



Your Partner in Workplace Wellness

*Helping Your Company Become Fiscally Fit Through
Our "Prevention vs. Treatment" Programs*



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1.888.WIL.POWER (945.7697)

Webinar Overview:

- ☆ What is Workplace Wellness?
- ☆ The WillPower Mission
- ☆ Six Dimensions of Wellness
- ☆ The Value of Workplace Wellness & Its Impact on Your Business
- ☆ The WillPower Process
- ☆ The Business Leadership Role
- ☆ Program Options
- ☆ A Healthy Bottom Line
- ☆ Your Wellness Strategy

70% of all
diseases in the
United States are
preventable



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What is Workplace Wellness?

Wellness is big....wellness is everywhere – from national initiatives to get American's to lose weight, kids to get active, and college students to not drink and drive – to local schools under pressure to serve healthier meals in cafeterias or to sell healthier foods in vending machines.

Workplace Wellness works!... Or does it?....And what *is* workplace wellness, really? Can a workplace wellness program actually result in a return on investment in your workplace? Can you really change your employees' behavior and overall health and wellness?

Workplace Wellness Programs see an average of a \$7 ROI for each dollar invested



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In this age of skyrocketing healthcare costs and the progressively deteriorating health of the average American citizen, there are ample reasons – and proof – that an effective workplace wellness program will result in a healthy return.

As with any program, your wellness program needs to be well focused and well executed to succeed. In other words, the more you target your wellness program to the health concerns of your employees, their families, and their dependents, as well as to the initiatives your employees need and want, and the more effectively you execute the program with frequent communication and widespread employee buy-in, the more effective it will be. Effective, that is, in terms of a healthy return on investment (ROI) that your finance department – and your employees – will love.

20% of the Insured
Population Make Up 80%
of ALL Insurance Claims



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The deteriorating state of employee wellness is a proven trend. Most diseases result from a complex interaction between inherited risk factors and environmental risk factors such as diet, lifestyle, and social factors. Adopting a healthy lifestyle, which includes being physically active, eating nutritiously, and avoiding tobacco, can prevent or help to control many diseases. Benefits of regular physical activity include a reduced risk of premature mortality, and reduced risks of coronary heart disease, diabetes, colon cancer, hypertension, and osteoporosis.



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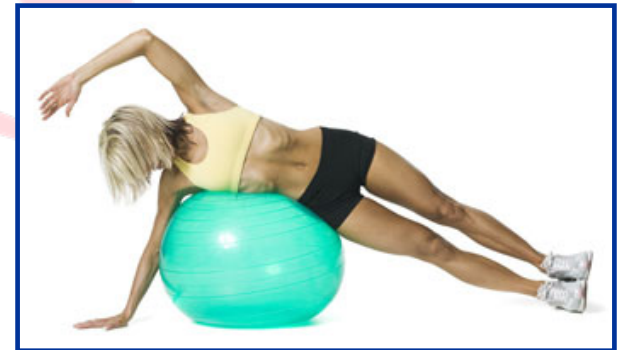
Wellness Defined

- ☆ The quality or state of being healthy in the body, mind, and spirit, esp. as the result of deliberate effort.
- ☆ An approach to healthcare that emphasizes preventing illness and prolonging life, as opposed to emphasizing treating diseases.
- ☆ Health-promoting care that addresses our minds, communities, work, bodies, spirits, and emotions by making healthful lifestyle choices that keep us well in all these areas.



Workplace Wellness Defined

- ☆ An employer-initiated, health-promoting care that addresses employees' minds, communities, work, bodies, spirits, and emotions, through promoting healthful lifestyle choices and providing programs, initiatives, and incentives that encourage employees to keep well in all these areas. Effective workplace wellness programs also take into account the wellness of employees' families and dependents.



The WillPower Mission



Will Fike

Founder / CEO

WillPowerUSA, Inc.

The mission of WillPowerUSA is to provide affordable programs to allow each employee in every workplace - regardless of demographic - to achieve Intellectual, Social, Occupational, Physical, Spiritual, and Emotional Well-Being. This is accomplished through our 5 Star Approach for both Employers and Employees.

The end result of our workplace wellness programs will not just be happy and healthy employees. A shift in the current corporate culture will take place and businesses will see a reduction in health care premiums, health care claims, and disability claims, while seeing an increase in productivity, morale, retention, and presenteeism.



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Six Dimensions of Wellness

☆ Intellectual Well-Being

Do you feel creatively and mentally challenged? Are you continually seeking to expand your knowledge and skills? An intellectually well person uses available resources to expand knowledge, improve skills, and to increase the potential for sharing with others



☆ Social Well-Being

How satisfying are your relationships with your spouse, your family, your friends, and your associates? Are you active in community affairs? Do you contribute to protecting the environment by conserving and recycling? Social wellness is based on your ability to interact harmoniously with people and the Earth.



☆ Occupational Well-Being

Do you find your work satisfying? Do you have a balance between your work and leisure time? Do you enjoy new responsibilities and look forward to achieving better results? Your attitudes about your work can greatly affect your job performance and interactions with coworkers. Striving toward occupational wellness will help to give you personal satisfaction and allow you to find enrichment in your life through work.



☆ Physical Well-Being

Do you get enough exercise? Eat a balanced diet? Do you practice safe driving and medical self-care? Do you avoid the use of drugs, tobacco, and excessive alcohol consumption? If you take good care of your body, it will repay you with years of good service.



☆ Spiritual Well-Being

Do you have an appreciation for the meaning of life and the expanse of nature? Are you at peace with your place in the universe? Do you have a set of beliefs and values that give purpose to your life? Spiritual wellness involves developing a strong sense of personal values and ethics.



☆ Emotional Well-Being

Are you able to recognize and accept your feelings, your strength, and your limitations? Can you manage your emotions and cope with stressful events? Achieving emotional wellness allows you to experience life's ups and downs with enthusiasm and grace and maintain satisfying relationships with others.



The Value of Workplace Wellness and the Impact on Your Business

- ☆ Modifications to preventable health risks, sedentary lifestyles, and behaviors
 - ☆ 9 of 10 of the leading causes of death are preventable
 - ☆ 70% of all diseases such as diabetes and heart disease are associated with preventable health risks
 - ☆ 80% of all insurance claims come from 20% of the insured population
 - ☆ According to the Centers for Disease Control and Prevention (CDC), 1 of 5 American adults are considered obese, and over half are considered obese. Since 1960, the percent of overweight Americans has increased from 35 to 60 percent
 - ☆ According to the *Surgeon General's Report on Physical Activity and Health*, more than 63% of adults do not achieve the recommended amount of physical activity and 28% of all adults are not active at all. According to the *Surgeon General's Report on Physical Activity and Health*, more than 63% of adults do not achieve the recommended amount of physical activity and 28% of all adults are not active at all.



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- ☆ Approximately 50% of the youth in country are not active on a regular basis
- ☆ According to the American Cancer Society and the CDC, since 1964 Americans have consumed 17 trillion cigarettes, and approximately 10 million people in the U.S. have died from smoking-related causes.
- ☆ Despite knowing the health risks of smoking, 3,000 young begin smoking every day.
- ☆ According to the *American Journal of Health Promotion*, 72% of Americans experience frequent stress-related physical or mental conditions, and 75% to 90% of visits to primary care physicians are for stress-related issues.
- ☆ In looking at the simple statistic in the change in behavior among smokers in the past 40 years, we can see that behavior change is possible. In 1965, almost 42% of the American adult population smoked. By 2004, that percentage was down to less than 21%. This simple statistic shows that behaviors can indeed change.



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☆ Reduced Health Care Costs, Use of Health Care Benefits, and Workman's Compensation and Disability Claims

- ☆ Annual insurance premiums and health care costs consume up to half of corporate profits.
- ☆ The United States spends more on health per capita than any other country.
- ☆ A report was recently released claiming that the annual health insurance cost per United States citizen will be \$8,160 in 2009 – up \$354 from 2008. The report also claimed that by 2018, the annual health insurance cost will be \$13,000 – which will make up for 20% of American spending. In 1990, these costs were \$2,980.
- ☆ Since 2000, the cost of family premiums has increased by 73%.
- ☆ Since 2000, overall health insurance premiums have increased by 87%, compared to an inflation increase of 18% and a wage increase of 20%.
- ☆ Health care expenditures totaled \$13,243 per employee with diabetes and \$2,560 per employee without diabetes.



- ☆ 72 million U.S. adults have been diagnosed with high blood pressure, contributing to nearly 22% of U.S. deaths.
- ☆ Employees under stress have high cases of formal grievances and litigation.
- ☆ Stress manifests itself in many ways, all of which increase health care costs and disability claims:
 - ☆ High blood pressure
 - ☆ Backaches, headaches, and migraines
 - ☆ Indigestion, heartburn, and ulcers
 - ☆ Sleeplessness
 - ☆ Anxiety attacks
 - ☆ Substance abuse
- ☆ It is estimated that depressed workers utilize 1.5 – 3.2 more short-term disability days in a 30-day period than other workers, with a loss of productivity averaging between \$182 and \$395.
- ☆ Muscle toning and conditioning strengthen muscle groups and teach proper form, thus reducing work related injuries.



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☆ Reduced Absenteeism

- ☆ Healthier employees take less sick days.
- ☆ Wellness programs assist with contributors to sick time such as depression and stress.
- ☆ Stress has increased 316% in 5 years as a reason for absenteeism
- ☆ Nearly \$44 billion is lost by businesses and corporations across America each year due to the effects of depression in the workplace.

☆ Increased Productivity

- ☆ A healthy employee is a productive employee.
- ☆ Studies show decreased decrements in work and an overall increase in output in fit employees as opposed to unfit employees.

☆ Increased Employee Morale, Retention, Loyalty, and Satisfaction

- ☆ Wellness programs help to recruit and retain the most effective, productive employees



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The WillPower Process*

☆ Workplace Wellness Company Consultation

☆ At WillPowerUSA, we take a great deal of pride in serving as consultants during our initial “Workplace Wellness Assessment.” This assessment is recommended to be conducted face-to-face. However, telephone and web-based meetings are available.

☆ During the consultation, our Wellness Professional will:

- ☆ Assess any current Workplace Wellness Solutions your company may currently have in place
- ☆ Assess the general health and wellness of your employees
- ☆ Assess current occupational conditions such as:
 - ☆ Vending machine and cafeteria options
 - ☆ Workplace safety
 - ☆ Lighting, air quality, and noise
 - ☆ Handicap accessibility
 - ☆ Overall ergonomics



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☆ Discuss wellness initiatives that would most benefit your employees such as:

☆ Weight loss programs

☆ Walking programs

☆ Wellness Alliance discounts

☆ Lunch and Learn programs

☆ Potential encouragement and reward programs

☆ Set up time of delivery date of customized Workplace Wellness Solutions

☆ Delivery of Proposal of Customized Workplace Wellness Solutions Based on Consultation*

☆ There is no “cookie-cutter” approach here. All programs are tailored to the specific needs of you and your employees.



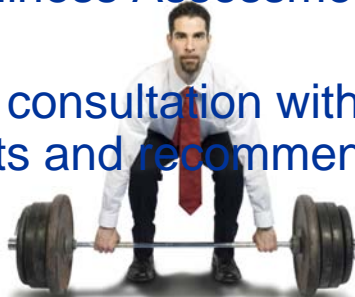
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☆ Launch Workplace Wellness Program

- ☆ Establish Wellness Leader
- ☆ Develop Workplace Wellness Mission Statement
- ☆ Delivery of Company-Branded Collateral*
- ☆ Delivery of Workplace Wellness Employee Survey*
- ☆ Delivery of Employee Participation Confirmation*
- ☆ Discuss Workplace Wellness Employee Survey with Wellness Leader
- ☆ Interactive Health Fair
 - ☆ Create Awareness, Educate, and Inform
 - ☆ Initial Health Risk Assessment (HRA)*



- ☆ Gather information regarding nutrition, exercise, sleep, stress, happiness, pain, etc.
- ☆ Bio-Metric Package including four panel cholesterol testing, glucose testing, weight, blood pressure, body composition, and circumference measurements
- ☆ Strength, flexibility, and stability assessment
- ☆ 14 page Wellness Assessment outlining overall health risk factors
- ☆ One-on-one consultation with a Wellness Counselor to review results and recommended next steps



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☆ Additional Wellness Education

- ☆ Chiropractors
 - ☆ Massage Therapists
 - ☆ Life Coaches
 - ☆ Smoking Cessation Counselors
 - ☆ Depression / Stress Management Counselors
 - ☆ Alcohol / Drug Abuse Counselors
 - ☆ Diabetes Advisors
- ☆ Registration for WillPowerUSA's online Wellness Program
- ☆ Dependent Enrollment for WillPowerUSA's online Wellness Program



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☆ Our Five Star “Healthy Employee” Approach

- ☆ We **LISTEN** to employees needs and concerns through the Health Risk Assessment as well as the Online Questionnaire.
- ☆ We **TAILOR** a comprehensive and personalized program which includes meal planning, resistance training, and cardio-vascular programming in addition to guidance in other wellness issues such as smoking cessations, stress management, diabetes management, depression management, and so on.
- ☆ We **DELIVER** each program through a Personalized Home Page on www.MakingAmericaFit.com.
- ☆ We **EVALUATE** each participant’s results and progress on a monthly basis.
- ☆ We **MODIFY** each customized program based on evolving needs and goals. All programs updated monthly.



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☆ Our Five Star “Healthy Company” Approach

- ☆ We **LISTEN** to current corporate issues concerning a reduction in absenteeism, health care premiums, health care claims and disability claims, while seeking an increase in productivity, retention, morale, loyalty, and presenteeism.
- ☆ We **TAILOR** an “Action Plan” specifically based on Health Assessments as well as additional concerns addressed by both the employee and the employer.
- ☆ We **DELIVER** our specific company-wide action plan that will make the workplace a healthier, safer, more efficient environment that promotes an increase in productivity and a decrease in health costs. In addition, we deliver aggregate reporting based on Health Risk Assessments and participation.
- ☆ We **EVALUATE** our action plan on a regular basis to compare updated results and progress to initial benchmarks.
- ☆ We **MODIFY** our “Action Plan” monthly or quarterly based on the evolving needs of both the employer and the employee.



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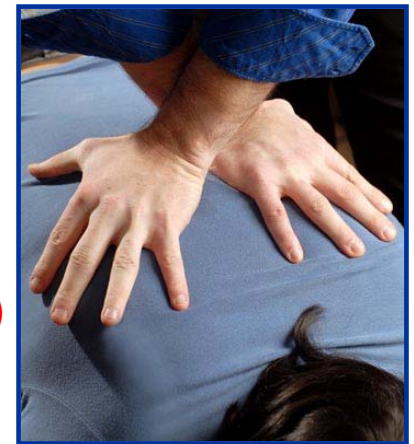
☆ Continued Support

☆ “Lunch and Learn” seminars which include the following topics:

- ☆ The “6 Components of Fitness”
- ☆ “Stress Management”
- ☆ “Family Fitness”
- ☆ “Overcoming Plateaus and Remaining Motivated”
- ☆ “Wellness Myths”
- ☆ “Six Dimensions of Wellness”
- ☆ “Staying Healthy and Fit Through the Holidays”

☆ Provide Wellness discounts on products and services that promote healthy living such as:

- ☆ Fitness Centers
- ☆ Personal Training
- ☆ Nutritionists and Dieticians
- ☆ Supplements and Vitamins
- ☆ Chiropractic Care
- ☆ Medi-Weight Loss Products (meal replacements)
- ☆ And many others



☆ “Points Reward Program”* – developed as a motivational tool for people with minimal risk factors to maintain their health and for those with significant risk factors to reduce those risk factors, based on the following criteria:

- ☆ Health Risk Assessment Completion
- ☆ Smoking Habits
- ☆ Weight Management
- ☆ Body Composition
- ☆ Blood Pressure
- ☆ Resistance and Cardio-Vascular Training Habits
- ☆ Nutrition Habits
- ☆ “Lunch and Learn” Participation
- ☆ Walking and Cycling Programs
- ☆ Company Classes (Yoga, Core, Pilates, etc.)



- ☆ Team Competitions* – groups of participants working together in a “Points Reward Program” against other teams from within the company or against other companies.
- ☆ Healthy Workplace Environment Program – encourages employees to take the initiative to start wellness programs within the company, such as walking programs, company softball teams, or even a bowling night.
- ☆ Monthly Newsletters and Motivational E-Flyers are sent weekly.* Topics submitted by our alliance of wellness professionals include:
 - ☆ Recipe of the Week
 - ☆ Exercise of the Week
 - ☆ The Six Dimensions of Wellness Tip of the Week
 - ☆ Success Story of the Month
 - ☆ Supplement of the Month
 - ☆ New Partners, Clients, and Affiliations
 - ☆ Charity of the Month
 - ☆ And More!!!



- ☆ Employee Satisfaction surveys are delivered on a regular basis to insure retention and satisfaction within the program. These results are confidentially passed on to the employer.
- ☆ COMING SOON!!!! – Workplace Wellness Retreats – catered to providing teambuilding benefits while using personal lifestyle improvement exercises surrounding health and wellness.



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The Business Leadership Role

☆ Senior Management Support!

- ☆ Major change initiatives must be actively led by Senior Management
- ☆ Senior-Level support is imperative to get maximum employee acceptance of and participation in workplace wellness programs
- ☆ The more management promotes and participates in workplace wellness, both behind the scenes and in highly visible ways, the more successful your program will likely be.



☆ Understand that Workplace Wellness is the Right Initiative

- ☆ Make more than a minimal effort
- ☆ Understand your ROI – you can not lose with the right program
- ☆ Treat Workplace Wellness as you would any other initiative within your business



☆ Call Upon the Professionals

☆ Would you take your car to a vitamin shop to get a tune-up? Would you ask the man or woman changing your oil what supplements are best for your body? Of course not. Regardless of the task, look for the pro. When looking for a Workplace Wellness organization, look for a business that create a program specific to your business and your employees.

☆ When You Find Your Professional, Be “SMART”

- ☆ **S**pecific – Goals are clearly defined
- ☆ **M**easurable – Goals are quantifiable with specific numbers
- ☆ **A**chievable – Goals are possible for your employees with the resources you provide
- ☆ **R**elevant – Goals are appropriate to your employees and your wellness mission statement
- ☆ **T**imed – Goals are to be achieved within a set time



Program Options

- ☆ WillPowerUSA prides itself in creating affordable solutions for each and every Workplace Wellness Client:
 - ☆ Web-Site Branding, duplication, and training
 - ☆ Web-Site Branding, duplication, and management
 - ☆ “Expanded Bio-Metric Program”
 - ☆ “Basic Bio-Metric Program”
 - ☆ Site usage
 - ☆ Company consultation



Our programs start at just \$5 per month per participating employee

Please call **1.888.945.7696** to receive more information.



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Your Healthy Bottom Line

- ☆ For every dollar invested in a Workplace Wellness Program, employers generally see a return from \$5 to \$16.
- ☆ Studies have shown that the ROI is met by just a 0.50% increase in improvement workplace-wide wellness!*
- ☆ Comprehensive Wellness Programs, such as WillPowerUSA, provide significant opportunities to improve productivity and reduce costs.
- ☆ Companies have a reported a savings of \$116.00 per employee in healthcare related costs per year as a result of Workplace Wellness utilization.
- ☆ Duncan Aviation with 450 employees in Michigan began its health awareness program 13 years ago. Duncan has eliminated 60% of identified employee health risks (smoking, blood pressure, obesity, etc), being rewarded with a 7% - 14% premium increase as opposed to a 40% increase.



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- ☆ Days that were lost to illness or disability were reduced by 14% after the implementation of a wellness program at DuPont.
- ☆ The Citibank “Health Management Program” provided a health risk appraisal to 40% of their 42,000 employees. Over a 38-month period, they spent \$2 million and accrued \$12.6 million in program savings, most came from the difference in medical expenditures between program participants and non-participants.
- ☆ An analysis of 8 rigorously evaluated health promotion programs determined an average reduction in healthcare expenses of \$3.35 for every dollar spent on health promotion.
- ☆ Consider this....when choosing the WillPowerUSA Health Fair and Online Management Program, the average employer will see their ROI if an employee misses just one less day per year! (\$122.00)



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Your Wellness Strategy

☆ Make it Affordable, if not FREE

☆ WillPowerUSA has aligned itself with organizations such as Brown and Brown Insurance:

- ☆ Brown and Brown can assess your current benefits program and search for a way to get your business a Workplace Wellness solution without an increase in benefit costs.
- ☆ In the recent months, Brown and Brown has made huge strides in encouraging and supporting “Prevention vs. Treatment” programming.
- ☆ In teaming up with one of the largest insurance intermediaries, WillPowerUSA is confident we can assist your organization in becoming healthy, fit, and well at an affordable cost.



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☆ Take the Consult....it can not HURT

- ☆ With an out of control insurance crisis, what do you have to lose in a consultation with WillPowerUSA?
- ☆ Our President stated two weeks ago that if we sit still we can expect the current turmoil to last that much longer than necessary. A consultation with a Workplace Wellness Consultant is a giant step towards progress.
- ☆ At WillPowerUSA, we are about people first, pride second, and money might come in to play between third and fifth. With a simple phone call, WillPower can provide you with FREE solutions to help your company grow during these trying times.

*Don't be scared!
It's time to get healthy!*



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Thank you for celebrating
Workplace Wellness Week
with WillPowerUSA, Inc.

Your Partner in Workplace Wellness

*Helping Your Company Become Fiscally Fit Through
Our "Prevention vs. Treatment" Programs*



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