

## **CORPORATE PROGRAMS**

### **GROWING TRENDS**

"Without a doubt, RMI (Repetitive-Motion Injury) cases are ballooning; they've increased 13-fold in the past decade. Repetitive-motion injuries account for nearly \$20 billion in workers' comp costs annually and an estimated \$100 billion in lost productivity and turnover. Smart businesses aren't waiting for regulations or lawsuits to prompt action.

*Inc. Magazine*

In a nationwide survey of 1,700 companies, the Washington Business Group on Health found that 32% of the companies with 50 or more employees have a physical fitness program; almost 64% of the companies with 750 or more employees have such programs.

*Crain's New York Business Magazine*

"The evidence pointing to the success of fitness programs improving employee health practices, reducing medical and disability costs, and improving productivity is indisputable."

*Kenneth R. Peletier, Ph.D.  
American Journal of Health*

### **ANNUAL EMPLOYEE TURNOVER**

British Columbia Hydroelectric employees revealed a turnover rate of **3.5%** for fitness program participants, compared with a company average of **10.3%**. *Benefits of Employee Health Programs, Cigna, 1991.*

The Canadian Life Assurance Company found turnover among fitness program participants was **32.4%** lower over a seven-year period compared with non-participants. *Canadian Journal of Public Health, Peter Leatt, et.al., January/February, 1988.*

Tenneco found that those who participate in its' corporate fitness program were **13%** less likely to leave than other employees. *Business & Health, Kathleen Doherty, February 1989*

### **REDUCE EMPLOYEE ABSENTEEISM**

Mesa Petroleum's absenteeism was over **50%** lower than the national industry average as a result of its' fitness program - 1.6 days per year, compared to the national industry average of 3.4 days per year. *Reports on Mesa Corporate Health and Fitness Program, Mesa, Inc., 1990.*

Northern Gas Co. employees who are in the corporate exercise program have **80% fewer sick days** than non-exercising employees. *Health Promotion and Education Programs, riverside Occupation Health Services, 1991.*

DuPont showed that blue collar employees in its' corporate fitness program used **14% fewer disability days** than non-participants, resulting in a total of 11,726 fewer net disability days for the company. *American Journal of Health Promotion, Kenneth R. Pelletier, Editor, March/April 1991.*

The Dallas, Texas Police department reported a **29% decrease** in sick leave for its' fitness program participants, while non-participants sick leave increased by **5%**. *Company sponsored Employee Fitness Programs, The Associations for Fitness in Business, 1991.*

## **IMPROVED PRODUCTIVITY**

**Improved Decision Making:** “Executives who workout regularly are actually better decision makers,” concluded Dr. Gariel Salvendy (Purdue University). “Fitness level of exercisers over a 9 month test period had risen 22% while ability to make company decisions had increased 70% over those non-exercisers.”

*Robert J. Brosmer, Deborah L. Waldron, Health and High Performance, 1991.*

**Improved Efficiency:** NASA found that participants in an exercise control program had increased stamina and work performance which amounted to a 12.5% increase in productivity. *Company Sponsored Employee Fitness Program, The Association for Fitness in Business, 1991.*

**Improved Concentration:** Union Pacific Railroad found 75% of participants thought regular exercise helped them achieve higher concentration and relaxation levels at work. 80% felt exercise helped increase productivity.

*Health Values, Joe Leutzinger, M.S., Daniel Blanke, pH.D., September/October, 1991.*

**Boost Morale:** At Asstchi & Saatchi Advertising, 63% of employees enrolled in its' fitness program cited improved productivity and 75% said it boosted morale.

*Good Health Good Business, Johnson & Johnson, Second Quarter, 1990.*

**Reduced Mental Errors:** “Fit workers committed 27% fewer errors on tasks involving concentration and short term memory as compared to un-fit workers.”

*Ergonomics, Hans Sjoberg, 1983.*

## **RETURN ON INVESTMENT**

**The Coors Brewing Co.** found that, in 1990, it returned \$6.15 for every dollar spent on its' corporate fitness program. This was the sixth year of its' fitness program with annual returns from \$1.24 to \$8.33 for each dollar spent. *This is Corporate Wellness and its' Bottom Line Impact, Wellness Councils of America, 1991.*

**Kennecott Copper Co.** show that, over four years, for every dollar invested in its' corporate fitness program, the company returned \$5.78. *The Cost Effectiveness of Corporate Wellness Programs, American Institute of Preventive Medicine, 1991.*

**Equitable Life Assurance** realized a return on investment of \$5.52 per \$1 in the first year of its' corporate fitness program. *Fitness in business, Robert Kaman, pH.D., October, 1987.*

**General Mills:** In the first year of its' TriHealthalon employee fitness program, General Mills received a payback of \$3.10 per dollar invested. In the second year, the payback increased to \$3.90 per dollar invested. *American Journal of Health Promotion, e. Andrew Wood, et al, November, 1989.*

## LOWER HEALTH CARE COSTS

Steelcase showed that medical claims costs were 55% lower for corporate fitness program participants than non-participants over a six-year period - an average of \$478.61 for participants vs. \$869.98 for non-participants.

*The American Journal of Health Promotion, Louze Tze-ching Yen, et al, September/October, 1991.*

Mesa Petroleum found, as a result of instituting a corporate fitness program, health care cost per employee rose only 4.8% compared to the national average of 105%. Their health care costs per employee were \$1,121 compared to the then national average of \$3,560.

*Report on Mesa Corporation Health and Fitness Program, Mesa Inc., 1990.*

The Scoular Grain Co. reduced health care costs by over \$1 million in 1989, the first year of its' fitness program - or \$1,500 for each of its' 600 employees.

*This is Corporate Wellness, Wellness Councils of America, 1991.*

DuPont found that, in a three-year study, it saved **\$1.6 million** in the first year of its' fitness program, **\$1.5 million** in the second, and **\$3 million** the third year.

*American Journal of Public Health, Robert L. Bertera, pH.D., September, 1990.*

Texas Instruments achieved a 91% reduction in worker's compensation costs for MSDs (Musculoskeletal Disorders) - from \$2.6 million in 1991 to \$224, 000 in 1996. Also, the average cost for each MSD claim declined from \$21,946 in 1991 to \$5,322 in 1996

*Puget Sound Business Journal, Sougata Mukherjee, September, 1997.*

## RESEARCH SHOWS

Those who do not exercise vigorously (the equivalent of climbing 15 flights of stairs or walking 1 1/2 miles four times per week) also have double the health care costs, with 35% more in-patient hospital days, than those who exercise.

*Human Resources Magazine*

American business already spends up to 45% of its' net profit on health-care costs. Last year General Motors spent more money per car on health-care than on steel.

*Fitness Management*

Health insurance premiums for small companies increased by an average of 23% during the past year, according to National Small Business United. Most increases ranged from 1% to 25%, but 17% of the surveyed companies reported increases from 26% to 50%. No wonder health insurance costs and availability were cited as the most important problems the small company faces.

*Inc. Magazine*

### THE BOTTOM LINE

***“Wellness programs in general, and fitness programs in particular, may be the only employee benefits which pay money back.” D.W. Edington, pH.D. University of Michigan***

### BENEFITS

#### **EMPLOYER**

**Decrease Health Care Costs**  
**Reduced Employee Turnover**  
**Increased Employee Productivity**  
**Reduced Absenteeism Time**  
**Reduced Disability Time**  
**Positive Return on Investment**  
**Increase Employee Morale**  
**Reduced Mental Errors**  
**Improve Efficiency**

#### **EMPLOYEE**

**Increased Energy**  
**Decrease Injury Rate**  
**More Free Time**  
**Improved Relationships**  
**Higher Quality Time**  
**Longer & Happier Life**

*Tools for Life® provides our clients with resources to achieve their personal health goals, which include strengthening the foundation of mind, body, and spirit. We provide a learning environment, setting standards of excellence in our community.*

**“Our goal is to provide you with the quantitative data needed to evaluate the effectiveness of your wellness program.”**

## **SERVICES OFFERED**

- ◆ Planning with Human Resource & Risk Management
- ◆ Worksite evaluation
- ◆ Incentive programs
- ◆ Health fairs
- ◆ Psychological & Fitness tests
- ◆ Diversity and Sales Workshops
- ◆ Fitness Forums
- ◆ Individual Fitness Programs
- ◆ Nutritional Programs
- ◆ Educational Products
- ◆ Tools for Life<sup>®</sup> Newsletter
- ◆ Research Data
- ◆ Quarterly monitoring, reporting, and follow-up

## **WORKSITE EVALUATION**

We will:

- ◆ Meet with Human Resource personnel to review absenteeism, L & I claims, and insurance premiums for each department
- ◆ Review the needs of each department from the employer's and employee's perspective
- ◆ Analyze each workstation for ergonomic measures, review job rotation, and review any tools and equipment for ergonomic adaptations
- ◆ Provide spinal screening option
- ◆ Provide a written report with recommendations
- ◆ We will work with Human Resources to develop an incentive program

## HEALTH FAIRS

**Psychological & Fitness tests** to determine how healthy and happy your employees are

**Heart Disease Risk Assessments** for screening of potential health problems

**Individual reports** to provoke the necessary feedback to the employer and the employee with recommendations on key parameters for improving health & performance

## GROUP TESTING: KEY PARAMETERS

**Psychological test** to measure job satisfaction & employee morale

**Physical Activity Readiness Questionnaire** for screening of potential health problems

**Body Composition testing and circumference measurements** to determine baseline measures

**3-minute step test** to determine cardiovascular condition

**Push-up test** to determine upper body endurance

**Sit-up test** to determine trunk endurance

**Sit & Reach test** to determine flexibility measures

## SEMINARS

**Gimmickless Nutrition** - Learn the key principles of calories, spacing of meals, and ratios of protein, carbohydrate, and fat to maximize health and progress

**Resistance Training & Flexibility** - Learn how to incorporate these two key fitness elements into your lifestyle safely and effectively

**Cardiovascular Training** - Learn the keys for maximizing your progress with minimal time

**Habits: Making and Breaking Them** - Tradition is only as good as the sciences that validate it

**Managing Stress in the New Millenium** - Family stress, work stress, recreation stress = mental and physical breakdown. Learn how to cope with life in the new millenium

**Back Care** - A unique enlightenment into the process of prevention and rehabilitation

**CPR Instruction** - The life you save may be your own

## **WORKSHOPS & FORUMS**

**Diversity in the Workplace** - Key for effective hiring, training, creating and managing teams. Understand different learning and cultural styles to communicate effectively.

**Personality Styles & Sales Training** - Learn how to effectively communicate with different people and the seven key steps to ensure sales success

**Fitness Forums** - Stretching, Tubing Workouts, Isometrics at your desk, Weight Room Instruction, Cardiovascular Training, Nutrition

## **FITNESS CLASSES**

**Muscle Conditioning class:** Designed to get you motivated by introducing you to other people. Various handouts will be given as an information/educational tool. The handouts used will be based on the needs of the group. 1 hour per class.

**The Training Zone class:** Designed to educate you on basic Anatomy, Physiology, and Kinesiology. You are taught the key principles of frequency, intensity, and duration for resistance, cardiovascular, and flexibility training. It also includes the nutrition program and educates you on the principles of calories, spacing, and ratios. It includes a training manual with all of the key information as well as key tips. You get to keep the manual and you will design your own program as part of the course. 1 hour per class.

## **FITNESS PROGRAMS**

**Program design:** A completely individualized routine including all fitness parameters. For those people who need the structure, safety, and want to maximize their progress but do not need a weekly appointment.

Comes with a training journal so the you can record pertinent information each workout and turn in on a weekly basis for review. Weekly follow-up calls are provided if we do not see you.

Each program comes with a walk through of the routine a copy of The Final Edge to Metabolic Control book/video system, and a training journal. The programs are designed for 10 weeks. 1 hour.

**Personal training sessions:** Designed for those clients who want or need individual attention and motivation. It guarantees maximum progress with safety. Highly educational. ¾ hour.

## **NUTRITION PROGRAMS**

**Nutrition program:** Determines the correct number of calories, meals, and ratios of protein, carbohydrate, and fat for each client.

Comes with an exchange list, fast food and frozen meal tips, shopping list, eating out tips, and a recipe book.

Also included are three follow-up consultations and educational handouts.  
2 1/2 hours.

## **RETAIL**

**The Final Edge to Metabolic Control™:** A book & video system providing education on key fitness parameters

**The Ingredients™ Recipe Book:** Full of healthy and tasty recipes

**The Iron Athlete Training Journal™:** Helps keep track of progress and provides important feedback

**Dietary Information Workbook Guide™:** Gives you key nutritional information for losing or gaining weight

**Supplements:** To compliment your nutrition program

**Clothing:** Workout in style and comfort

## **FOLLOW-UP**

Designed to provide feedback and motivation by reviewing questions, performing body composition and circumference measurement testing to gauge progress, and making sure the program is working correctly and fitting into the employee's lifestyle. ½ hour.

This is also provided for the company for one year to provide the necessary research data

## **RESEARCH DATA**

We will show you the effectiveness of your wellness program and show you what this means to your bottom line.

We take a control group, an educational group, and a hands-on group through beginning and ending testing parameters and provide you the data with the differences among the groups.

This will show you:

**Turnover can be reduced up to 32%**

**Reduce absenteeism up to 80%**

**Improve productivity up to 12%**

**Earn a return on investment up to 615%**

**Decrease medical claim costs by 55%**