth – \$2 Trillion+
 - 75% due to preventable disease
 - Only 1% spent on prevention
- \$1 Trillion+ in lost economic productivity
 - 80% of workers have chronic disease
 - Chronic conditions double absenteeism
- Health benefit costs doubled in 10 years
 - 10% of payroll costs
 - Average per employee cost \$3,984/yr
- Within 10 yrs. health share of GDP \$1/\$4

The Problem – *America's Unhealthy Workforce*

Simple, Powerful Cure

Eat Right, **Exercise**, Don't Smoke!

Impressive medicine to prevent:

- 97% of premature deaths
 - 1.5M diet/inactivity
 - 467K smoking
- 80% of chronic disease
 - Heart disease & Stroke
 - Type II Diabetes
- 40% of Cancer

The Problem – *America's Unhealthy Workforce*

The Challenge of our Time

- Normal weight & activity a **3% exception**
- Accepted social contagion – “I’m not that bad”
- Instant gratification society – why moderate?
- Obesogenic environment – hard work to be healthy
- Inactive is the “good life”
- No accountability – healthcare, restaurants, me, you ...
- Unhealthy has Wall Street appeal

The Solution – *Worksites Taking the Lead*

Workplaces are Powerful Change Agents

- We spend more time at work than anywhere else
- Work culture & colleagues influence behavior
- Workplace stakes motivate like nothing else



The Solution – *Worksites Taking the Lead*

Worksites Control Their Environment

- Workplace priorities are employee priorities
 - Stated health objectives (HBO's)
 - Management role models
 - Wellness training & coaching
- Healthy policies create healthy cultures
 - Discourage anytime, anywhere eating
 - Facilities encourage people to eat in
 - Scheduled exercise stress breaks

The Solution – *Worksites Taking the Lead*

Employee Health a Good Investment

- \$1 of worksite wellness returns up to \$6 benefit (\$2-3 average)
 - Improve productivity 25%
 - Reduce absenteeism 28%
 - Cut healthcare costs 27%
 - Cut workers comp/disability claims 30%
- Wellness programs improve recruiting & retention
- Innovative health benefits garner positive press

CorpsWellness – *Changing Wellness*

Train Reward

Measure  Support

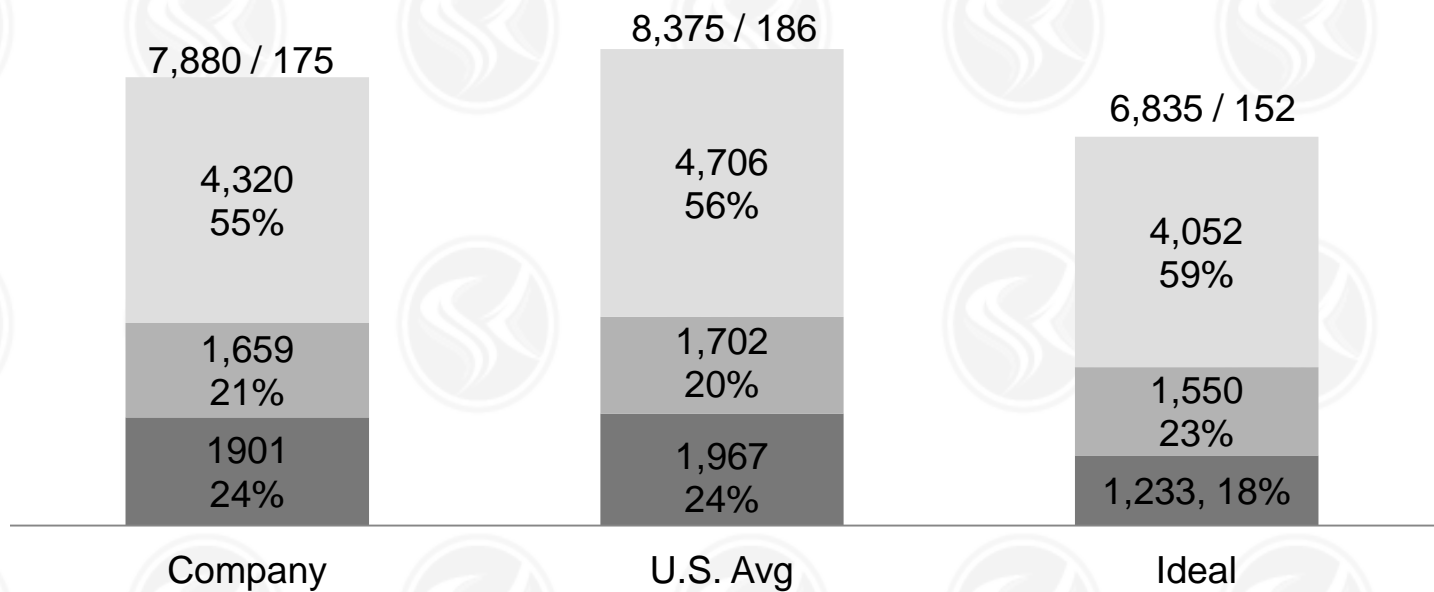
CorpsWellness

CorpsWellness – *Changing Wellness*

Measure to ID Problems, Set Goals, Create Accountability

Company Body Composition

■ Fat Weight ■ Muscle Weight ■ Water Weight



CorpsWellness – *Changing Wellness*

Train to Meet Individual Needs

- ***Personal Attention***
 - Knowledge, skills & attitude testing
 - Diet, exercise & change prescription
 - In-person, Skype, phone, email support
- Proven Tools
 - Group training, webinars & activities
 - Digestible tips, challenges & frequent user benefits
 - Networking, news & shopping wellness wiki

*“Habit is habit and not to be flung out of the window,
but coaxed downstairs a step at a time.”*

– Mark Twain

CorpsWellness – *Changing Wellness*

Reward to Motivate Participation

- Low-Cost/High Perceived Value Incentives
 - Private Sector – ***Health Incentive Stock Options***
 - Public Sector/NGOs – Recognition, Time Off, Accelerated Retirement, Partner/Donated Offers
- Team Awards to Put Everyone's Skin in the Game
 - Achievement of Company Health Goals
 - Improvement in Productivity, Health Benefit Costs
- Participation & Contest Prizes to Sustain Momentum

CorpsWellness – *Changing Wellness*

Support to Encourage Change

- ***Group the Most Important Driver of Change***
 - Sets Social Norms for Accountability
 - Provides Like-Minded Support to Reduce Stress
 - Reinforces Success to Sustain Motivation
- Individual Intervention Creates Accountability
 - Quarterly Goals, Results Tracking & Checkups
 - Expert, Colleague & Informational Motivators
 - Tips, Challenges & Contests

Obesity spread by social contagion.



Health can spread the same way.

SlimKinetic – *Creating Healthy Companies*

Who We Are

- *Socially Responsible* – Affordable Wellness for Smaller Companies
- *Science Based* – Proven, Quantifiable Facts; not Fads
- *Active* – Information is Not Enough; Change Takes Intervention
- *Innovative* – **First Health Incentive Option Program**
- *Serious About Results* – Why Not 50% Improvements?

2012 Innovation in Wellness Award

The National Center for Employee Ownership

<http://www.nceo.org/Innovations-Award-Winners/id/48/>

SlimKinetic – *Creating Healthy Companies*

What We Do

- *CorpsWellness* Turnkey Worksite Wellness
- Train-the-Trainer Licensing
- Advice & Consulting
- Confidential Administration
- Ala-Carte Product Innovations

SlimKinetic – *Creating Healthy Companies*

Our Products

- *FitAppraisal* – Comprehensive Health Risk Assessment
- *Health Incentive Options (HIOs)* – Stock Option Based Wellness
- *Boot Camps*– Diet, Exercise, Functional Training, Spinal Health
- *Wellness Checkups* – In-Person/Virtual Coaching
- *Wellness Wiki/Store* – Tips, Challenges, News, Data, Resources, Tools
- *Taspen Ranch* – Antebellum Wellness Retreat in Lake Tahoe
- *TheEssentialDiet* – Book, Online Meal Planner, Email Support

<https://sites.google.com/site/corpswellnessfitappraisal/>

<https://sites.google.com/site/slimkineticwellnesswiki/>

<https://sites.google.com/site/taspenranch/home>

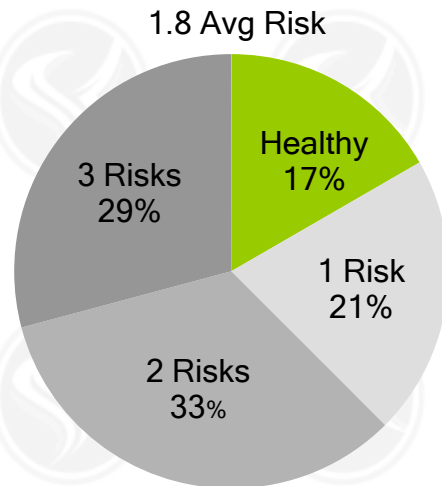
http://www.amazon.com/Essential-Diet-Loss-Digest-ebook/dp/B006WU2WR6/ref=sr_1_12?ie=UTF8&qid=1329008407&sr=8-12

SlimKinetic – Creating Healthy Companies

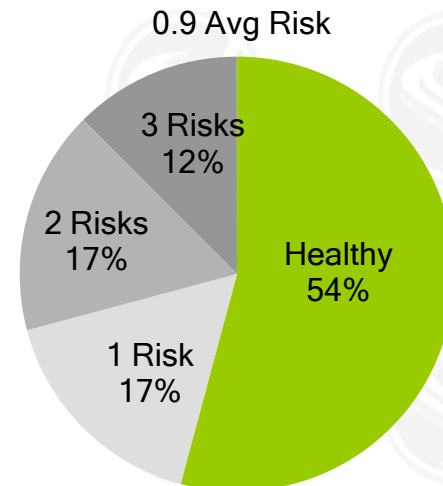
Our Results

- Participation & engagement rates exceeding **90%**
- Employee satisfaction rates exceeding **90%**
- Healthy population **triple** – 2/3 improve aerobic capacity, 2/3 improve muscular endurance, 1/3 reduce body fat

Weight, Aerobic, Muscular Risk
Starting Population



Weight, Aerobic, Muscular Risk
After 1 Year



SlimKinetic – *Creating Healthy Companies*

Getting Started

Experience CorpsWellness first hand
with **free health testing** for your
Executive Management Team

