

STAKEHOLDERS: CORPORATE HEALTH & WORKPLACE WELLNESS

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Founder, Wellness Tourism Worldwide



Wellness Tourism Worldwide

Improving Well-being
& Economic Growth
through Travel



Topic Outline



Business Case	<ul style="list-style-type: none">•Who?•Why?•Cost (Death & Productivity)
Programs & Engagement	<ul style="list-style-type: none">• Level of engagement• Types of Programs• Success & Failures
Facts & Figures	<ul style="list-style-type: none">• Medical Tourism Research• Studies & Reports
Stakeholders & Opportunities	<ul style="list-style-type: none">• Direct/indirect• Culture of Health• Health, Travel & Hospitality

WHO?

Employers are uniquely positioned to improve health as they have access to over 50% of the world population through the workplace.

Who are the Stakeholders?

Stakeholders

- ❑ Individuals
- ❑ Families
- ❑ Communities
- ❑ States
- ❑ Countries

Stakeholders

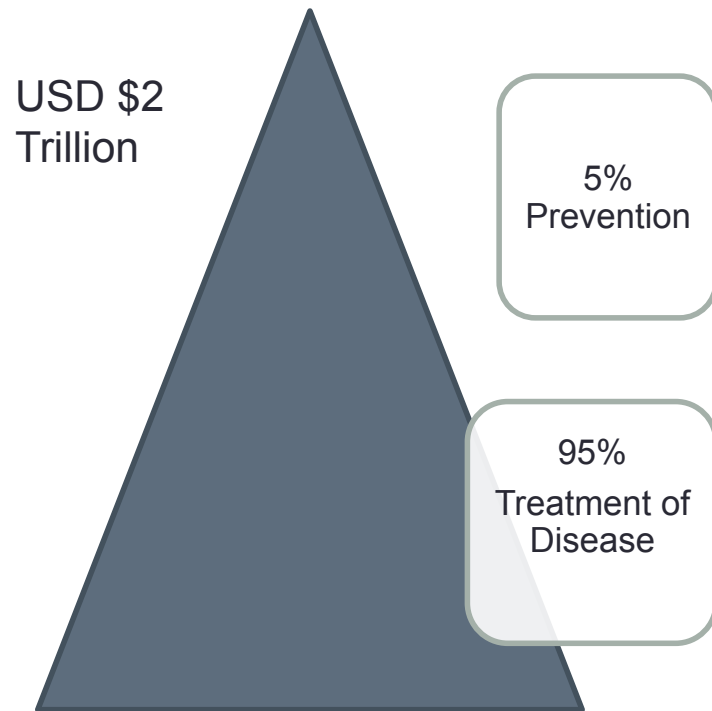
- ❑ Businesses/Corporations
- ❑ Insurance Companies/Self Insured
- ❑ Government Agencies
- ❑ Associations
- ❑ Executives/Workforce
- ❑ HR/Benefit Specialists
- ❑ Hospitals & H/W Providers
- ❑ Products/Services
- ❑ Travel Agencies. Airlines
- ❑ Meeting Planners
- ❑ Incentive Travel Professionals
- ❑ Wellness Destinations/Hotels
- ❑ Spas

WHY? (THE BUSINESS CASE)

Keeping employees healthy is a moral and a business imperative.

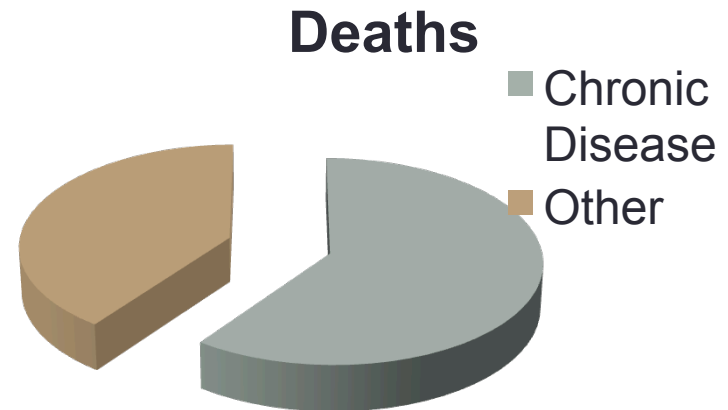
Corporate Health as a Vital Investment

Healthcare in the USA



“Alternative Medicine is Mainstream”, WSJ, Jan 2009

Healthcare Worldwide



60% of deaths worldwide are caused by chronic disease and are preventable

WHO, 2005

75% of America's healthcare costs result from chronic conditions that can be prevented or controlled

Condition	Lost Productivity
Cardiovascular disease & stroke	\$143 billion
Smoking	\$80 billion
Obesity	\$56 billion
Diabetes	\$40 billion

Source: Kaiser Permanent Thrive 2009

Preventing Chronic Disease: A Vital Investment

It was estimated that of all 58 million deaths in the world in 2005, **60% or 35 million** were caused by chronic diseases such as **heart disease**, stroke, **cancer**, chronic respiratory disease and diabetes

80% of premature heart disease, stroke, type 2 diabetes is preventable and that **40% of cancer** is **preventable** with the main modifiable risk factors for these diseases being unhealthy diet, physical inactivity and tobacco

“Preventing Chronic Disease: A Vital Investment”, WHO, 2005

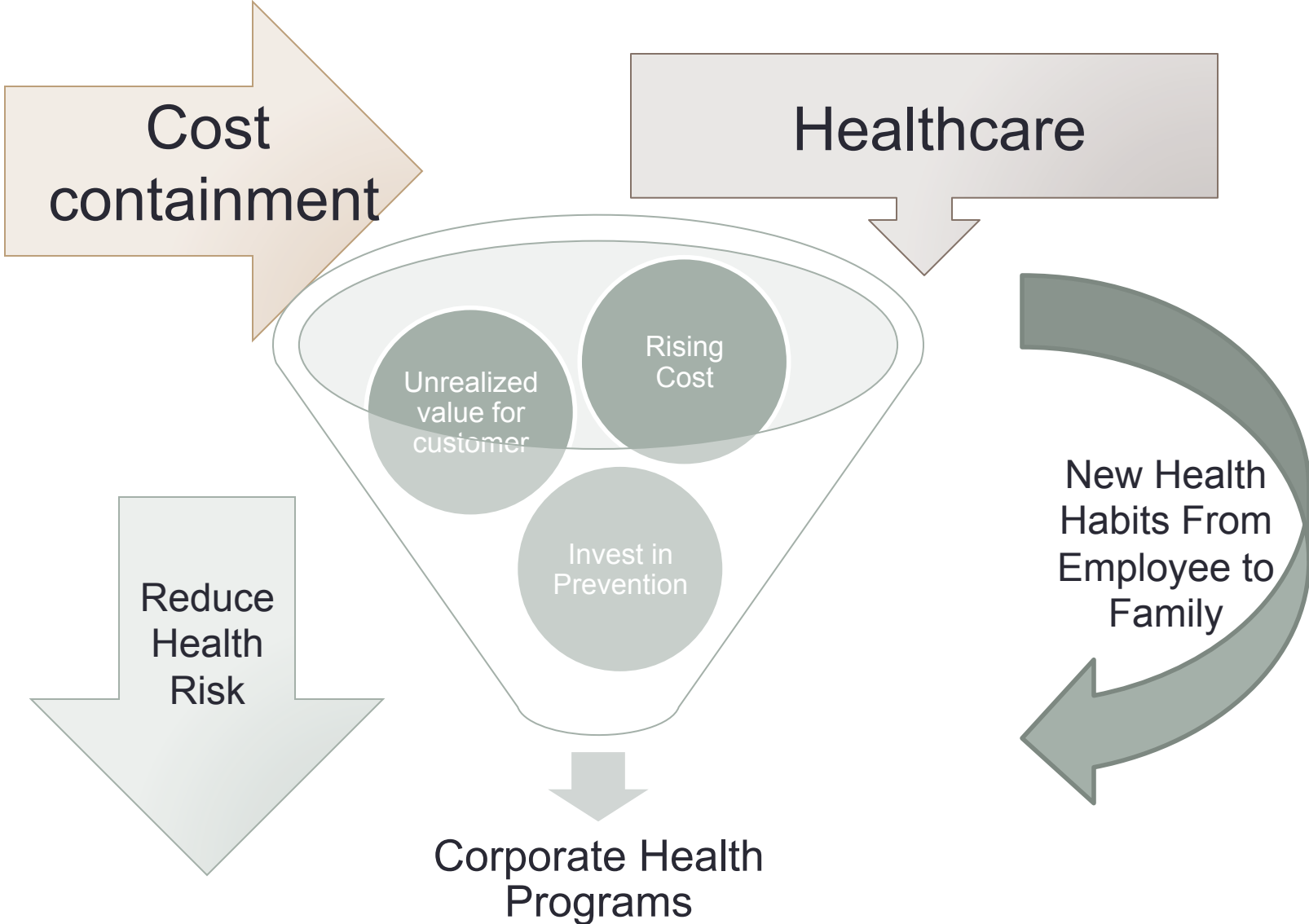
Unsustainable Global Healthcare

There is growing evidence that the current health systems of our nation as around the world will not be sustainable if unchanged over the next 15 years...

(Healthcast 2020: Creating a Sustainable Future, PWC, 2005)

Preventative Care and disease management programs have untapped potential to enhance health state and reduce costs (PWC, 2005 p4)

The Top Financial Global Concern



Business Case for Workplace Wellness

- 4 main risk factors:
 - Tobacco use
 - Alcohol use
 - Sedentary lifestyle
 - Unhealthy diet

Resulting in:

Cancer

CV Disease

CP Disease

Diabetes

- 36 million deaths annually
- 50% premature deaths during productive yrs
- Est. loss of \$2 trillion/yr in lost productivity globally
 - Russia –every employee loses 10 working days to chronic conditions
 - Taiwan/China- diagnosis of cv disease reduces employment by 27%/19%

Return on Investment

- Range: \$1.65-\$9.70
- Avg ROI (36 studies) = \$3.27 for each \$ spent on wellness programs
- Benefit-to-cost ratio of \$5.82 in lower costs re: absenteeism per \$
- Personal/family health problems = \$1,685 per employee/yr in US

Survey:
30,000 employees
15 countries
64% of employees who perceive their employer active promoter of health and wellness, intend to stay at least five years
(World Economic Forum)

ENGAGEMENT (TYPES & PROGRAMS)

Executive Wellness & Workplace Wellness

Levels of Engagement

Company Success and Failures

Employer Questions:

- What/where are the sources of healthcare costs?
- What/where are the sources of lost productivity?
- What return will a particular wellness program deliver?
- How will it be measured?
- How should healthy behaviors be supported and when?
- How can success be monitored and encouraged?



Employers Stages of Involvement: Implementing Workplace Wellness

- Willingness - simple but effective activities
- Engaged – striving to identify & mitigate risk factors
- Designing internal activities while working with external stakeholders

- Intangible Benefits:
- Sense of Belonging
- Peer Acceptance
- Corporate Recognition
- Interaction with Managers
- Opportunity for Fun
- Personal Challenge
- Group Competition

Motivations

How Employees Benefit

- Have more energy
- Are physically fit
- Are more productive
- Are not sick

How Company Benefits

- Reduced healthcare cost
- Higher morale
- Less absenteeism
- Demonstrated value of caring
- Stronger teamwork
- Improved leadership skills
- Recognition as Employer of Choice

Success Stories

Nestle: Philippines

- “I Choose Wellness”
 - Participation #s, Skin fold test & body weight
 - Holistic focus: activity & nutrition
 - 1,200 participants
 - Lost 2,000 kilograms

British Telecom

- “Work Fit”
 - 16,000 participants
 - Website
 - Information
 - Share stories
 - Contact lifestyle coaches

Executive Health & Workforce Wellness

Same Health Issues



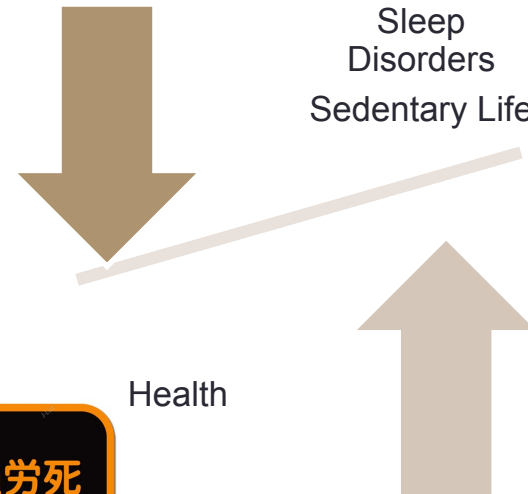
Even though over 70% of Americans state that they have been recommended to make lifestyle changes by a physician, unfortunately, few adults say they were offered support to make lasting changes. (APA, 2009).

Stress

Poor Nutrition

Sleep Disorders

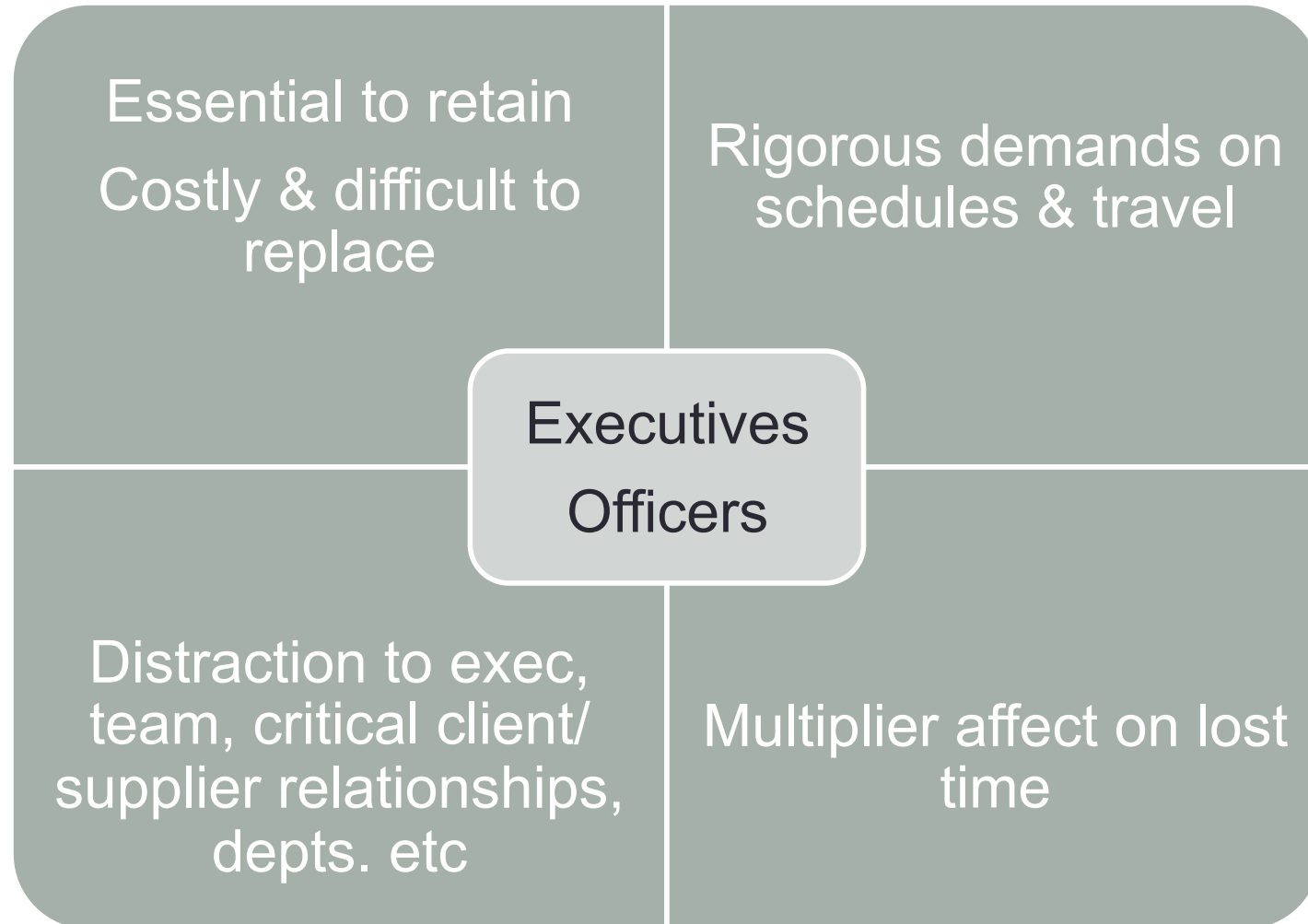
Sedentary Life



Health



The Strategic Workforce: The Role of Executive Health



Executive Workforce Health Benefits

Executive Physicals

- Executive perk or preventative loss program?

Concierge Services

Patient Advocacy
Navigate system for best treatment options, best facility, best medical team, etc.

Health Leadership Programs

Stress Reduction, Sleep, Leadership Performance

Coca Cola as an Unfortunate Example

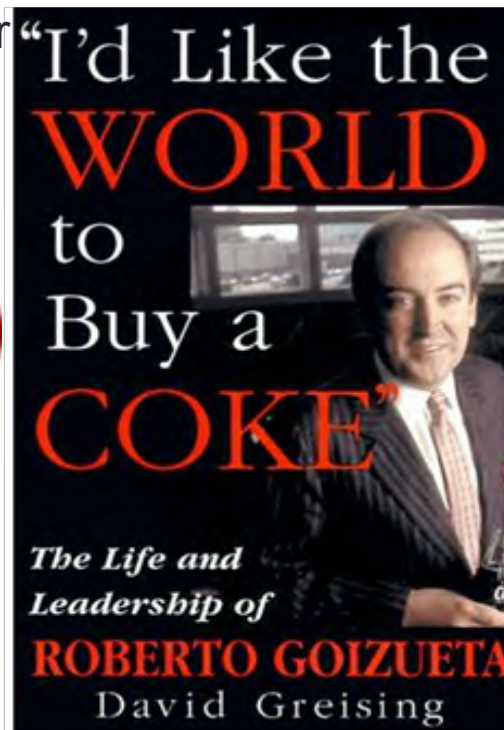
An example of disruption caused by illness

Replacement CEO, Douglas Ivester asked to step down after 3 years after mishandling company crisis

Health issue goes far beyond lost time or medical costs

Great ramifications on business results and shareholder value

Died of lung cancer 2 months after being diagnosed





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Newsweek

“THE BLUE-CHIP CHECKUP.”



VIRTUAL
SECOND OPINION



PRESIDENTIAL
PHYSICAL™



SCHEDULE AN
APPOINTMENT

HEALTH. CARE. UNEQUALLED.

History of Presidential Health

Concierge Medicine/LA has compiled one the most comprehensive libraries chronicling Presidential Health. Please click on the Presidents below for more information regarding their health and for press features about them.

QUICK LINKS



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HEALTH. CARE. UNEQUALLED.

History of Presidential Health

Concierge Medicine/LA has compiled one of the most comprehensive libraries chronicling Presidential Health. Please click on the Presidents below for more information regarding their health and for press features about them.



[Barack Obama](#)

- > [President Obama Physical Exam Report – 2010](#)



[George W. Bush](#)

- > [President Bush Physical Exam Report – 2007](#)
- > [Health a Chief Concern for Commander in Chief](#)
- > [Docs Pronounce Bush 'Fit for Duty'](#)



[William Clinton](#)

- > [Clinton Fitted for Hearing Aids](#)
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[George H.W. Bush](#)

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In the News



Limited
Time Offer!



History of
Presidential Health






PR Newswire
United Business Media

**"THE ULTIMATE IN
PERSONALIZED HEALTHCARE."**

Newsweek

**"THE PRESIDENTIAL PHYSICAL
MAKES EACH PATIENT FEEL LIKE THE
LEADER OF THE FREE WORLD."**

HEALTH. CARE. UNEQUALLED.

Relative Cost of the Presidential Physical

1. Average Annual Lease Payments on a BMW 7 Series – \$14,000
2. Average Monthly Mortgage Payment on a \$1,500,000 house – \$8000
3. Armani Suit – \$1500
4. 1 year worth of dog food/ veterinarian visits – \$2500
5. Dinner for 4 at Maestro's Steakhouse in Beverly Hills – \$500
6. Staying healthy enough to continue to enjoy all of the above – An annual Presidential Physical -\$1400

Safeguarding your health is essential to allowing you to enjoy all that you have achieved. The comprehensive presidential physical exam at Concierge Medicine/LA is the gold standard in medicine. It will allow you to protect and optimize your health which will allow you to enjoy your life for many years to come.

Presidential Physician

History of Presidential Health

President Obama's Presidential Physical Exam Report – 2010

Preparing For Your Presidential Physical

A Typical Presidential Physical™

Price List

Relative Cost of the Presidential Physical

Wellness & Lifestyle Consultation

Cosmetic Consultation & Treatment

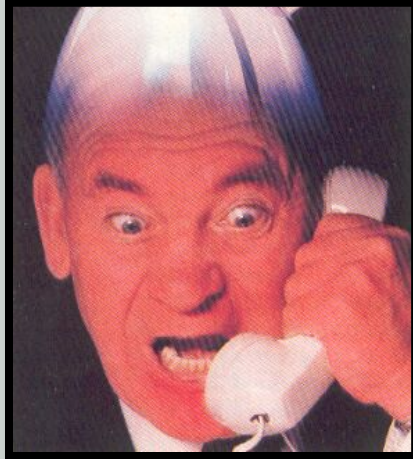
FAQ

RESEARCH

Facts & Figures worth Exploring

Workplace Anger Study in Stockholm

47 had a
**heart
attack**
or
died from
heart disease



Study : 2,755 male employees, aver.
aged 41 when , study began
between 1992 -1995.

How did they coped with conflict at work,
either with superiors or colleagues?

Did they walk away from conflict? Develop
symptoms l- headache , stomach ache or?

Anger produces physiological tensions leading to
increases in blood pressure which eventually
damage the cardiovascular system.

Career Rehabilitation for Executives

- The Professional Renewal Center (Kansas)
(where companies send their execs)
- Workplace issues including:
 - Sexual harassment
 - Substance abuse
 - Anger and other emotional issues
 - High rate of burn-out
 - Often stay up to seven weeks



Guess what most executives who come here have in common?

France Telecom

A wake-up call to companies worldwide

22,000 lay-offs between 2006-2008

26 deaths in 18 month period

“I am committing suicide because of France Telecom”

France's ministry of labor announced an emergency plan requiring all companies with 1,000+ employees to implement stress reduction measures by Q1 2010.

Stress: “21st Century Equivalent of Black Death”

Employees think:

- 25% - view their jobs as the #1 stressor in their lives.
- 75% - more job stress than a generation ago.
- Work problems - more strongly associated with health complaints than financial or family problems.

Depression:

- 4th leading contributor to the global burden of disease
- 121 million people worldwide.
- Among the leading causes of disability worldwide.
- Fewer than 25 % of those affected have access to effective treatments. (WHO)

Workplace stress costs U.S. employers an estimated \$300 billion

30% # of European workers describe themselves as being exposed to stress

UK – most common cause of LT sick leave

Workplace Stress Reduction Program

- Global information technology company.
- BP, emotional health, and workplace-related measures in hypertensive employees
- 38 employees/16 hour
- Measured before and 3 months after
- Improvements: stress symptoms, depression, & BP.
- Significant increases in the work-related scales of workplace satisfaction & value of contribution.
- **Conclusion: Brief workplace stress intervention can produce clinically significant reductions in BP and improve emotional health.**

Sample of Employee Benefit Decision Makers

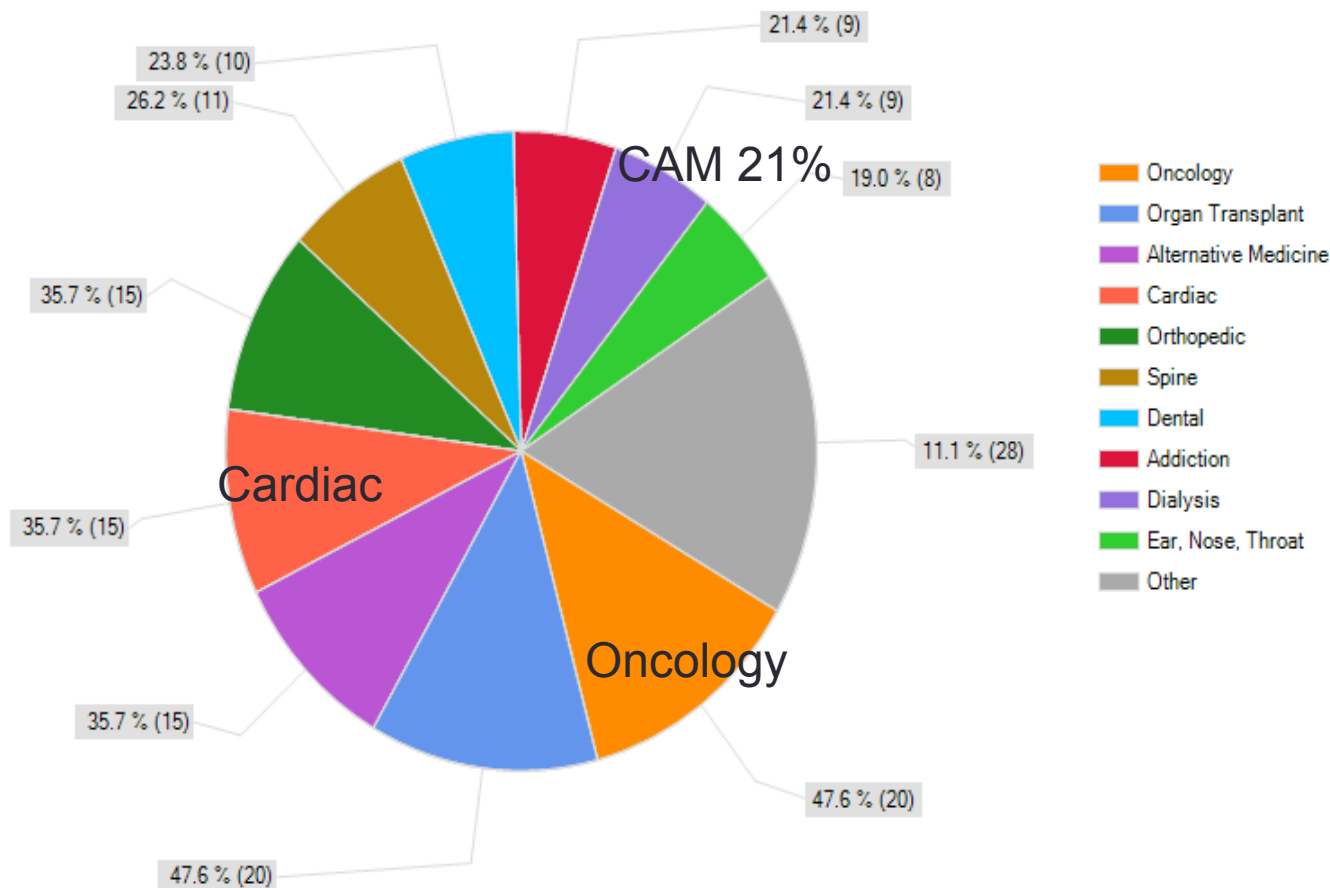


Recent Study:
Center for Medical Tourism Research

- Collected data from 42 respondents
- 5 billion dollar firms, 8 multi-million dollar firms, with remainder being smaller companies
- Average Gross Income of those who responded was \$2,275,772,647.06
- Average number of employees were 6, 357
- Some questions were optional

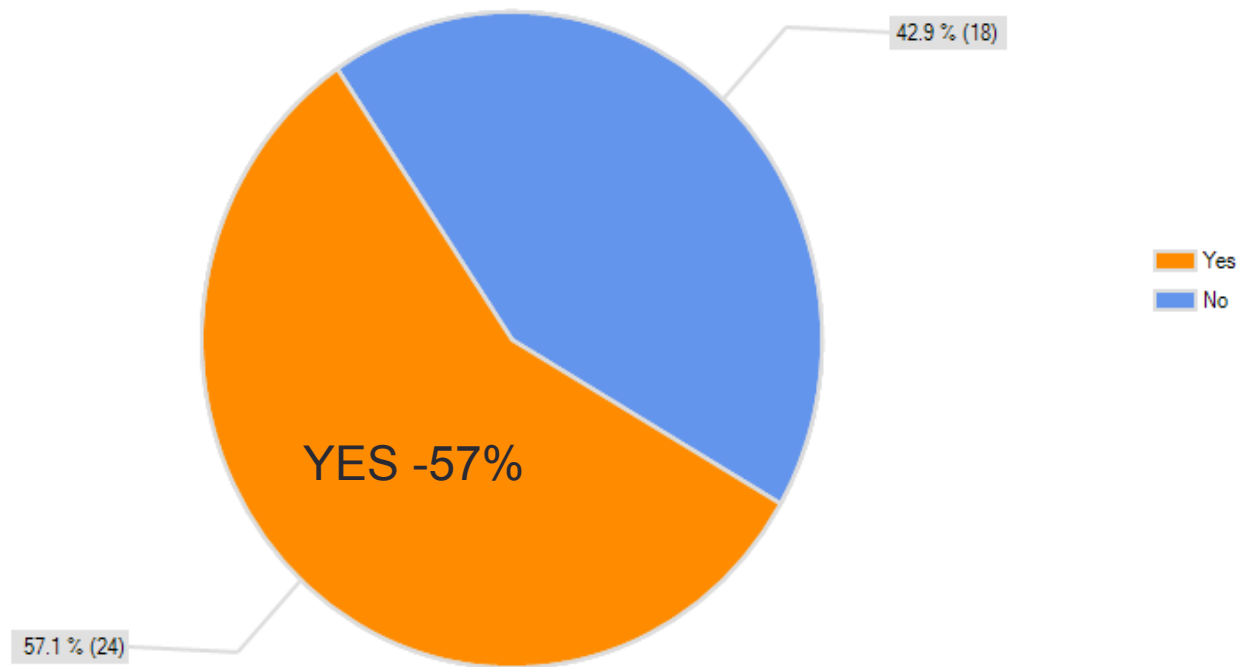
Employer's Views: Services

If your company had employees travel abroad for healthcare, what types of procedures would you primarily offer them?



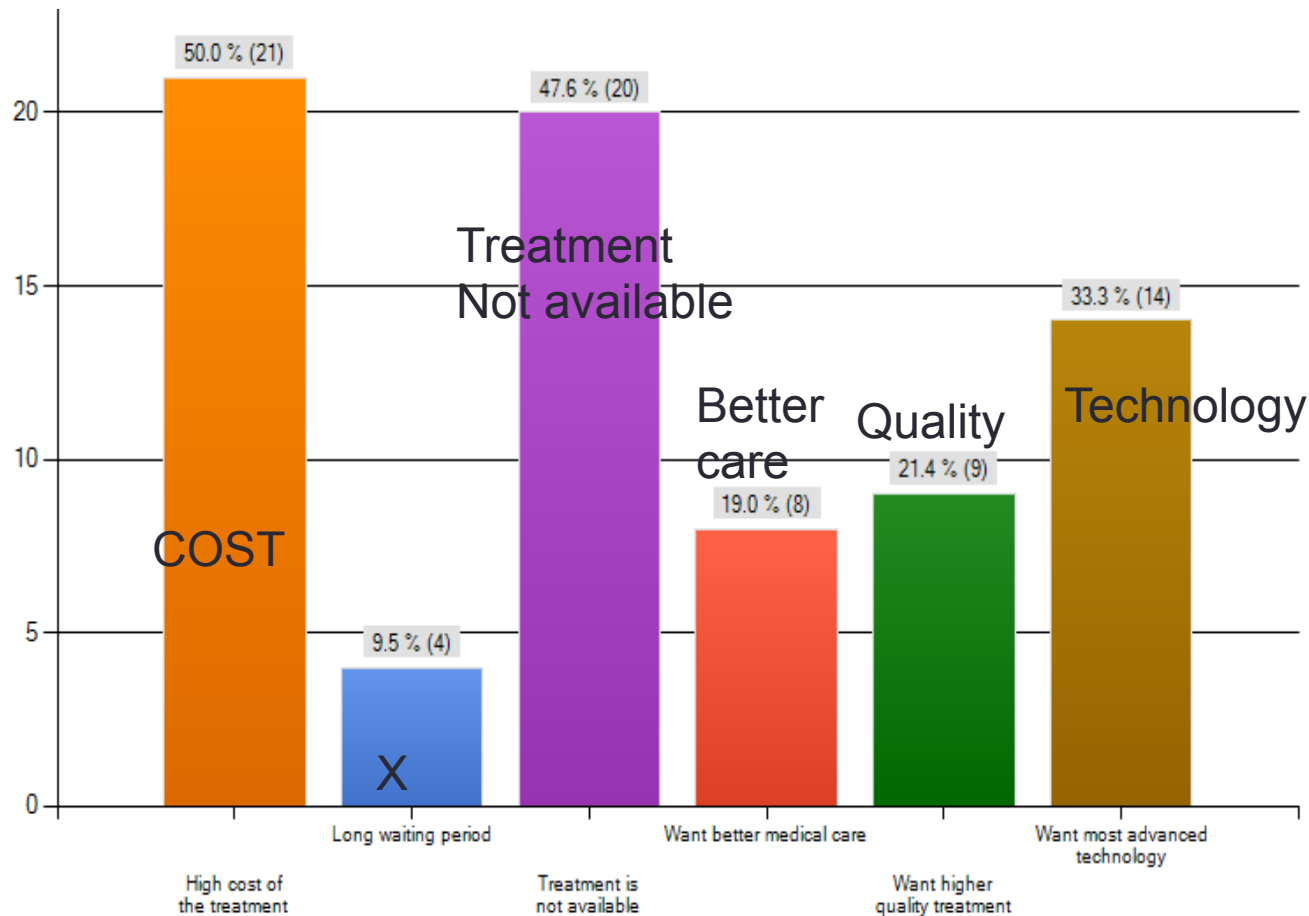
Employer's Views: Employees Abroad

Does your company have employees that travel abroad for work related reasons?



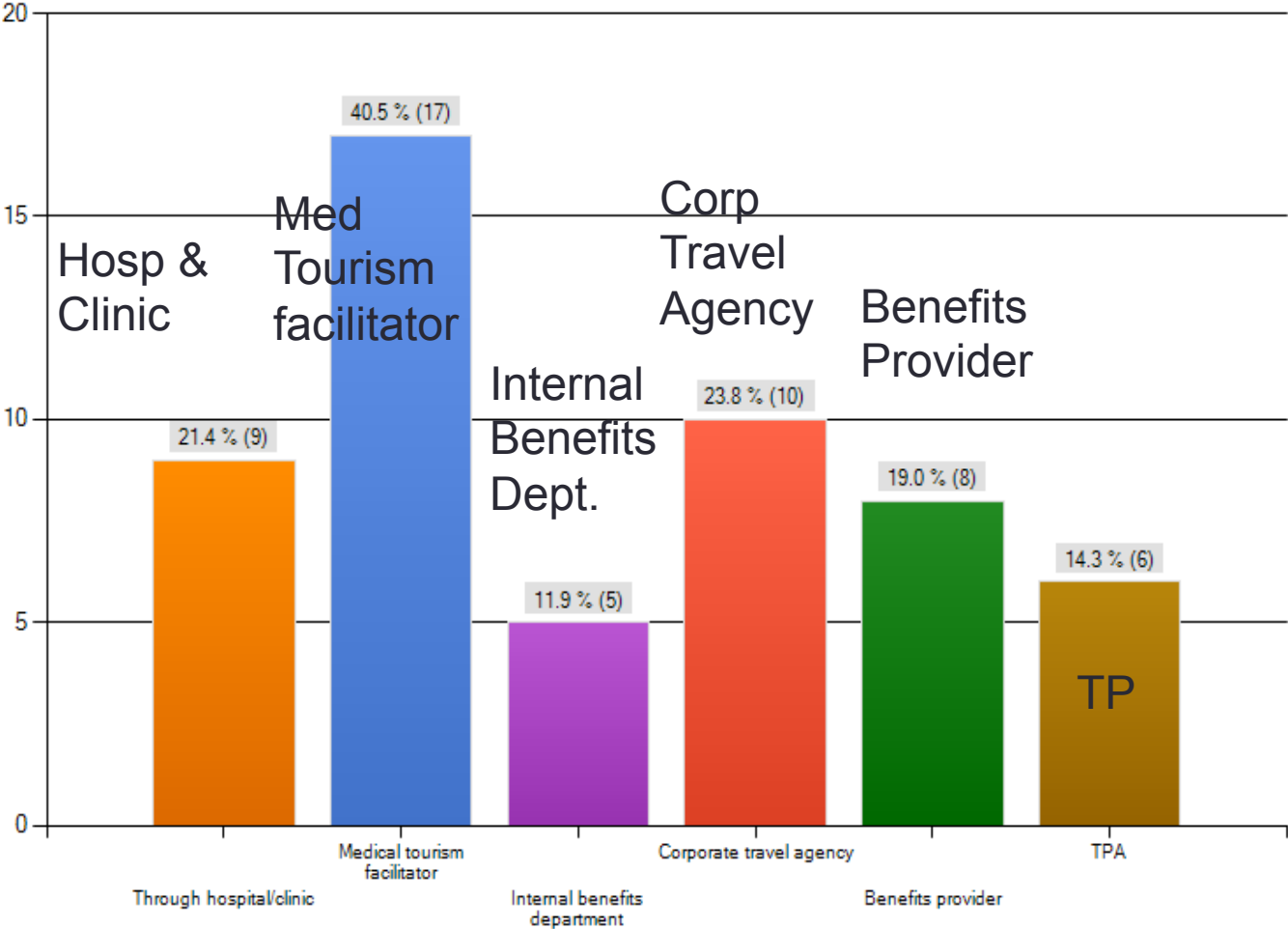
Employer's Views: Reasons

What would be the reasons that your company would choose to send employees abroad for medical care?



Employer's Views: Arrange

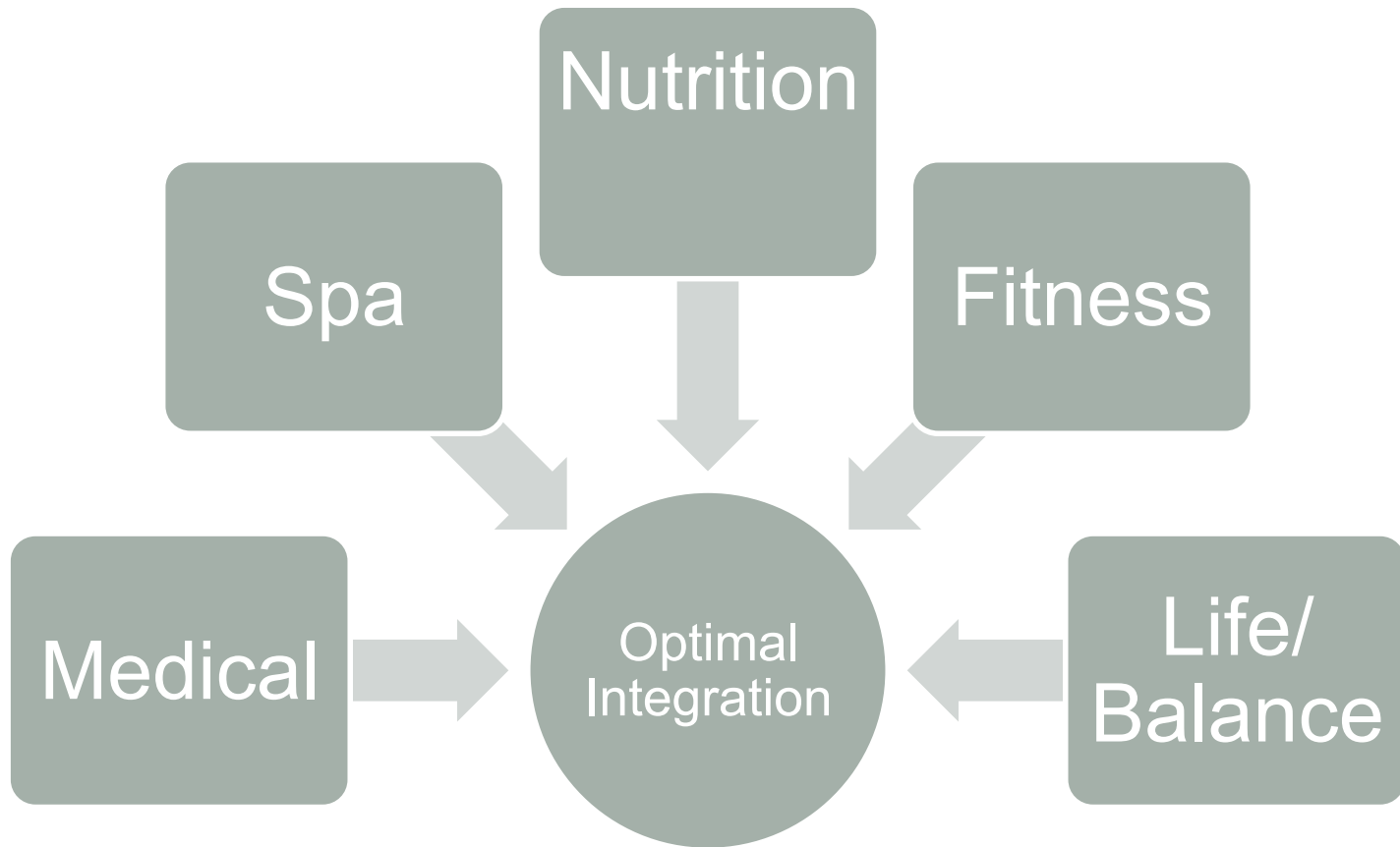
#10- If your company were to offer travel abroad for medical treatment to employees, how would it arrange their trip/travel (select only one answer)?



STAKEHOLDERS (OPPORTUNITIES)

Convergence of medical, travel, spa & wellness

Corporate Health & Workplace Wellness





MEDICAL

NUTRITION

FITNESS

LIFE BALANCE

SPA

Home: Programs & Packages: Corporate Packages : Corporate Leadership Performance

CURRENT PROMOTIONS

INDIVIDUALS

CORPORATE

Corporate
Leadership
Performance >

Executive Health
Immersion

Executive
Comprehensive
Physicals

Wellness Themed
Meetings

ACCOMMODATIONS

MEETING SPACE

Corporate Leadership Performance

Creating a Culture of Health

At California Health & Longevity Institute, we believe that implementing health as a core value in your organization is a critical business strategy in light of today's competitive business landscape. While many companies are making great progress, there continues to be a substantial opportunity to further invest in creating a high-performing, health-focused organization. Through the Corporate Leadership Performance Program, California Health & Longevity Institute partners with leading companies to create a customized program that equips them with the strategy, tools, and support necessary to Create a Culture of Health in their organizations.

A Strategic Approach to Corporate Health: Engage with leading industry experts and your leadership team in developing a corporate strategy to address the health improvement and the financial return from investing in health.

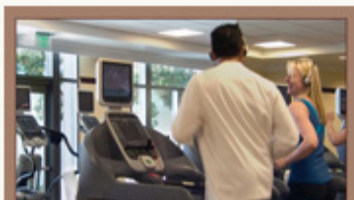
Engaging Senior Leadership: An opportunity for leaders to engage in health and lifestyle programs that will drive them to make a commitment to their personal health and begin leading by example within their organizations.



*Group Size: Up to 100 people
Ideal Time Frame: 2-4 days*

*"Excellent venue for sharing ideas,
building leadership support, and
developing a business strategy to drive
action toward integrating health as a
core value within our organization.
Thought-provoking speakers driving
actionable, practical next steps."*

—Senior Executive, Consumer Packaged





The Energy Project at Miraval

with Tony Schwartz



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Tucson, Arizona

PEAK PERFORMANCE

If you're itching to move ahead as an overall athlete or in a chosen sport, there's a "dream team" at Canyon Ranch waiting to help you. You'll work with a physician, exercise physiologist, nutritionist and life management specialist who will assess your performance and abilities, collaborate on a strategy and design a plan to help you excel. Whether you're a novice or a seasoned athlete, you'll take home practical tools for improvement and unlimited inspiration.

In addition to the services included in your Canyon Ranch stay, your Peak Performance package includes:

- 50-minute Musculoskeletal/Sports Medicine Consultation with a physician
- Laboratory testing
- DEXA Body Composition
- Two exercise physiology consultations (testing strength and flexibility)
- Nutrition consultation
- Choice of Performance Enhancement or Hypnotherapy session

We'll match you with professionals who understand your motivation and



Untapped, Under-Utilized & Under Promoted Spas as a Legitimate & Critical Provider

- Most Popular WW Programs:
- -Back care
- -Stress Mgmt
- -Exercise
- -Stop-smoking

• (WELCOA)

Therapies w/ Clinical Evidence

Art therapy

Ayurveda

Biofeedback

Breath work

Hypnosis

Chinese Medicine

Massage

Meditation

Music Therapy

Psychotherapy

Thermal Waters

Yoga

In an environment in which health care costs are skyrocketing, the sensible approach is to reduce the need for care, and **the most powerful way to accomplish this is by focusing on evidence-based prevention.** ..this will only succeed if spending on prevention is considered a priority rather than discretionary and only if incentives are realigned.” (Committee on Health, Productivity and Disability Management, Journal of Occupational and Environmental Medicine, May 2009)

Engagement -Clinical Studies

Health Promotion- Health Education

Lifestyle Management - ROI

Kick-Out-The-Door Approach

- PricewaterhouseCoopers track employees who have not taken enough vacation, sending reminders to them and their supervisors that they should do so.
- Intel Corp - all FT employees get two consecutive months of paid time off after seven years of work. They can even stack the sabbaticals on top of their regular vacation.
- Netflix Inc. - has done away with vacation time altogether. The company tells workers that so long as they get their jobs done, they can take as much time off as they like.

...we have the means to **take you and your team to new heights.**

It is a private, peaceful place where you can **hear yourself think** – and equally important: hear others' thoughts. We feature an range of physical pursuits including golf, tennis, mountain biking, desert hiking, and a challenge course that is **unparalleled for team building and group development.**

We are offering corporate groups an **atmosphere to inspire increased productivity, performance and satisfaction.**

Guests will experience the benefits of nutritious, energizing meals, challenging physical activities, team building and classes that provide take-home tools to **place the group on the cutting edge of productivity.**

Created to **encourage lifelong learning**, a corporate retreat will **inspire lasting changes**

Where are the Opportunities & Synergies?

Stakeholders

- ❑ Businesses/Corporations
- ❑ Insurance Companies/Self Insured
- ❑ Government Agencies
- ❑ Associations
- ❑ Executives/Workforce
- ❑ Human Resources
- ❑ Benefit Specialists
- ❑ Hospitals & H/W Providers
- ❑ Travel Agencies. Airlines
- ❑ Meeting Planners
- ❑ Incentive Travel Professionals
- ❑ Wellness Destinations/Hotels
- ❑ Spas

Opportunities

- Executive Physicals
- Workforce Wellness
- Concierge Medicine
- Retreats
- Educational Workshops
- Screenings/Assessments
- Future Worker's Comp?
- Future Spa Benefits?
- Incentive /Award Travel
- Pre & Post Conference
- Wellness Themed Business Meetings

Parting Thoughts

good health **works**

investing in employee health can yield great returns

More than half of survey employees at small or medium-sized companies with wellness programs said the program encouraged them to **work harder, perform better, and stay with the company.**

Source: Thrive, Kaiser Permanente



Thank You

To participate in industry surveys, networking
or for more information, please contact:

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