



Lakeside Fitness Center - Corporate Partnership

■ ■ Steps to Building a Successful Company Wellness Program



Raise awareness. Market your programs internally with educational tools (wellness boards, newsletters, e-mail tips). Offer free screenings and incentives to encourage employee participation.

Use incentives that your employees value. Survey your employees to find out what kind of incentives they prefer. Insurance-based incentives are among the most popular, but even simple rewards, like special parking spots or public recognition, are motivating.

Keep incentives and rewards positive. Participation in the program should be fun. Celebrate employee progress.

Upper-management support is critical. Encourage participation from key figures in the organization.

Create the ideal environment for change. Consider employee convenience and comfort when designing a program. Offering benefits during the workday often increases participation. Avoid activities that seem invasive or intimidating.

Enhanced Employee Happiness

- Lower levels of stress
- Increased productivity
- Elevated self esteem and confidence
- Increased stamina and flexibility
- Elevated level of physical fitness
- Weight reduction

Enhanced Employee Health & Wellness

- Reduced healthcare costs (average 25%*)
- Reduced levels of absenteeism (average 32%*)
- Reduced rates of injuries and illness
- Improved employee relations and morale
- Increased productivity, sharper minds and focus (average 52%*)
- Enhanced retention of employees and a recruitment tool

EXERCISE IS MEDICINE™ Adults gain two hours of life expectancy for each hour of regular exercise!⁵⁶



Why Lakeside Fitness Club?

- Club opens early and closes late to accommodate before and after work hours
- A full schedule of group classes, including SPIN, that take place before work, during lunch and after work
- Generous selection of cardio and strength equipment; your employees will maximize their time in the Club – no waiting around
- A fully maintained locker room with sauna, steam and towel service allows your employees to work out before work or during lunch
- Over 12 personal trainers on-site to assist and train those interested in faster results
- Tranquility wing with massage therapy to help your employees de-stress.
- Juice bar with drinks protein shakes, fruits and snacks so your employees can grab a quick bite

Unlike other large publicly held gyms, Lakeside Fitness Center is independently owned and operated and will develop a program to meet your needs.

Lakeside Fitness Center will come onsite to lead wellness programs;
-Cablevision ran a **Biggest Loser** contest administered by Lakeside where we held a lunchtime class once a week just for their employees.
-Microwize ran a 12 week boot camp to increase morale and fitness

MOTIVATE SO THEY PARTICIPATE: Set a monthly usage goal (we provide the reports) and reward participation: offer wellness bonuses, extra time off, Lakeside Bucks for massages, personal training sessions, drinks, merchandise and more

On average, for every 100 employees . . .

44 suffer from stress
38 are overweight
31 use alcohol excessively
30 have high cholesterol
26 have high blood pressure
25 have cardiovascular disease
24 don't exercise
21 smoke
20 don't wear seatbelts
12 have asthma
6 are diabetic

Source: Department of Health and Human Services,

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One study showed that active employees take 27% fewer sick days and report 14-25% fewer disability days than inactive employees.⁴⁴

Cost and Billing

Cost:

- Lower/ no enrollment fees & discounted monthly dues
- Family members receive same corporate discount
- No employee minimum to qualify for corporate discount

Billing Options:

Paid in Full (paid at time of enrollment): Ideal for companies that pay all or part of membership

Monthly EFT: Provides least risk as there is *no long-term commitment*. Set up monthly charge on a corporate credit card or EFT billing available for employees



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In a study by the University of Michigan of 28,375 employees, productivity decreased by 2.4% for each health-risk factor. Physical inactivity, obesity and stress were among the risk factors that significantly reduced productivity.⁴⁸

What are the next steps?

On Boarding:

- Discusses discount options per # of enrollments & possible payment options
- Set up dates to hold open house week at your company and /or our location to be accessible to answer employee questions & highlight our services
- We can provide payroll stuffers and guest passes for specific dates of enrollment and trial passes
- We will happily tour your employees through Lakeside Fitness Club, hold free demo classes, small group training sessions, chair massages, raffles & giveaways during scheduled open house week
- We handle enrollment, conduct one on one orientations with a certified Personal Trainer and then provide you with a comprehensive summary report of employees that joined

Monthly Reporting options:

- Report monthly employee usage.
- Depending on billing method, summary report available
- Provide current roster of active members

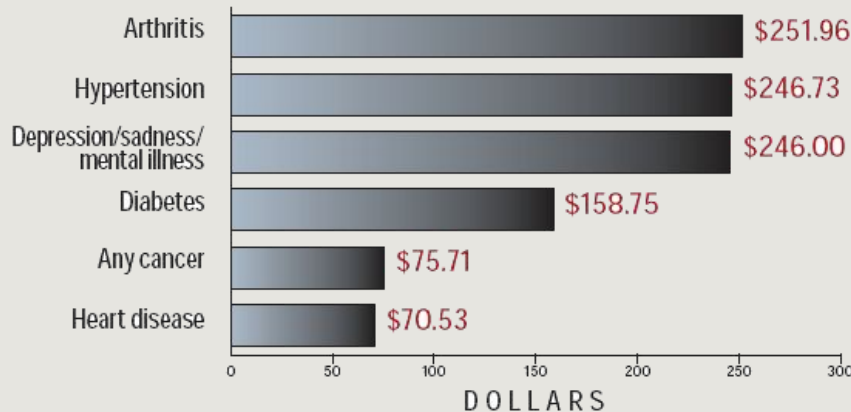
Caterpillar's "Healthy Balance Program" helps employees modify health-risk behaviors, reduce health risks, improve long-term health and reduce health care costs. Programs include personalized education, phone coaching, on-site classes, newsletters and referral to community programs. The company anticipates a savings of \$700 million by 2015. (Source: U.S. Department of Health and Human Services)

At Dupont in Delaware, each dollar invested in workplace health promotion returned \$1.42 over two years in reduced absenteeism-related costs. Absenteeism dropped 14% at sites offering the health promotion program versus a 5.8% decline at sites without the program. (Source: The Wellness Councils of America)

Coca-Cola reported a reduction in health care claims of \$500 per employee with 60% participation in an exercise program. (Source: The Wellness Councils of America)



Estimated Annual Costs of Presenteeism in Overall Population⁴⁷ By Disease per Employee per Year



Reducing Presenteeism

Presenteeism is the productivity loss associated with employees being sick at work. The annual cost of presenteeism, estimated at \$180 billion per year,⁴⁵ is about 65% greater than the annual cost of absenteeism. Studies have found that presenteeism costs are greater than direct health costs and account for 18% to 60% of overall expenditures related to certain health conditions.⁴⁶

Fighting Obesity and Overweight

Obesity and overweight adversely impact health, quality of life and life expectancy. The most commonly used measure of whether someone has increased health risks due to weight is body mass index, or BMI. Adults with BMI between 25 and 29.9 are considered overweight. Adults with BMI of 30 or greater are considered obese.