

January 2-6, 2012

Professional Development January 2-3  
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# Wellness - An Emerging Market

**Joel Schaffer, MAS**

Sound Line LLC

MAS - 1 pt  
Monday, January 02, 2012  
3:45 pm - 4:45 pm

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If The Person Sitting Next To You  
Doesn't Know Hands Only CPR

# MOVE



## Wellness An Emerging Market

Joel D. Schaffer, MAS  
Soundline LLC  
[joel@soundline.com](mailto:joel@soundline.com)

*Wellness is an active process through which people become aware of, and make choices toward, a more successful existence. The quality or state of being healthy in body and mind, especially as a result of a deliberate effort. It's an approach to healthcare that emphasizes preventing illness and prolonging life, as opposed to emphasizing treating diseases.*



## Today's Takeaway

- ✓ There is a need for our products and services in many applications.
- ✓ There is a place for a wellness engagement consultant on a corporate wellness team.
- ✓ This opportunity should not be approached without knowledge.
- ✓ Position yourself and your company for the buyer.

## Why Wellness Programs – The Numbers Are Staggering

### 1.1 Trillion vs. 227 Billion

Estimated lost productivity – due to diabetes, depression, cardiovascular health and other illnesses – at \$1.1 trillion per year. A staggering cost roughly four times the \$227 billion spent annually on healthcare.

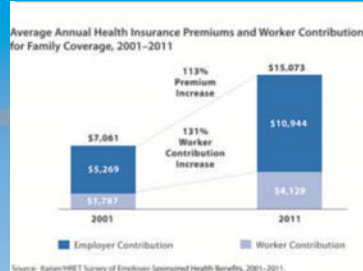
The study concluded that direct productivity gains, from even modest improvements in prevention and treatment, could boost the nation's gross domestic product by \$905 billion. The study revealed that lowering the obesity rate alone could result in a remarkable productivity surge of \$254 billion.

Source: 2007 Milken Institute report



## Client Problem – Client Need – Client Opportunity

### Employee Insurance Costs More Than Double In Ten Years



This fact, along with a desire to improve productivity, has caused (or forced) more and more employers to turn to company wellness programs.

*However, despite their popularity, these programs aren't living up to their potential. Participation rates are disappointingly low, with only 46 percent of those with access to a wellness program participating in the past year.*

Source: 2009 employee survey conducted by MasterCard and Harris Interactive

## There Is A Problem

More than one out of three employees who took employer-sponsored lab-based wellness tests were found to be at high risk for high cholesterol, kidney disease or diabetes, and it was news to them. The study that covered 52,270 first-time participants in wellness tests at 15 companies.

Source: Quest Diagnostics Study 2003-2010




## Undergoing Huge Change

- A Survey of 335 mid-large size employers (with 7.8 million employees) found that employer use of wellness penalties rose from 8% to 19% (2009 to 2011) and is forecast to be up 38% by end of 2012.
- 54% are currently providing financial incentives to wellness participants.
- 80% plan to do so in 2012.
- In the most simple cases, employers will offer cash incentives, ranging from \$25 to \$200, to employees who fill out a health risk assessment report or submit to a biometric screening (a blood draw and immediate results).
- Incentives can also take the form of insurance premium discounts or employer contributions to healthcare accounts.
- Average participation in completing health risk assessments is 46% with incentives versus 19% without.
- Average participation in biometric screenings is 45% with incentives and 25% without.

Source: Towers Watson's 2011/2012 Staying@Work Report.

## The Core Need – The Core Assignment ?

### Employee Engagement



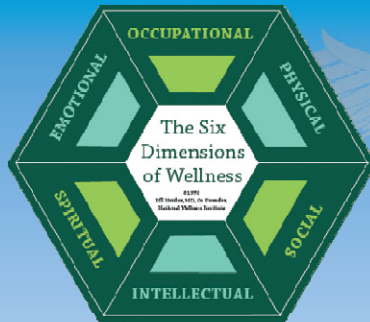
**Joel D. Schaffer, MAS**  
Wellness & Employee Engagement Division  
joel@xyzassoc.com

111 Canfield Ave  
Randolph, NJ 07869

Phone: [973] 927-4100  
Fax [973] 927-4100

Employee Wellness Engagement Consultant

## Learn The Psychology



By applying the Six Dimensional Model, a person becomes aware of the interconnectedness of each dimension and how they contribute to healthy living.

- >How a person contributes to their environment and community, and how to build better living spaces and social networks.
- > The enrichment of life through work, and its interconnectedness to living and playing. Social
- > The development of belief systems, values, and creating a world-view. Intellectual
- > The benefits of regular physical activity, healthy eating habits, strength and vitality as well as personal responsibility, self-care and when to seek medical attention.
- > Self-esteem, self-control, and determination as a sense of direction. Spiritual
- >Creative and stimulating mental activities, and sharing your gifts with others. Emotional

Source; National Wellness Institute

## Consultants Must Know The Laws

Several laws and regulations govern wellness plans; the most important of which is the Health Insurance

Portability and Accountability Act (HIPAA). HIPAA is a broad-reaching statute that touches employee health, privacy and benefits.

Most notably when it comes to wellness, HIPAA deals with whether employees are discriminated against by the employer.

Source: Amy Gallagher, GoLocalProv

Key element – Companies cannot rate discriminate

## Consultants must Know The Methodology

### Wellness Programs Fall Into Two Basic Categories

**Participation-based** : May reward employees for simply participating in activities such as health screening or a tobacco cessation programs, but may not be required to have a “normal” health screening result (i.e. 120/80 blood pressure) or quit smoking.

**Standards-based programs**: Aim to help employees meet behavior-changing milestones by providing incentives only if health goals are achieved. An example of a standards-based program is one that requires employees to show whether they smoke, either by completing an affidavit or having a tobacco screening with a negative result.



## Job Stress

Employees at work are more likely to struggle with health problems than are people in retirement — more so than even family problems or family problems.

Source: Princeton Survey Research Associates

29% saw their job as the number one source of stress in their lives. All of this data was collected before the economic collapse of 2007.

Source: The Families and Work Institute

29% of those surveyed were “gu to a bit or extremely stressed at work .

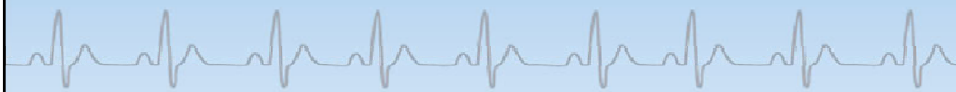
Source: Yale University

80% of workers surveyed indicated their job is “very or extremely stressful” 25% of employees believe the worker has more on-the-job stress than a generation ago

Source: Northwestern Mutual Life

“Job stress can be defined as the harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the worker. Job stress can lead to poor health and even injury. The concept of job stress is often confused with challenge, but these concepts are not the same. Challenge energizes us psychologically and physically, and it motivates us to learn new skills and master our jobs. When a challenge is met, we feel relaxed and satisfied. Thus, challenge is an important ingredient for healthy and productive work. The importance of challenge in our work lives is probably what people are referring to when they say “a little bit of stress is good for you.”

NIOSH (National Institute of Occupational Safety & Health)



## Primary Areas Of Wellness Concern

Weight management  
 Diabetes Support  
 Stress Management  
 Chronic Conditions Support  
 Physical Activity  
 Depression Symptoms Support

Weight

Diabetes

Stress

Chronic

Activity

Depression




The screenshot shows the WellnessAwardStore website interface. At the top, there is a navigation menu with links for Home, About Us, Services, Clients, and Contact Us. A search bar is located below the navigation. The main content area features a central banner titled "Awards & Incentives for Wellness Programs" with a sub-headline "FREE 24 hour service Over 200 Products To Choose From!". To the right of the banner, there are two call-to-action boxes: "Clearance Sale Items Save 20-40%!!" and "Wellness Awards Are Great For!". Below the banner, there are three more boxes: "Why Choose Us?", "Newsletter Signup: Email Only Specials, Discounts, News and Content!!", and "Sign Up Now!!". The left sidebar contains a list of product categories including: Most Popular Products, 24 Hour Back Service, Clearance Sale, Anti-Bacterial Products, Aspirin, Auto, Awards, Awareness Products, Back & Neck, Blood Pressure Guide, Canteens, Carrots Counters, Cancer Awareness, Case & Bags, Chicks & Wishes, Company Outings, Computer Stuff, Desk & Office, Detectors, Eco Friendly, Emergency & Survival, Exercise & Fitness, First Aid Kits, Food & Candy, Fun & Games, Gift Sets, Golf Sets, Golf & Sports, Health Counters, Health & Beauty, Home Stuff, Infrared, Lip Balm, Made In USA, Magnets, Nutrition Products, Office Supplies, Publications, Pans & Francis, Pet Bases, Slickers & Baskets, Snow Shoveling Kits, Stress Relievers, Stress Relievers & Mats, Sun Screen & Sun Block, Tumblerware, Wellness Product Stickers, and Wellness Store.





### Wellness In Your Product Mix

• Antibacterial Products	• Gift Sets
• Apparel	• Golf & Sports
• Auto	• Hand Sanitizer
• Awards	• Health & Beauty
• Awareness Bracelets	• Heart Healthy
• Bags & Totes	• Home Stuff
• Blood Pressure Guides	• Key chains
• Calendars	• Lip Balm
• Calorie Counters	• Magnets
• Cancer Awareness	• Nutrition Promotion
• Caps & Hats	• Office Supplies
• Clocks & Watches	• Pedometers
• Company Outings	• Pens & Pencils
• Computer Stuff	• Pill Boxes
• Desk & Office	• Stickers & Balloons
• Drink ware	• Stop Smoking Kits
• Eco Friendly	• Stress Relievers
• Emergency & Survival	• Stress Relievers & Balls
• Exercise & Fitness	• Sun Screen & Sun Block
• First Aid Kits	• Tradeshow
• Food & Candy	• Wellness Pocket Sliders
• Fun & Games	• Wellness Snacks
• Gift Sets	

### Proposal for Corporate Wellness Programs

- Cover letter
- Introduction and benefits of employee health ARMER
- About your company/you
- Employee engagement and case histories
- Accreditation
- Evaluation - consulting
- Recommendations
- Products
- Services
- Value proposition

## The Key To Program

Healthier is better but, for wellness program success, you need to give employees a reason to sign up and stick with it. The right kind of incentive will inspire this behavior, increasing participation and ROI.

**Wellness programs will fail without employee engagement.**

## Provide Business A.R.M.E.R.

### APPRECIATION – RECOGNITION – MOTIVATION – EDUCATION – REINFORCEMENT

Show **A**ppreciation for participation, accomplishment, etc.

Provide **R**ecognition

- *Accomplishment – weight loss, quit smoking, lower vital levels*
- *Milestones*

Provide **M**otivation for

- *Participation*
- *Results*
- *Compliance*

**E**ducate the participant

**R**einforce a program

- *Announcement*
- *Awareness*

**E**ducate the participant



## Boldly Stating The Benefits You Deliver

Promotional products, when integrated into wellness programs, provide an invaluable assist in meeting program objectives in a tangible, dimensional way.

Promotional products affect human behavior and help employees comply with a program and advice.

Promotional products integrated into a program, can have measurable ROI and help improve overall health, productivity, wellness.

Promotional products can help :

- ✓ Engage employees
- ✓ Increase productivity
- ✓ Decrease absenteeism
- ✓ Improve morale
- ✓ Improve quality of life
- ✓ Extended life expectancy

## How To Succeed In Wellness



- Do not approach this market as a promotional products vendor.
- Learn the needs of the market, the programs and the managers.
- Build assets (case histories, references, associations, and accreditation).
- Learn the law, the language and the science.
- Build a network of strategic relationships.
- Create a PR program for yourself and company.
- Build a marketing program for client development and maintenance.
- Approach the market with a legal pad and questions ... a true consulting approach.
- Work hard to become a partner/team member with your client.
- Do a comprehensive review of your supplier resources.
- Identify product and service applications. Catalog them.

## Putting Research Behind Recommendations

**May 2008** – Blood pressure is still too high? Spending half an hour a day – listening to music and breathing slowly might be a. That's what happened in a new Italian study of adults taking drugs to control their high blood pressure. Research by Professor Andrea Mantini, MD, PhD, of Italy's University of Florence

*\*Patients wore a device that tracked their blood pressure for 24 hours.*  
*\*Given a CD of classical, Celtic, or Indian music.*  
*\*All of the tunes on the CD had similar slow rhythms.*  
*\*Assigned to listen to the CD for 30 minutes per day for a month and to breathe slowly while listening to the music, taking twice as long to exhale as to inhale. At the end of the month, the patients wore the blood pressure monitoring again.*  
*\*The patients' blood pressure improved during the study. When the experiment ended, their average systolic blood pressure (the first number in a blood pressure reading) had dropped three points, and their average diastolic blood pressure (the second number in a blood pressure reading) had dropped four points.*  
*\*For comparison, 20 other patients didn't listen to music or practice slow breathing. Their blood pressure didn't change during the study.*

American Society of Hypertension's annual scientific meeting

Source: Web MD



## Federal Legislation

**January 26, 2011**

### Harkin Presses For Comprehensive Wellness Initiative To Fight Chronic Disease, Obesity And Reduce Health Care Costs

WASHINGTON, D.C. — Senator Tom Harkin (D-IA) today reintroduced major legislation to create a healthier future for America by giving our citizens access to better preventive care and consumer information to encourage healthier lifestyles. The Healthier Lifestyles and Prevention America Act, also known as the HeLP America Act, provides all sectors of our society – child care centers, schools, workplaces, health care providers and communities – with the incentives and tools they need to reach the goal of making America a healthier place.

"Promoting healthy lifestyles and preventing chronic disease will not happen overnight. While the prevention and wellness measures included in the new health reform law were an important step forward, much more needs to be done," said Harkin.

"We need to integrate health and wellness into all elements of American communities – from our schools and workplaces to our grocery store aisles and restaurants. By providing people the information and resources they need to live longer, healthier lives, the HeLP America Act will empower people to take care of their health, boosting overall quality of life and lowering our spiraling health care costs."

Among other benefits, the HeLP America Act will:

- Provide fresh fruits and vegetables to all low income elementary schools by expanding the Harkin comprehensive work
- Create a healthier comprehensive work employers to deduct
- Reduce Americans' sodium reduction in uniform FDA guideline packages
- Ensure individuals creating competitive and athletic program

Chronic diseases such as heart disease, cancer, and diabetes are among the leading causes of death and disability in the United States, and the economic impact is staggering. More than seventy-five percent of the \$2.5 trillion the United States spends on health care annually is due to chronic disease. Yet less than five percent of annual health care spending in the United States goes toward chronic disease prevention.

Harkin has promoted preventive healthcare initiatives throughout his career, including increased access to breast cancer screenings, the school fruit and vegetable pilot program, the Menu Education and Labeling Act (MEAL), and tobacco control. Most recently, as Chairman of the Senate Health, Education, Labor and Pensions (HELP) Committee, Harkin championed the prevention and wellness

**H.R. 5430: Partnerships for Wellness Act**

111<sup>th</sup> Congress: 2009-2010

To direct the Secretary of Agriculture to award grants to eligible entities for projects that leverage community resources and support student access to physical activity, nutrition education, and nutritious foods during the regular school calendar.

Sponsor: [Rep. Carolyn McCarthy \(D-NY\)](#)

This bill never became law. This bill was reintroduced in a previous session of Congress. Sessions of Congress that have passed are cleared under a new number.

[SPEAK UP at POPVOX](#)

**H.R. 3092: Obesity Treatment and Wellness Act of 2009**

111<sup>th</sup> Congress: 2009-2010

To amend title XIX of the Social Security Act to require States to cover medical nutritional therapy as part of Medicaid.

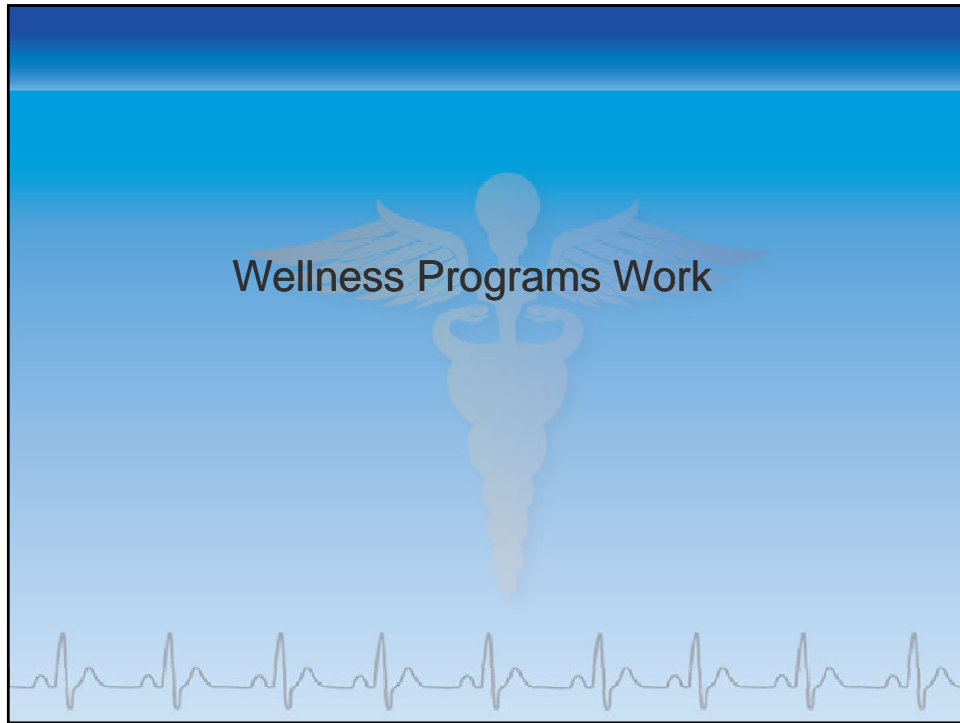
Sponsor: [Rep. Kathleen Dalrymple \(D-PA\)](#)

This bill never became law. This bill was proposed in a previous session of Congress. Sessions of Congress that have passed are cleared under a new number. This bill did not come up for debate.

[SPEAK UP at POPVOX](#)

*"The wealthiest country in the world ought to be the healthiest country in the world - but we're not. Chronic diseases, from heart disease to diabetes, take a real toll on our bodies and budgets, accounting for over 75 percent of our total health care costs. Meanwhile, we spend almost nothing on keeping people well. In short, we don't have a health care system in America, we have a sick care system. It's time to transform America into a genuine wellness society, shifting the focus from patching people up after they get sick to keeping them healthy in the first place."* - **Senator Tom Harkin**





**Wellness Programs Work**

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**Expert: 10-Minute Workouts Can Have Big Payoff**  
by NATHAN MORGENTHAU

Listen to the Story  
Story Editor [3 min 44 sec]

February 29, 2011

Get your butt out of that chair, now! Even 10 minutes of dancing, marching in place or other moderate exercise here or there times a day can add up to a big payoff for your heart and mind, according to Dr. Tom Yancey of UCLA, a former college basketball player and football coach. Yancey has spent much of his medical career helping people who hate exercise get more. And what's learned is new things that can help us all.

**Exercising With A Crowd Is Easier**

Yancey describes the mindfulness sessions as a part of a "loafing strategy." "It can be tough to get some people to break their work to 10 minutes of exercise, she says, though they're more fun if they do sometimes, while addressing a conference, she will stop midway gathered crowd that they are going to stop for a little exercise. "The Brown, took around individually, particularly those who are overworked and not used to exercising in public," she says.

But since Yancey built on the DVD and turned on the music, "they'd exercise like in doing it." That's the key, she says. "It's the social revolution in social." And, often, even short exercise breaks will a adopt healthier lifestyles — better diets and exercise — over the 10

**Company Support Is Crucial**

To make daily exercise a priority, top-down leadership is necessary for bottom-up support, Yancey says. Some companies have started pushing back from the conference table to institute "walking meetings" or even replaced the seats around the conference table with stationary bicycles. As a result, she says, companies might institute a sort of "letting" bar similar to smoking bars — at least during some meetings, for those who are able. The most successful interventions, she says, may require the CEO and other managers to give an 10- or 15-minute recess break like the sessions she teaches, a brief, low-impact, simple and structured group physical activity, usually done to music and integrated into the organizational routine at work.

**The People Who Need It Most Will Get The Most Out Of It**

Doctors sometimes agree that short breaks don't raise the heart rate enough to help folks who are already in good shape like strength or increase their fitness. That may be true. But they'll be refreshed and have fun, and do the best way to lead an active, stress and lower blood cholesterol, hypertension, stroke and other

**What's Good For The Worker Is Good For The Company**

Retailer L.L. Bean instituted daily, mini-exercise breaks 15 years ago throughout its assembly plant with great results, Yancey says. The breaks were five minutes each, three times a day. At the end of the shift, the company found a 30-minute return on productivity for an investment of 15 minutes of physical activity. "The number of bags and shoes that they do not produce in those 15 minutes," she says, "they actually get back and then some." Yancey is now involved in a study looking at how employees fare at more than 70 work sites instituting similar programs across Los Angeles County. She expects findings within three years.

## Incentives Make Wellness Programs Work “Weller”

### Rewards and Participation

It's important to offer rewards for wellness program participation.



**61%**  
with rewards

vs



**26%**  
w/o rewards

Source: 2009 Employee survey conducted by MasterCard® and Harris Interactive

## Build Your Wellness Network

Assemble a network of freelance consultants

- Dieticians
- Industrial psychologists
- Fitness coaches

Network with facilities

- Spa
- Gym
- Diet center

Join HR groups

Join Linked In groups

Subscribe to on line journals and newsletters



## Wellness Programs Work

### A CASE HISTORY

How effective are the programs? Respondents said :

- 74% report they are more engaged with life
- 69% report they are more engaged in taking care of their health
- 71% report successful management of their mental energy
- 68% report successful management of their physical energy
- 56% report they are more productive at work
- 51% report they are more resilient

*These results are based on self-reported data provided by Performance Programs, Inc. who measured the responses of program participants from 2006 to 2008 (599 participants; 201 participants at six months follow-up). Statistics reflect percentage of survey respondents*

## Reading List

- The Way We're Working Isn't Working - Tony Schwartz
- The Upside of Irrationality - Dan Ariely
- Flow - The Psychology of Optimal Experience - Mihaly Csikszentmihalyi
- Wellbeing - Tom Rath & Jim Harter
- Wellbeing Series: Science/Culture/Assessment - Ed Diener
- Predictably Irrational by Dan Ariely
- Changing For Good - Prochaska, Norcross, DiClement
- Health Promotion in the Workplace - O'Donnel
- Wellness Coaching For Lasting Lifestyle Change – Arloski
- Drive - Daniel Pink
- Switch - Chip Heath and Dan Heath
- Nudge - Richard Thaylor



## On Line Resources

The screenshot displays the Workrave website. At the top, there is a navigation menu with links for About, Blog, Support, Download, Code, Corporate, Introduction, and Screenshots. The main content area features a 'Welcome to Workrave' section with a description of the program's purpose in preventing Repetitive Strain Injury (RSI). Below this is a 'Free Download' button. To the right, there is a 'Time Out' application window with a 'Break Reminder' tool and a 'Rest Break' dialog box. A 'Linux Browser' notification is also visible at the top right of the application area.

## Locals Are Doing It

The screenshot shows a news article on the PhillyBurbs.com website. The article is titled 'Inspiring employee healthy lifestyles with employer incentives' and is dated Monday, January 2, 2012. The author is Anthony Patsis. The article discusses how NewAge Industries CEO Ken Baker is encouraging his employees to live a healthier lifestyle. A key detail mentioned is that Baker, who is 40 pounds heavier than his employees, has decided to wear a 7-shirt in the office to declare that he is not 'The Man'. The article also mentions that Baker has lost weight in two months and that he will give a cash reward to the first employee to drop 40 pounds by April 13, 2012.



## Industry Assets

[Home](#) > [Heart-Healthy Lifestyle Value Pack With Personalization](#)



**Heart-Healthy Lifestyle Value Pack With Personalization**  
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QTY:	25	150
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