

A Partnership Between Employer and Employee for Lifestyle Management, Weight-Control and Healthcare Savings

The Problem

- Five consecutive years of double-digit healthcare costs.
- The average American 20-74 years of age is 25 pounds heavier than in 1960.
- More than half the U.S. adult population is currently overweight or obese, conditions that substantially raise their risk of morbidity from hypertension, type 2 diabetes, stroke, gallbladder disease, osteoarthritis, sleep apnea and respiratory problems and endometrial, breast, prostate, and colon cancers.
- Companies primarily bearing the cost of these outcomes. Healthcare costs for companies are twice as much today as they were six years ago.
- Obesity and inactivity tied with smoking as most preventable causes of death.
- Healthcare spending erodes profits and cripples competitive edge.
- Productivity is reduced:
 - Workdays lost related to obesity: 39.3 million
 - Physician office visits related to obesity: 62.7 million
 - Restricted activity days related to obesity: 239.0 million
 - Bed-days related to obesity: 89.5 million



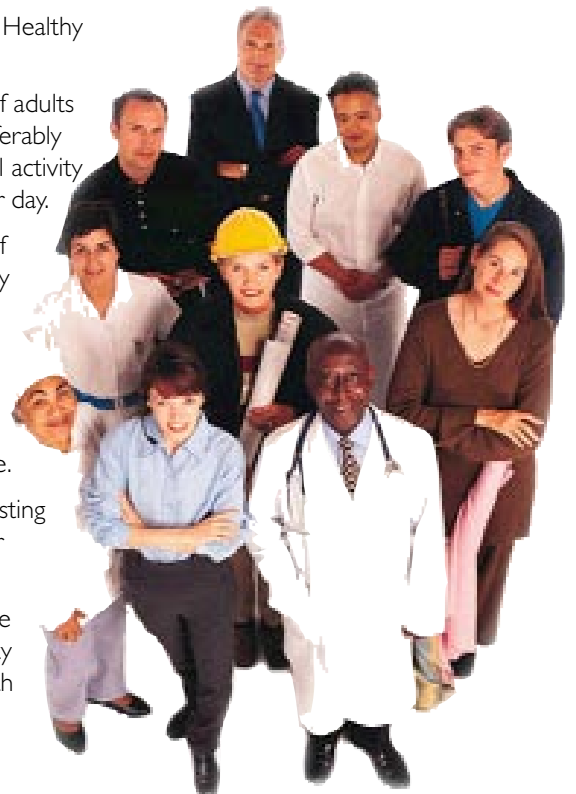
The Solution

- A proactive, forward-thinking employer.
- Employees motivated and incentivized to take personal responsibility for their health.
- A comprehensive program engineered to scientifically address employee obesity regardless of shifts worked and without weekly meetings.

Benefits of Lifestyle at Work

- An easy-to-use, affordable, turnkey solution for any company who values their employees' health and wants to improve their bottom line.
 - Can be up and running in 10 days.
 - Strongly based on scientific research and was designed from the ground up in accordance with Healthy Workforce 2010 objectives and the National Institutes of Health (NIH) Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults.
 - Easy-to-use online interface that won't make accessing the program hard for employees.
 - Addresses the leading, preventable cause of death in the U.S.--obesity and activity patterns.
 - Focuses on what people really want--more energy, improved physical appearance, improved self-esteem, recognition and appreciation for the effort.
 - Focuses intently on two of the Healthy Workforce Objectives:
 - Increase the proportion of adults who engage regularly, preferably daily, in moderate physical activity for at least 30 minutes per day.
 - Increase the proportion of adults who are at a healthy weight.
 - Corporate reports for tracking employee participation.
 - Perfect tool to create a company-wide fitness challenge.
 - Perfect complement to any existing corporate wellness program or employee benefits package.
 - Does not require any employee to join a gym to benefit--activity can be performed at home with minimal equipment.
- Provides a co-branded member area with your company logo.
 - Is not a short-term attempt at a long-term problem. Short contests are not likely to create substantial decreases in medical usage nor are they likely to create lifelong healthy patterns in employees.
 - Designed from the ground up to address the overweight employees in your organization.
 - Is affordable for all companies. Pricing is structured based on total potential employee usage. Because the program is primarily web-based program costs are not prohibitive no matter what size your company is. Over time our program is designed not to cost you money. We know you expect a return on your investment and we expect to give you that return.

"The first wealth is health."
Ralph Waldo Emerson



How Can We Accomplish So Much on the Internet?

- Nothing needs to be installed on any computer.
- Users can participate at work or home.
- Username/Password protected login.
- Privacy is maintained with Username/Password interface.
- Family members are encouraged (no extra cost) to participate from home and they get their own account.
- Aggregate reporting (“How are my employees doing?”) built in for executives and administrators.
- Participation is nearly anonymous (no meetings to attend).
- Tracking, graphing and reporting provides instant feedback and motivation to continue.
- Excellent teaching tool.
- Never a problem for the shift worker. They log on when it’s convenient for them. No one is excluded.
- No food-logging software or workout-tracking or workout-building software to buy--it’s built in.
- Puts the user in control.
- Professional assistance from Certified Strength and Conditioning Specialist, David Greenwalt, over the Internet with live text chat or Private Messaging.

What Other Services Do We Offer?

No Extra Charge

- Consultation for improving your wellness offering.
- Custom health and fitness articles as requested for your company’s electronic or paper newsletter.
- Press releases if requested for kickoff and other milestones related to your proven record as a leader and innovator for your commitment to employee and community health.

Subject to Additional Fees

- Personal, hands-on education for the proper use of your on-site fitness facility or off-site public gym or health club.
- Assistance in design and equipment purchase for on-site fitness room/center.
- Weight-loss classes onsite or as part of community group.
- Monthly paper and online health & wellness newsletter guaranteed to be well received and enjoyed.
- Quarterly administrator newsletter to keep key people on the cutting edge of wellness administration. Also shows you what other companies are doing to reduce healthcare costs with wellness programs.



What Our Program is Guaranteed to Accomplish Long Term

1. Increase awareness of wellness: an actively-fit lifestyle (AFL), a nutritionally-fit lifestyle (NFL) and an emotionally-fit lifestyle (EFL).
2. Improve the view employees have about living healthy and their personal ability to do so.
3. Reduce healthcare costs and increase overall employee satisfaction.

Our “No Fine Print” Guarantee

We want every corporate client to be more than satisfied with our program and services and we’re confident you will be. The Lifestyle at Work program is 100% guaranteed to meet your high demands for excellence. If, at any time during your first year, you are unsatisfied with our program and wish to cancel you may do so and receive a full refund.

Getting Started

It’s easy and is only four steps:

1. Receive personal presentation for better understanding of how our program can and does work.
2. Review annual, progressive incentive program.
3. Sign contract.
4. Distribute brochures and handouts to employees OR schedule 40-minute kick-off meeting(s) for all participating employees.

For More Information, Pricing or a Personal Consultation Contact:

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