

Employers' Edge Inc.

Promotion... Prevention... Production



*“A Preventative,
Proactive Approach
To Employee
Wellness”*



Why Are Today's Objectives?

1. Are you interested in learning more about the employee wellness industry?
2. Are you looking for solutions to help with the effects of an aging workforce?
3. Are you *ready* to take a preventative, proactive approach to your employees' wellness?

Rising Concerns in Every Business

- Attraction of top employees
- Retention of top employees
- Issues of an aging workforce
- Costs of absenteeism
- Rising health premiums/claims
- Employee turnover
- Profits and savings
- Image

Industry Statistics

- 10% of Canadian workers (1.4 million) suffer from depression.
- Depression and stress disorders, at work, are driving disability rates and represent more than 30% of all disability recorded.
- Over the past decade, labor productivity and hours worked by employees have collapsed into a terrific imbalance. Canadians are working longer and harder, but not more productively.

[Business and Economic Roundtable on Mental Health. Wilson, Joffe, Wilderton and Bastable – 2000]

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Industry Statistics cont'd...

- “Most employers' healthcare costs are doubling every five years.”
– Joseph M. Henry (executive director of AstraZeneca's safety, health, and environment division)
- ... stress is considered the culprit between 70% and 90% of employee hospital visits.
- “The employees are the most critical asset to a company. So any time you invest in your human resources, you improve their lives and you increase your own opportunities to grow your company.”
– Jeffrey Abramson (Partner, Tower Companies)

[Southwest Airlines Spirit. Business Section, October 2005]

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Industry Statistics cont'd...

- Canada's workforce is aging. Benefit costs and absenteeism will likely escalate if older workers do not increase their physical activity levels. In 1997, the Statistics Canada Labour Force Survey reported that older workers (55-64y) averaged 11 sick days whereas their younger counterparts averaged only 5 days.
- Stress is playing an increasingly important role in workplace illness and sick days.
- Approximately 35% of all Workers' Compensation claims are related to back injuries.

Public Health Agency of Canada Agence de santé publique du Canada

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Population Health Management "RISK ICEBERG"

Population at risk who have filed a claim

Population with risk but not sick

Population with no known risk factors

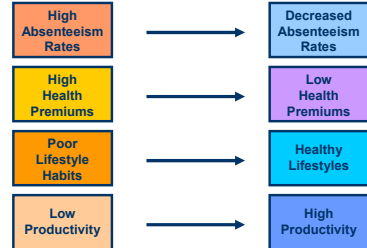


Disease Management

Lifestyle Management

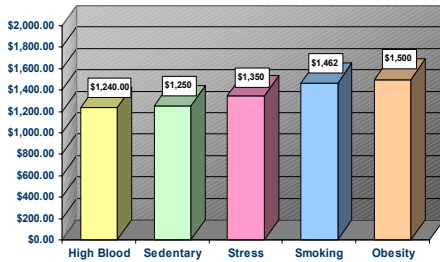
Health Maintenance

The Costly vs. Profitable Employee



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Yearly Claims Costs of an Unhealthy Employee



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Employee Benefit News, 1997

"Why" offer wellness programs?

The top four reasons why companies are offering wellness programs:

1. **27.3%** consider healthy employees a valuable asset
2. **25.6%** want to promote a healthy lifestyle
3. **14.3%** want to reduce absenteeism
4. **10.1%** want to contain the costs of benefit programs

Public Health Agency of Canada / Agence de santé publique du Canada

Canada

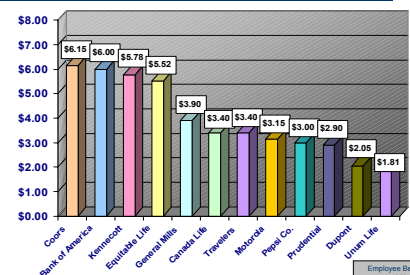
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5. Enhanced Organizational Competitiveness



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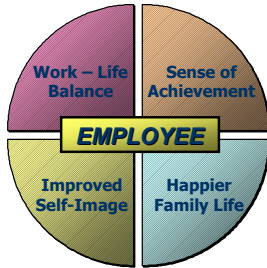
6. Dollars Saved for Every Dollar Invested (ROI)



Employee Benefit News, 1997 and Health Canada

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The Balanced Employee



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What Are Employees Saying?

How Employers Can Help...

- Communicating more openly with employees 45.1%
- Providing recreational or fitness facilities* 40.8%
- Training managers being more sensitive to employee concerns 40.4%
- Providing or supporting stress control programs* 39.5%
- Encouraging employees to improve their health* 39.0%

Source: *Workplace Health Survey*

* Directly related to physical activity and employee health/activity programs

Public Health Agency of Canada Agence de santé publique du Canada

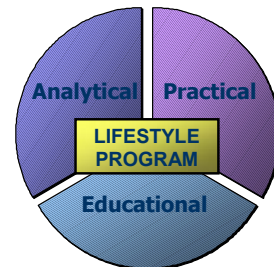
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7 Steps to Building a Successful Health & Wellness Program



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Comprehensive Health & Wellness Program



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Analytical

Employers' Edge Inc. believes in a preliminary assessment of health for both the company and individual. Periodic progression and program evaluation reports are key in measuring program effectiveness.



A. Needs Assessment

- General health, nutrition, physical activity, drug/alcohol use, sleep, daily schedules
- Report and program schedule completed for senior management

B. Organizational Profile

- On-line Evaluation
- Report completed for senior management



Employers' Edge Inc. © 2006

Analytical



C. Progression Reports

- Semi-annual reports including testimonials, participation rates, wellness committee feedback/comments, and suggestions by Employers' Edge

D. One on One Evaluations

- Every eight visits, a 10-question evaluation will be completed



Employers' Edge Inc. © 2006

Analytical



E. Wellness Committee

- Directional input for the program
- “Tentacles” of the program
- Quarterly questionnaire completed for feedback



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Practical

Employers' Edge Inc. takes a hands-on approach to promoting healthy lifestyle behavior modification. Individuals are consulted on healthy nutritional choices, physical activity initiatives, and stress management skills. Reinforcement of healthy living is promoted through implementation of specific interventions.



A. Individual

- One-on-One Consultations
 - Accountability
 - Personalized plan
 - Individualized goal setting
 - Instill initial interest...creating the “buzz”
 - Immediate results
 - Personal testimonials



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Practical



B. Group (examples)

- Exercise Classes (ie: yoga, pilates, tai chi, aerobics)
- Walking and Running Programs
- Fruit Baskets (ie: “Cut the Junk in July”)
- Sport Specific Programs (Golf / Ski Conditioning Program)
- Health Fairs



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Practical



C. Team Building (examples)

- Team Events
 - “Island Hop”, “Walk the Golf Course”, “Walk Your Pooch to Vancouver”, “Port Hop”
- Staff day activities
 - Picnics
 - Ski/Golf

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Physical Activity Could Play a Role In Meeting CEO Priorities *

- Increase profitability *
- Attract and retain high-caliber employees *
- Increase productivity *
- Expand number of markets in which they do business
- Growth through mergers and acquisitions
- Launch new products and services

Source: Angus Reid Group, February 1999

* Directly related to physical activity

Public Health
Agency of Canada

Agence de santé
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Canada

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Educational

Employers' Edge Inc. understands the need for individuals to learn in order to make beneficial lifestyle changes. Wellness professionals, hand-selected from their respective industries, express their knowledge through seminars and workshops. Promoting awareness of nutritional, physical activity and stress management initiatives, in the workplace, has been shown to improve family life.



A. Lunch n' Learns (examples)

- Chiropractic
- Back Health
- Stress Management
- Massage Therapy
- Time Management
- Naturopathy
- Financial Services
- Budgeting
- Office Ergonomics
- Work-Life Balance
- Nutrition
- Family Health
- Martial Arts
- Sleep Disorders
- Diabetes
- Cancers
- Substance Abuse
- Personal Safety
- Motivation
- Sustaining Energy

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Educational



B. Awareness Material

- Awareness Posters
 - Diabetes, Fitness, Sun Health, Heart Health, Ergonomics, Cancer, Mental Health, Stress, Smoking...
- Point-of-Decision Posters
 - Water Consumption, Snacking, Walking, Ergonomics, Stress, Meal Plate...
- On-line Resource Center
 - Activity Logs, Articles, Industry News, Family Information, Events, Event Instructions, Recipes...

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Were your objectives met today?

1. Did you gain further insight into the employee wellness industry?
2. Did you learn some of the ways to target the effects of an aging workforce?
3. Are you *ready* for a preventative, proactive approach to your employees' wellness?

Thank You!



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