

## *A Leadership Summit On Obesity*

### **Fitness at Work Session:**

Joyce Young, MD, IBM  
Gregory Florez, First Fitness

### **Work Site Fitness Survey:**

- 88% provide workplace fitness initiatives
- 44% employers 10-50K employees
- Employers share cost in 50%
- 40% organizations have had programs for > 10 yrs.
- 46% of organizations report avg. participation of 25%

### **Types of Initiatives:**

- On-Site fitness center 76%
- On-Site programs 68%
- Sponsored events 66%
- Informational meetings 61%
- Subsidized access to facilities 38%
- Web based tools 37%
- Rebate program via health care provider 16%

### **Main Goals of Employees:**

- Lose weight
- Feel better and/or look better
- Improve or maintain sports performance
- Improve sleep, reduce stress

### **Challenges of Fitness at Work Initiatives:**

- Fitness and life enhancement
- Not wanting to be seen in spandex at work
- Time or perceived lack of
- Too much information coming from too many places
- Not making obese individuals feel targeted
- Standard to follow?
- People delivering program need to make it fun

### **Successes:**

- Fitness is the 1<sup>st</sup> step to other health improvement
- Involve families
- Provide coaching
- Follow up

- Referrals
- Support system
- Community partnerships
- Portable exercise
- Actionable (e.g. tell me what to do today)
- Walking meetings
- Convenience
- Limited number of simple changes (e.g. hydration, walking, healthy snacks)
- Goal directed language than restricted (e.g. *should* and *must*)
- Instruct on healthy snacking and healthy fast food choices
- Sponsor non-invasive activities
- Provide easy to digest information
- Leading by Example
- Use programs that know how to engage participants (e.g. make it fun)
- Don't present change as significant challenge

# Fitness at Work

*NBGH Conference*

*June 29, 2004*

***Gregory Florez***

*CEO/FitAdvisor*

*Health Coaching Services*

***Joyce Young MD, MPH***

*IBM Regional Well-being Director*

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# *Engineering Out Physical Activity*

*"We have labor-saving devices everywhere. You can get through the day expending virtually no energy, doing virtually no physical activity. Many people choose that lifestyle." J. Manson-Brigham & Women's*

*"TV watching is far more likely to lead to obesity & diabetes than any other sedentary behaviors. When people watch TV they eat." F. Hu- Harvard School of Public Health*

*Harvard Magazine May-June 2004*

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# *Personal Health*

*Do you proactively manage your personal health and that of your employees with the same diligence in which manage your division or company?*

# *Paying For Illness Is More Expensive Than Preventing It*

*“The old formula more health care equals more health is not true. Health care researchers and policy makers are suffering from tunnel vision; there is too much focus on health care, and cost cutting, not enough focus on health and prevention”*

*-Edward Bergmark, CEO Optum*

# *Corporate Health Issues-Where We Are*

- *Sedentary lifestyles & poor diet*
- *Epidemic of obesity & type 2 diabetes*
- *Increased stress*
- *Aging of the baby boomers*
- *Rising health costs*

# *Preventable Illness*

*Preventable illness, such as stress related illness, makes up approximately 70 percent of all illness and its respective costs. Health care spending increased 3.7 percent to 6.6 percent between 1980 and 1998*



# *Driver*

## *Increasing Stress*

- *\$300 billion spent annually*
  - *\$7,500-\$10,000 per employee*
- *40% of work force is affected by stress making it the #1 reason for worker disability and depression*
- *89% of American adults report “high stress”*
- *Depression is predicted to be the leading cause for occupational disease in the 21st century, responsible for more lost work days than any other single factor*

# *Driver*

## *Increasing Stress*

- *Women who work full-time and have children under 13 years of age report the greatest stress*
- *75-90% of doctors' office visits are stress related*

# *Why People Aren't Healthy*

## *Inactive Lifestyles and Poor Diets*

- *Don't actively incorporate healthy habits into their routines because they have:*
  - *a perceived lack of time and access*
  - *haven't reached their goals in the past*
  - *lack of knowledge, guidance & support*
- *70% of those who start programs stop within 6 months primarily due to lack of results, motivation, support and encouragement*

# *Believe In Behavioral Change*

*Your employees are all at different stages in the continuum of behavioral change. Meeting them where they are, and providing "Simple Changes" is the key to individual success*

# *Activity & Exercise in Corporate America*

- *50%+ exercise inconsistently, 24% are sedentary*
- *Inactive employees have \$864.00 more in direct healthcare costs per year than active employees*
- *Obese employees average an additional \$1500.00 per year in health care costs*

# *Corporate Programs – “The Sounds of Silence”*

- *20-50% Initial participation*
- *Drop off of 30-70% after 6 months*
- *Average retention after 1 year = 8-10%*

# *Why Corporate Programs Haven't Lived Up to Their Promise*

- *Time & Access*
- *"One size fits all" static programming*
- *Limited follow up and support*
- *Inadequate or Inappropriate staffing*
- *Require significant behavioral changes*
- *Privacy & Intimidation*

# *FitAdvisor™ Background*

- *The US' Premier Coaching Team-20 years*
- *Extensive corporate experience-Rated #1 by WSJ*
  - *sales teams, call centers, execs.*
  - *Fortune 500 employees*
- *Industry leadership positions-ACE, IDEA*
- *Consumer experts on fitness & health*
  - *WSJ, Men's Journal, Business Week, MSN, New York Times, msnbc.com, etc.*



# Partners

- *The American Council on Exercise*
- *The President's Council on Physical Fitness*



# *FitAdvisor™ Coaching Services*

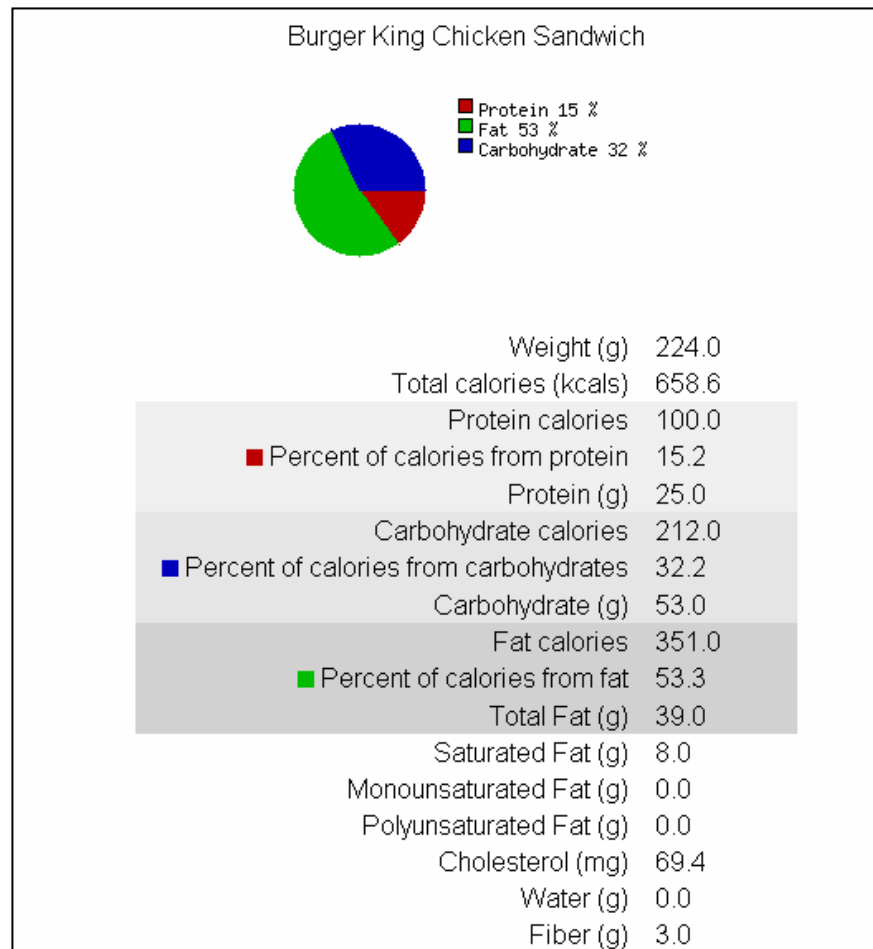
*FitAdvisor™ Coaching services include:*

- *Phone/Online/Onsite Coaching*
- *Personal Assessment “Simple Changes”*
- *FitAdvisor.com Subscription*
- *FitKit™ Exercise Equipment*
- *Lifestyle Coaching & Support*

# *Programs Should Affect: Three Sets of Behaviors*

- 1. Activity and exercise*
- 2. Diet and nutrition*
- 3. Sleep and relaxation*

# Battles of The Bulge Occur Daily



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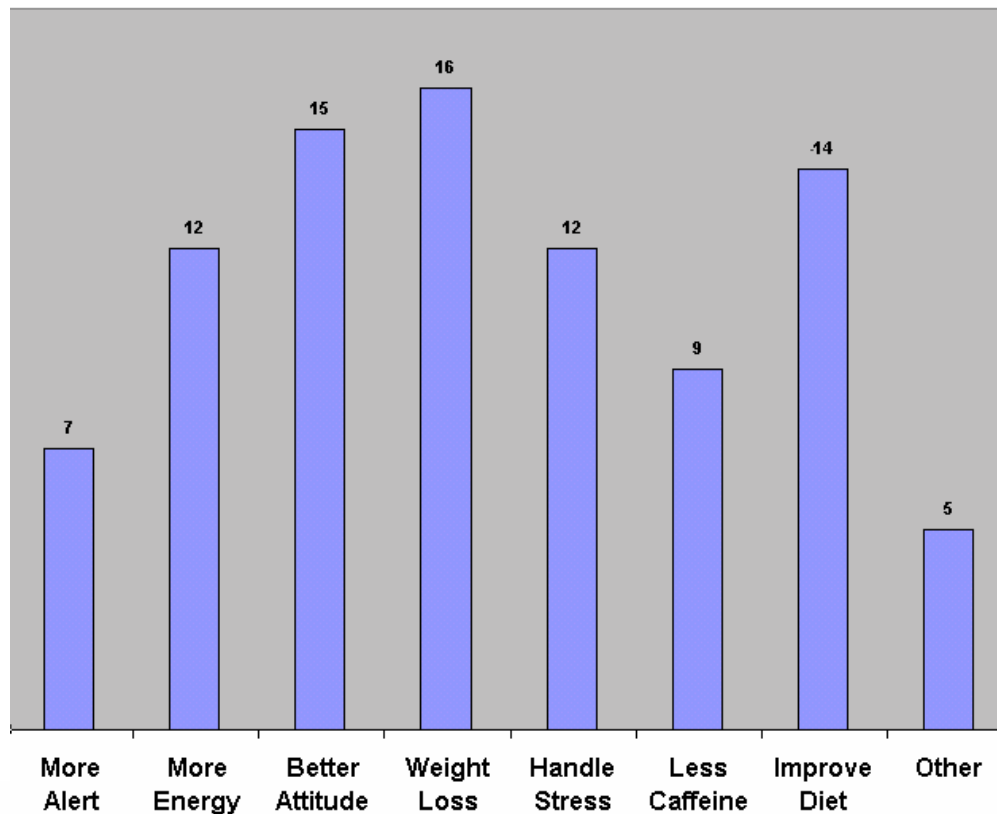
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# *Forget Battles - Win The War*

- *Make programs accessible & time efficient*
- *Give your people the feeling of personalization*
- *Know that support = success*
- *Make your staff proactive*
- *Build success with "Simple Changes"*
- *Understand privacy & intimidation issues*

# Proven Results: Additional Benefits

4. What physical or mental benefits have you noticed as a result of the program?



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# *Health Promotion in Worksite Settings*

- *Planning*
  - *Align program with strategic business objectives*
  - *Develop clear goals and objectives*
  - *Use and inter-disciplinary team*
- *Design*
  - *Based on preferences in the target population*
- *Operations*
  - *Maximize participation levels*
  - *Use multiple communication channels*
- *Evaluation*
  - *Participant satisfaction*
  - *Goals and objectives*
  - *Risk prevention and health behaviors*
  - *Organizational gains*

***Keep Fighting The Good Fight!***

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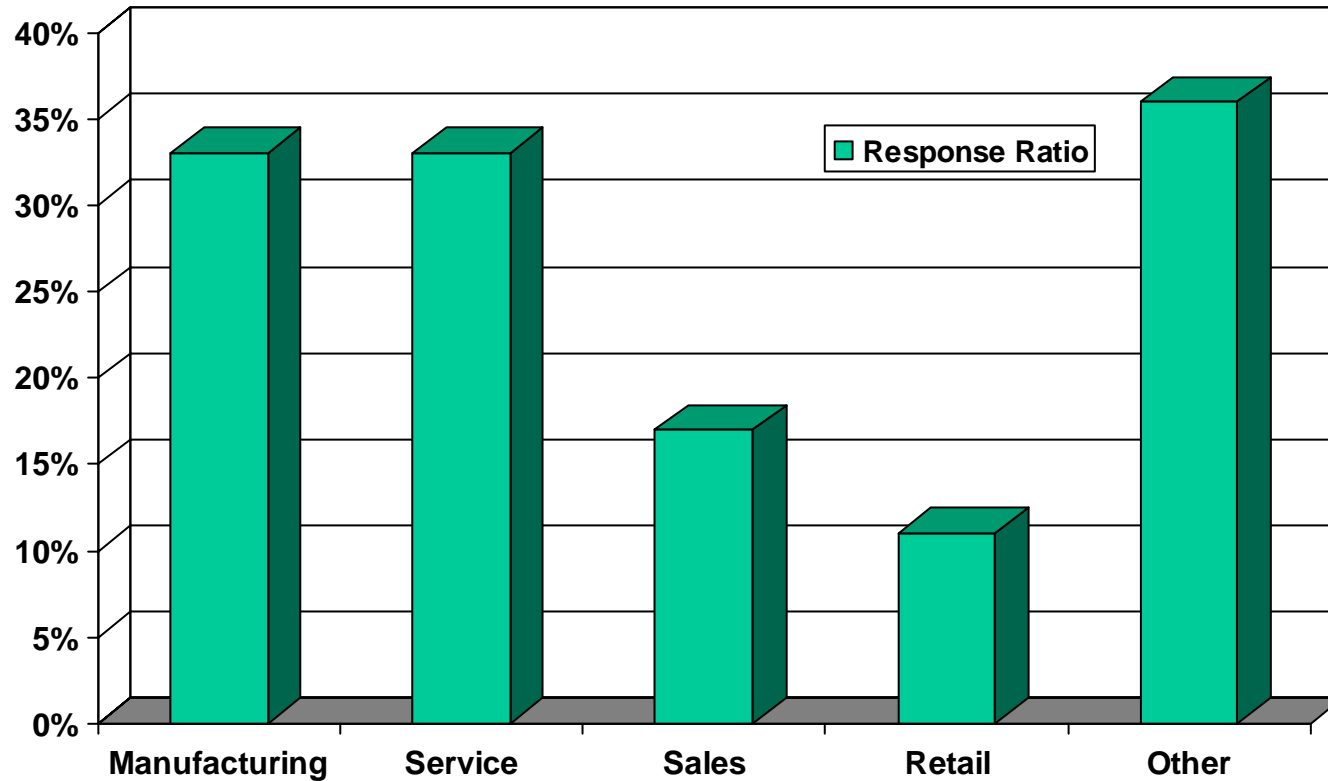
# *Fitness at Work Survey Results*

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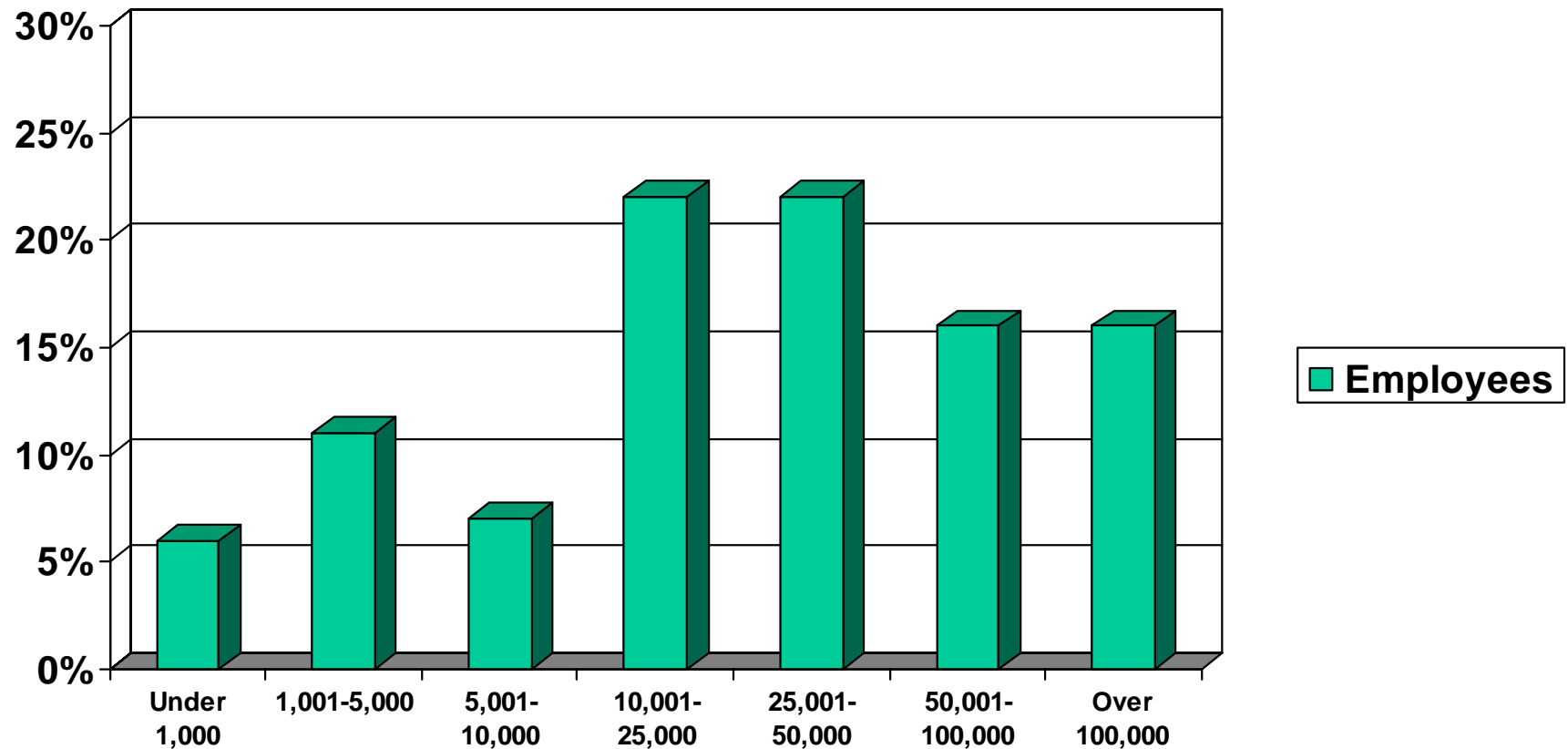
# Nature of Work



## Other Professions in Survey Include:

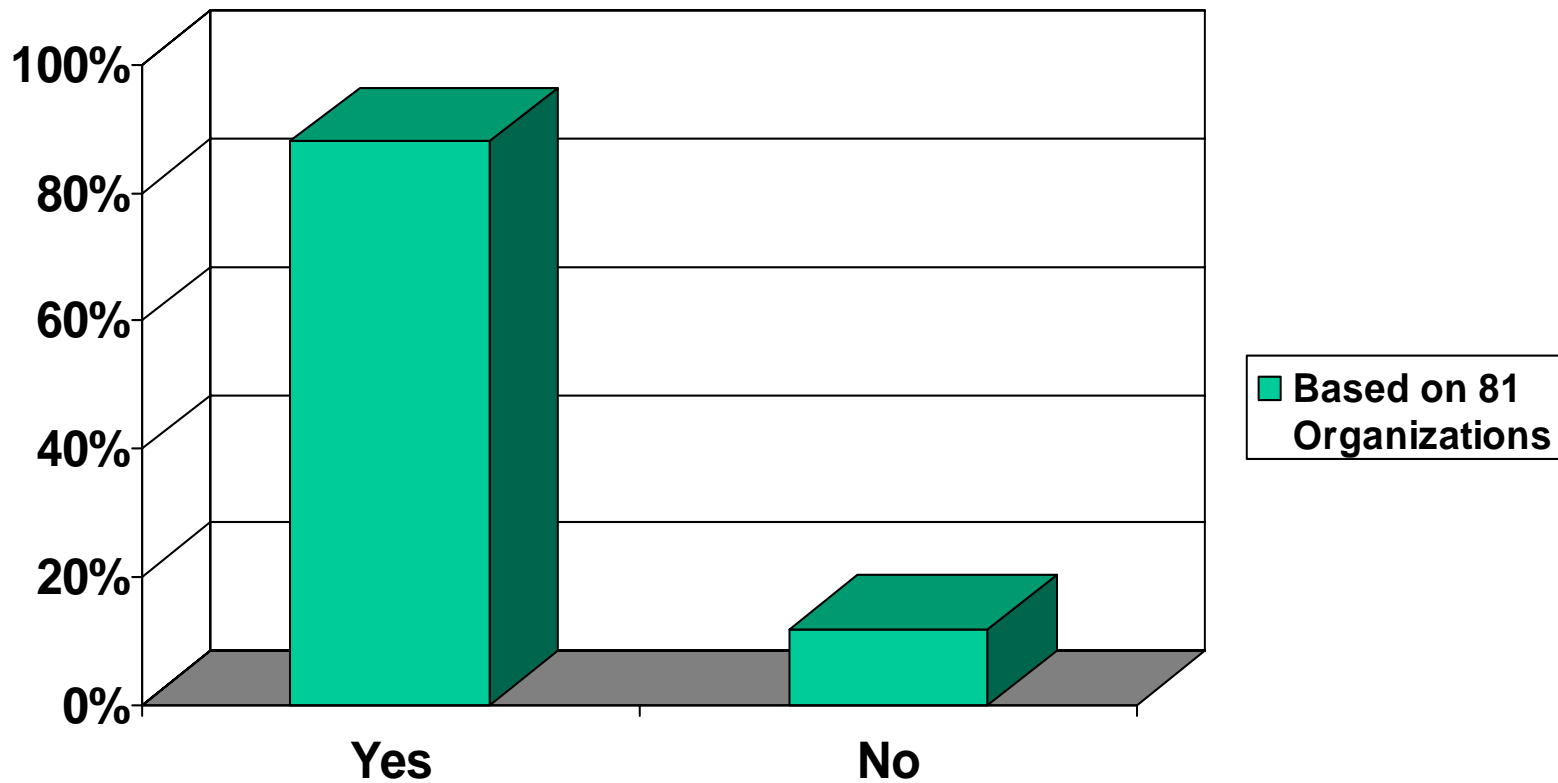
- Health Care
- Pharmaceuticals
- Hospitality
- Financial Services
- Engineering
- Insurance

# 44% of Organizations Polled Employ Between 10,000 and 50,000 People

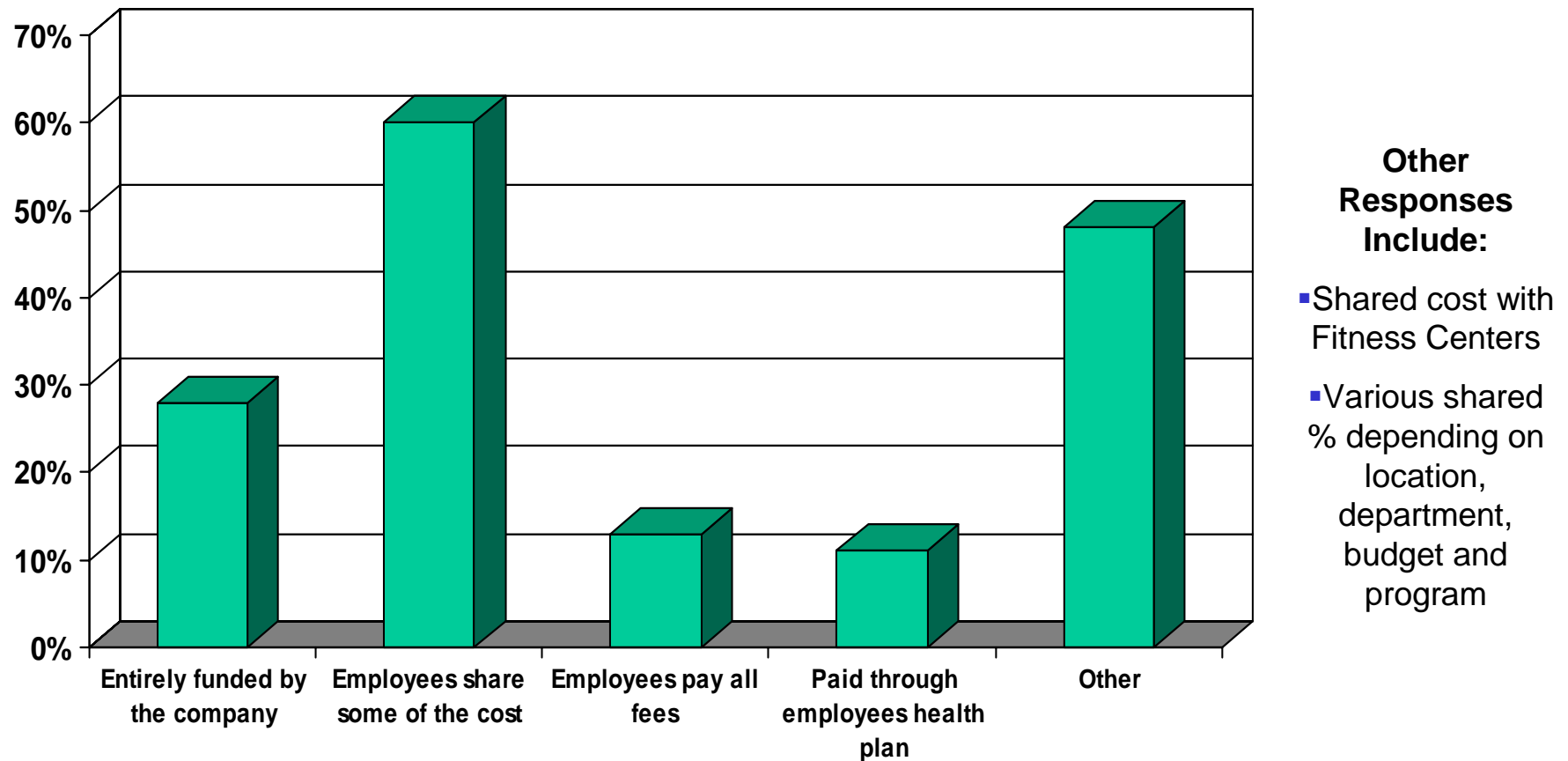


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# 88% of Organizations Polled Provide Workplace Fitness Initiatives

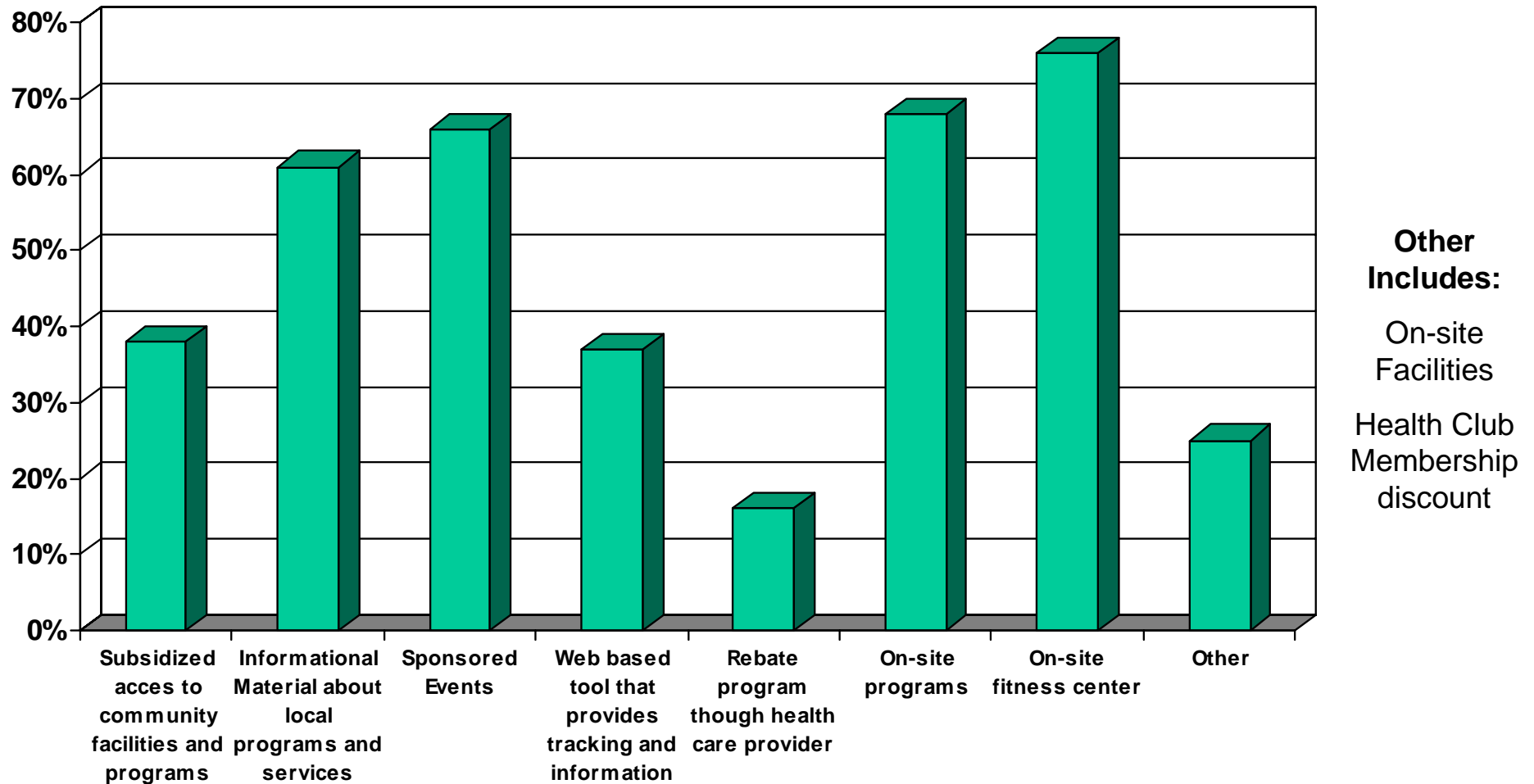


## 60% of Organizations Polled Have Employees Share Some of the Cost of their Fitness Initiatives



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# *Fitness Initiatives Provided*



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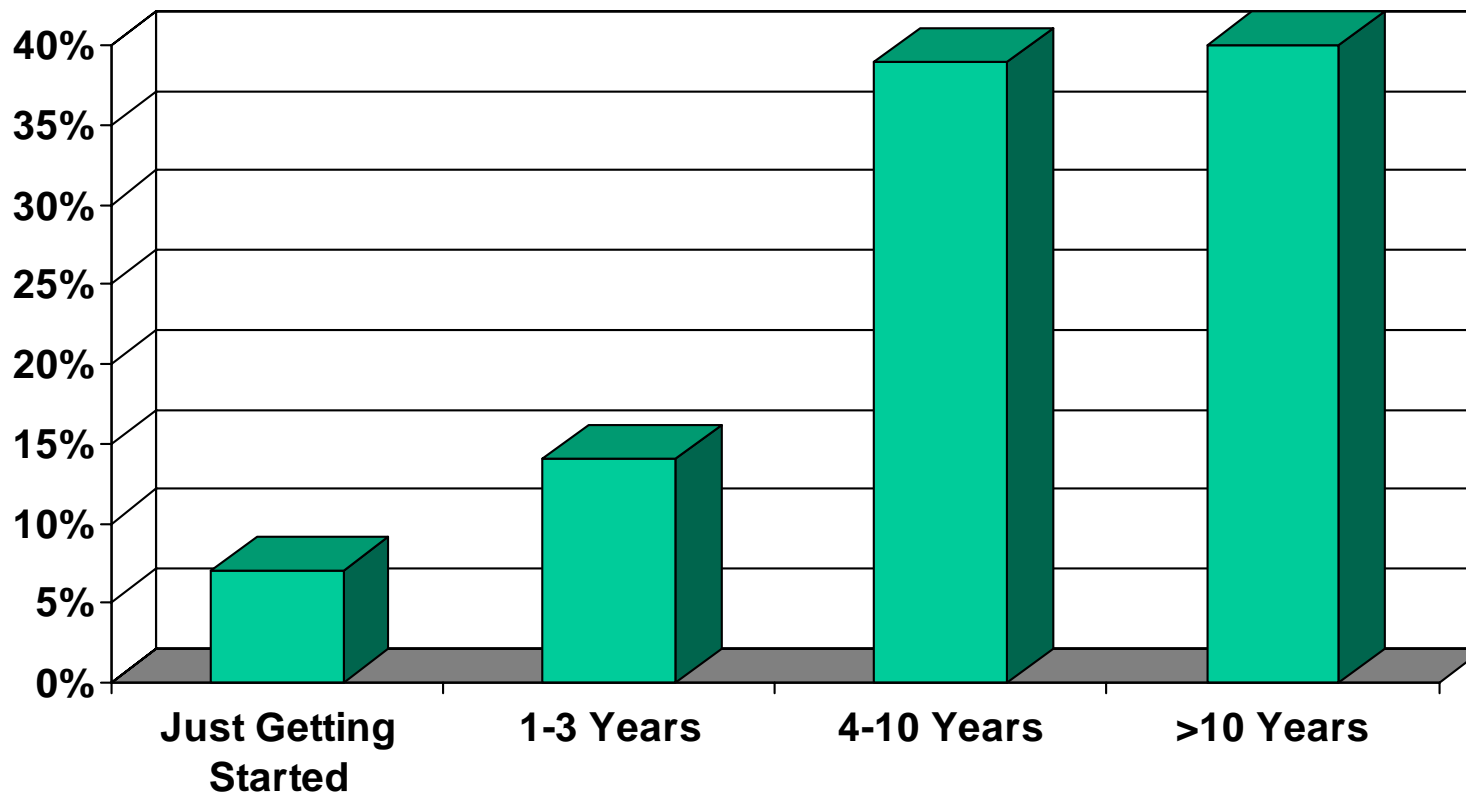
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# *Types of Fitness Initiatives Provided*

- *On-site Fitness Center ----- 76%*
- *On-site Programs ----- 68%*
- *Sponsored Events ----- 66%*
- *Informational Material-----  
61%*
- *Subsidized Access to Community Facilities---  
38%*
- *Web-based Tool --- 37%*
- *Rebate Programs Through Health Care Provider --  
16%*

# 40% of Organizations Polled Have had Fitness Initiatives in Place for >10 Years





# Top Ways Used to Promote Fitness Initiatives

- *Company Intranet*-----  
83%
- *Posters and Flyers*----- 71%
- *Email* ----- 69%
- *Events* -----  
68%

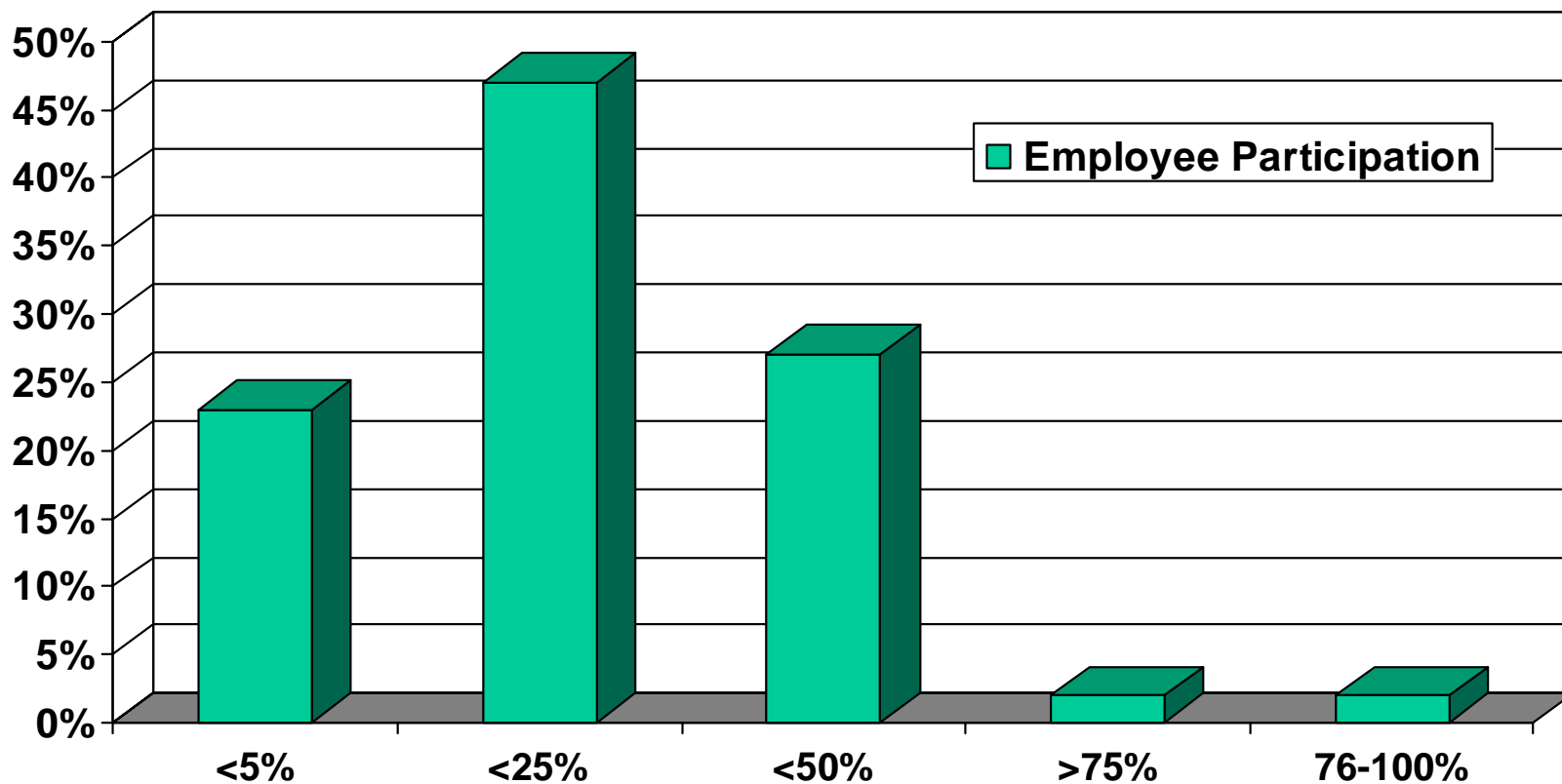
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» 15% had very little to no promotion

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# 46% of Organizations Polled Have a 25% Average Participation Rate



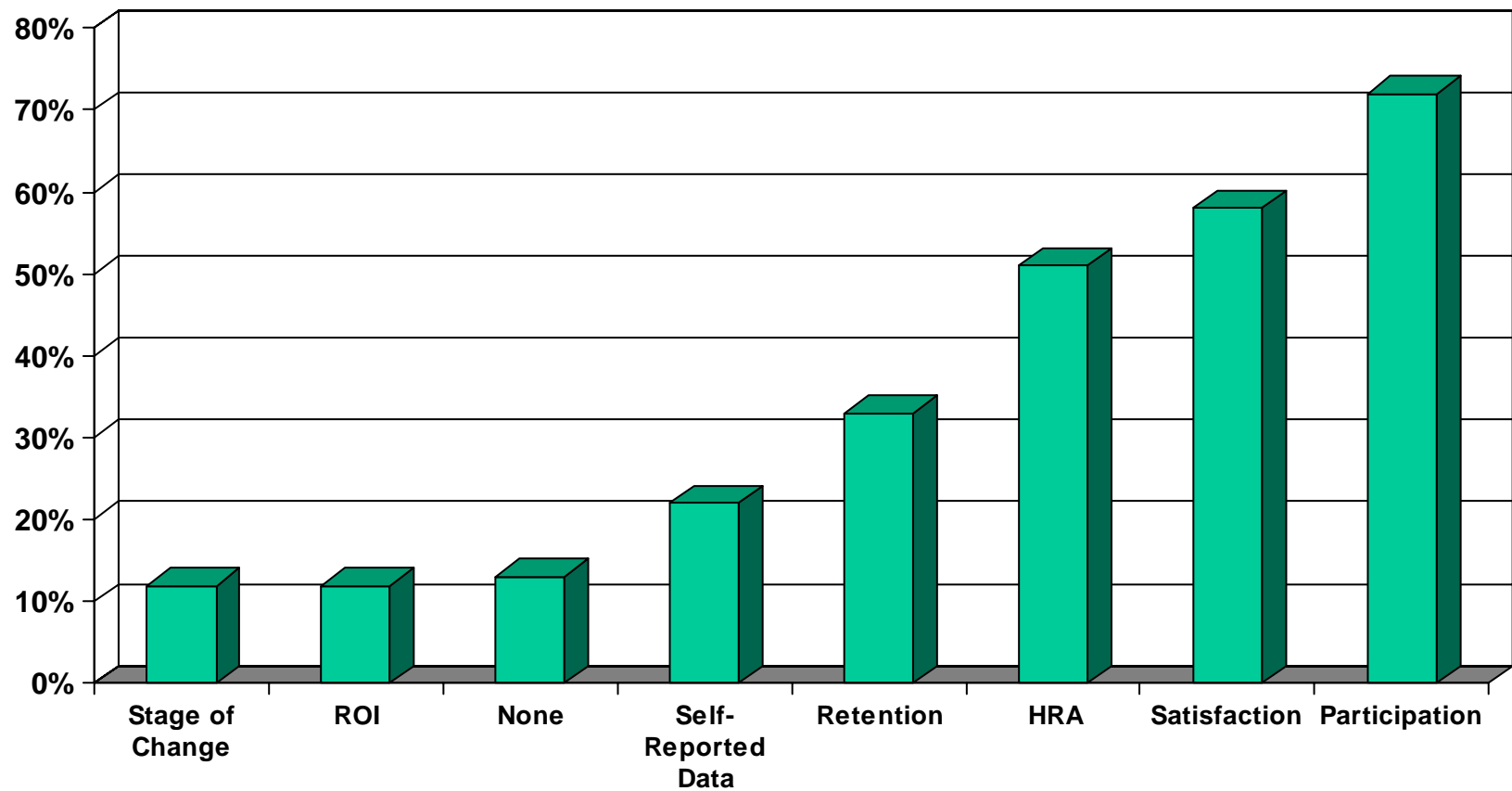
# *Effective Methods in Increasing Participation*

- *Convenient Access*----- 72%
- *Supportive Work Environment* -----68%
- *Rewards or Incentives*-----  
51%
- *Functional Groups (i.e.walking clubs)*-----  
38%
- *Offering Flex Hours*----- 35%
- *Web based access to programs*-----  
31%
- *Coordinating with Community Events*--  
25%

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# Types of Analysis Conducted



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# *56% of Organizations Polled Have Experienced and Increase in Morale Due to Their Fitness Initiatives*

