

CORPORATE AND EXECUTIVE WELLNESS PROGRAM

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Executive and Corporate Wellness Programs have been around for over twenty years. It is very clear what goals must be achieved for success: control blood sugars, reduce weight, manage cardiac risk factors and stop smoking. Objectifiable markers such as percent body fat, lean muscle mass, hydration, visceral fat, blood pressure and resting heart rate must be brought into healthy ranges and tracked. If these markers are improved and managed, the employee is healthier and happier. Valued employees are more productive in the work place and take fewer sick days. The employer encourages a healthier, more productive work force with an ultimate reduction in health care costs. Everyone wins!

So why don't these programs achieve better and more sustainable results? If we are being honest, most people already know what they should do to achieve a healthier state of wellbeing: reduce sugar, eat less processed foods, drink more water, get more sleep, exercise and reduce/manage stress. We know that unhealthy patterns and habits are both physically and mentally stressful. They increase our risk for chronic illness and debilitating diseases over time and are affecting our relationships with friends, loved ones and co-workers. They also compromise and reduce our efficiency at work. So why don't we make changes? Because change is a challenge. However, change can be empowering as well. When approached correctly, one decision and action at a time, change can be the catalyst to remodel patterns and habits for a new, healthy and productive lifestyle.

A multifaceted approach based upon current science, allows us to achieve better and more sustainable results. We plug in our phones every evening, so they can recharge. We gather with friends, go to church or relax with family to reconnect. My executive program is a way to recharge and reconnect your employees so they are focused and strong to successfully achieve ultimate health and well-being!

- I. The following is an overview of the components included in the program. Each component will be explained in detail in the following sections
 - A. Collect initial intake information for each employee participating in the Executive Wellness Program
 - i. Objectifiable Data Markers will be gathered and followed throughout the program for each employee
 - ii. Subjective Statements and Questionnaires of Diet and Lifestyle Choices will be gathered and assessed throughout the program.
 - iii. Ergonomic environment will be evaluated to determine mechanical correctness of workplace relative to each employee
 - iv. Employee's interaction with the workplace environment will be evaluated to determine postural and mechanical efficiency
 - v. Consultation Assessment will be performed to determine employee's readiness for change.
 - B. Provide strategies to guide and coach each employee to healthier choices.
 - i. Provide education and awareness of objective data markers
 - ii. Any risk factors identified will be referred to the employee's primary care physician to determine if medical intervention is warranted
 - iii. Educate and coach employee on diet and lifestyle changes necessary to address identified markers and risk factors
 - iv. Address the barriers relative to readiness to change through discussion, education and behavioral modification.
- II. The following is a detailed breakdown of the above-mentioned components:
 - A. Objectifiable Data Markers
 - i. InBody Composition
 1. During the initial evaluation of each employee, the following objective markers will be obtained by way of the InBody Composition Scale. The InBody uses advanced, 12-point, bioelectric impedance technology to analyze fat, muscle and water, both inside and outside of the cells, in less than 45 seconds. The full-page result sheet has over 40 unique outputs that shows:
 - a. pounds of fat in each body segment
 - b. pounds of lean mass
 - c. pounds of skeletal muscle
 - d. % body fat
 - e. dangerous visceral fat
 - f. BMI
 - g. minimum number of calories needed to power the current composition

2. On subsequent visits, InBody Composition tests will be performed to track body composition changes over time. The sequencing of follow-up tests will vary based upon the structure of the Executive Wellness Program chosen by the company/employer.
 3. Follow-up tests are critical to tracking the success of the of the employee which in turn, determines the success of the Program.
- ii. Vitals and Measurements
 1. Blood Pressure
 2. Pulse
 3. Height
 4. Weight
 5. Hip to Waist Ratio
 - iii. Bloodwork: A custom blood panel can be designed for all executive and corporate wellness programs. There is an additional cost per employee based upon the desired panel. The following are options:
 1. Fasting insulin
 2. Fasting glucose
 3. HOMA-IR
 4. Cholesterol
 5. CRP-hs
 6. Triglycerides
 7. Lipid density profile
 8. Additional custom markers
- B. Subjective Statements and Questionnaires of Diet and Lifestyle Choices
- i. HealthSnap Solutions, an online “lifestyle health date management” system will be used to gather subjective information from the employee. This questionnaire uses algorithms to assess the risk factors associated with diet and lifestyle choices. The following categories are graded:
 1. Body Composition - includes body weight, height, circumference measurements, BMI, and fat patterning
 2. Activity - includes physical activity level, TDEE, BMR, and recommendations on additional steps/calories per day to achieve CDC recommendations on activity
 3. Heart - includes blood pressure, rate pressure product, pulse pressure, max and resting heart rate, heart rate reserve, 10-year risk of CVD, and their functional “heart age.”
 4. Fitness - includes VO2max, “fitness age,” and personalized exercise intensity levels
 5. Nutrition - includes a full breakdown of current nutrition status. In this update separates red meat and processed meat into two categories
 6. Behavior - includes sleep, sitting, smoking, willingness to change, and stress levels

7. Musculoskeletal - includes musculoskeletal screening results
 - ii. The HealthSnap report is dynamic and provides a focused look into the primary areas of weakness and challenge for the employee. It will allow us to narrow in on high impact areas that, when addressed, will produce the greatest change on objectifiable markers.
 - iii. Follow-up questionnaires and input of employee lifestyle data will be used to track improvements in the areas identified above.
 - iv. Although this component is primarily subjective, there are objective markers obtained in the InBody report that are factored into the results via mathematical algorithms. Additional measurements of body weight, height, circumference measurements, BMI, fat patterning and blood pressure are included in the calculations.
 - v. The report uses a grading system from "1-10" for each of the above sections. An Overall Health Grade is also received.
- C. Evaluation of Workplace Ergonomics
- i. The modern-day workplace is very constrained relative to the variety and variation of tasks. Sitting is being referred to as the new smoking.
 1. Emerging studies published in peer reviewed journals, are concluding that 1 hour of intense exercise will not negate the deleterious effects of 8 hours of sitting.
 2. The research is clear that these constrained postures leads to repetitive stress/strain injuries such as carpal tunnel, low back pain and neck pain.
 - ii. On site evaluation of each employee's workstation will often give insight to aberrant ergonomic layouts that lead to distracting aches and pains throughout the workday. Often, very simple adjustments in computer and keyboard positioning will make the workplace more comfortable and more productive.
- D. Evaluation of Employee's Interaction with the Workplace Environment
- i. The physical workplace is adjustable and the employee's posture is adaptable. If the ergonomics of the workplace/workstation have been suboptimal for even a few months, the employee's posture and body mechanics will have started to adapt to their environment. This often leads to breakdown of the tissues that are experiencing daily stress/strain in the form of injuries, pain and lost work time.
 - ii. Coaching the employee to interact with their corrected workstation is easily achieved through simple ques, facilitation and mindfulness.

F. Readiness and Willingness for Change

- i. Change is a challenge. If an employee is not motivated to change, they will most likely not achieve success in a corporate wellness program. Since the employer is paying for the program, the employee often will join, show up at the required meetings and appear to be participating. However, when objectively re-evaluated, the positive results have not been achieved. The employee feels they are “pleasing” the employer by showing up but because they are not personally motivated, change is not achieved.
- ii. Although no one can force anyone else to change, there are ways to guide an individual to understand their risk factors and ultimately the impact on their lives. This process will often stimulate the person to want to change. It is necessary to take the employee on a journey of understanding. First, to look to the future and identify where they want to be in 5, 10 and 15 years. What are their goals in life both at work and personally. Most people want to live healthy independent lives and be there to help loved ones. Making the connection between their life goals and the risk factors associated with poor diet and lifestyle choices often helps to spark the motivation necessary for change. The motivation must come from within the person.
- iii. A critical component of all successful corporate/executive wellness programs is the employers willingness to establish a “carrot and/or stick” that is associated with the outcome of each employee. Not just those participating in the program but also for those who choose not to participate even though they are on the company insurance plan.
- iv. For those who are not able to find the internal motivation for health change, often a financial reward or penalty will be strong enough to drive positive change. The offering of a paid wellness day off from work is an example of the carrot that often helps. The stick is much more difficult because of discrimination labor laws. Each employer should consult with their legal counsel as to the possibilities of a penalty for non-participation or no objectifiable success in the program
- v. I have established the following “Bonus Reward” program with a current employer. It will be implemented starting January 2020.

G. Wellness Day “carrot”

- i. Definitions:
 1. “Baseline Data” – The Health Attributes measured on the initial visit of an employee or the Health Attributes measured concurrent with the awarding of a Wellness Day. The “healthiest” Baseline Data of an employee will always be their prevailing Baseline Data.
 2. “Health Attributes” – Objectively measured attributes are 1) lean muscle mass, 2) Body fat mass, 3) visceral fat, 4) water mass / ratios, and 5) blood pressure.

3. "Initial Goal" – A realistic goal, tailored specifically to the employee, for Health Attributes that must be achieved in three (3) or more months prior to being eligible for a Wellness Day. A new Initial Goal will be established after the employee earns a Wellness Day. The Initial Goal is established by the Dr. Wilson
 4. "Maintenance Period" - A six (6) or more month period during which the employee must maintain or improve their Health Attributes relative to their Baseline Data.
 5. "Wellness Day" – A paid day off from work for meeting the requirements of the Wellness Day Program.
 6. "Wellness Year" – A minimum nine (9) month period commencing the employee's first visit to Dr. Wilson or commencing the date a Wellness Day has been awarded.
- ii. Requirements to be eligible for a Wellness Day:
 1. Three (3) visits per Wellness Year to Dr. Wilson to obtain three (3) sets of Health Attribute measurements over the course of a Wellness Year.
 2. Employee must be smoke free or actively engaged in a bona fide smoke cessation program.
 - iii. Rules to earn a Wellness Day:
 1. First, the employee must achieve their Initial Goal to become eligible for a Wellness Day.
 2. Second, the employee must successfully maintain or improve their Health Attributes over the Maintenance Period to be awarded a Wellness Day. Specifically, the employee must demonstrate two (2) consecutive data sets of Health Attributes at three-month intervals that have either been maintained or improved beyond their Initial Goal. This will require a minimum of five (5) visits to qualify for each Wellness Day.
 3. No more than one Wellness Day is allowed per Wellness Year.
- III. The following is an overview of the structure and financial aspects of the program:
- A. The employer purchases "blocks of time"
 - i. The minimum block of time available for purchase is 2 consecutive hours.
 - ii. The maximum block of time available for purchase is 6 consecutive hours.
 - iii. In a 6-hour block of time there will be two 15-minute breaks
 - iv. The blocks of time can be purchased on a weekly, biweekly or monthly schedule.
 - v. Holidays and office vacation time for either the employer or Dr. Wilson will be discussed and adjusted for.
 - vi. The employer will be invoiced for the contracted blocks of time purchased on a monthly basis.

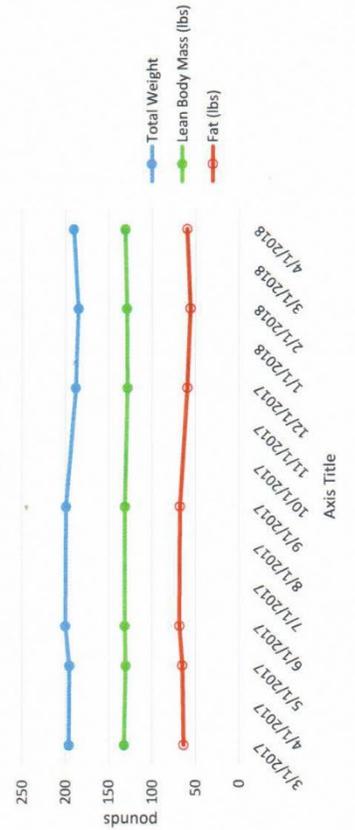
- vii. The employer or their representative is responsible for the schedule and filling the contracted time. The hourly rate will be paid whether the schedule is filled or not.
 - viii. Cancellation of a purchased block of time requires a 2-week notice. Any cancellations within the 2 weeks will be charged at full cost.
- B. Onsite program: Dr. Wilson will come to your physical place of business to implement the program. The structure of the program will be based upon the number of employees that will participate in the program and the distance traveled to reach your physical location.
- i. The hourly contracted rate is \$275/hour
 - ii. The initial evaluation with each employee is approximately 30 minutes.
 - iii. Follow up visits are between 15-30 minutes. This visit time is customizable for each employer based upon the desired goals for the company.
 - iv. Based upon the number of employees in the program, the onsite program is either a half day of 3 hours or a full day of 6 hours.
 - v. Additional expenses associated with travel will apply for all businesses more than 5 miles from downtown Red Bank, NJ. This will take into account travel time, gas and tolls.
- C. Offsite program: employees will come to Dr. Wilson's office in Red Bank, NJ.
- i. The hourly contracted rate is \$275
 - ii. The initial evaluation with each employee is 30 minutes.
 - iii. Follow up visits are between 15-30 minutes. This visit time is customizable for each employer based upon the desired goals for the company.

Example of spreadsheet to track objectifiable Health Attributes:

12/19/2019

EMPLOYEE NAME		Lean Body Mass (lbs)	Change in mass	% change	Fat (lbs)	Change in mass	% change	Total Weight (lbs)	Change in mass	% change	% Body Fat	% change	Visceral Fat Level	% change	InBody Score
Date	3/9/2017	132.3			63.6			195.9			32.5%		12		
	5/11/2017	130.3	-2	-1.5%	65	1.4	-2.2%	195.3	-0.6	0.3%	33.3%	-0.8%	13	-1	-3.7%
	6/15/2017	131.4	1.1	0.8%	68.3	3.3	-5.1%	199.7	4.4	-2.3%	34.2%	-0.9%	13	0	-4.2%
	9/7/2017	131	-0.4	-0.3%	67.9	-0.4	0.6%	198.9	-0.8	0.4%	34.1%	0.1%	14	-1	0.3%
	12/14/2017	128.3	-2.7	-2.1%	59.4	-8.5	12.5%	187.7	-11.2	5.6%	31.6%	2.5%	12	2	10.5%
	2/22/2018	129	0.7	0.5%	55.9	-3.5	5.9%	184.9	-2.8	1.5%	30.2%	1.4%	11	1	6.4%
	4/12/2018	130.7	1.7	1.3%	59.5	3.6	-6.4%	190.2	5.3	-2.9%	31.3%	-1.1%	12	-1	-5.1%
	6/14/2018	129.6	-1.1	-0.8%	57.5	-2	3.4%	187.1	-3.1	1.6%	30.7%	0.6%	11	1	2.5%

Mass Trends



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InBody Calculator Corporate Wellness Programs 2019.xlsx