

IMPACTING QUALITY BY INTEGRATING DYNAMIC DIMENSIONAL WELLNESS

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- “A multi-dimensional state of being describing the existence of positive health in an individual as exemplified by quality of life and a sense of well-being.” - *President's Council on Fitness & Sports*
- “Wellness is an active process of becoming aware of and making choices toward a more successful existence.” - *National Wellness Foundation*

Wellness needs to produce results for people and organizations based on *needs, values and goals.*

For the quality-driven workplace:

Need: keeping employees healthy, functioning

Value: peak productivity & quality outcomes

Goal: profits, industry position, competitive edge

**A well-designed
strategic wellness plan is
a powerful organizational tool
for hiring and retaining
top intellectual, top talented
and peak-performing people.
Wellness secures the primary
source for gaining a
competitive edge.**

A Dynamic, Multi-Dimensional Model:

- Physical
- Psychological
- Social
- Intellectual
- Vocational/Occupational
- Spiritual
- Moral/Behavioral
- Environmental

"Oh, but not our employees!"

Better rethink that!

**An American adult typically lives life
with 7 chronic health conditions!**

(National Center for Health Statistics)

**Disease Management or
Prevention Oriented?**

Invest For Healthier:

People

Productivity

Profitability

Position in Industry (Jobs!)

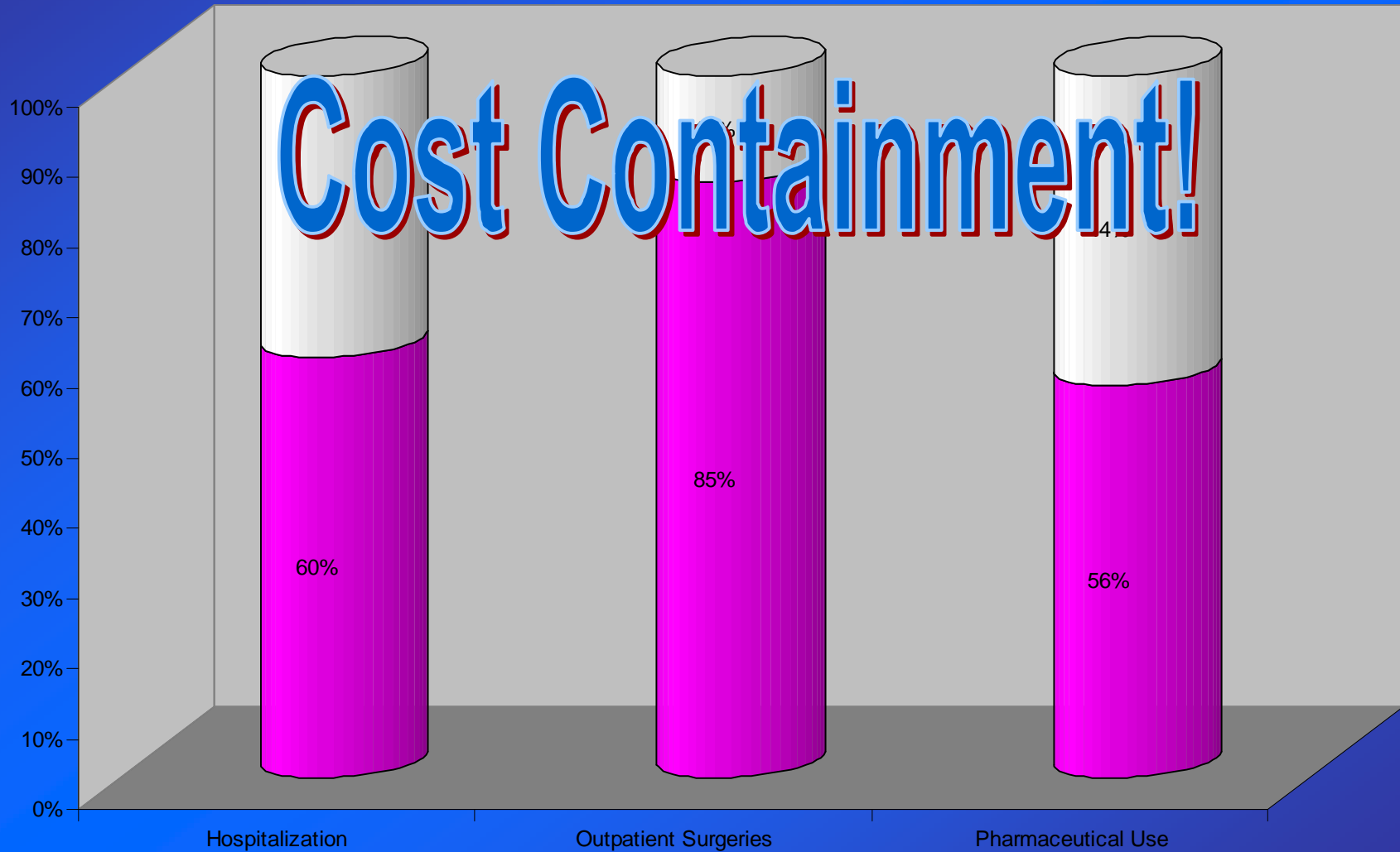
Worksite Health & Insurance Costs:

- Pacific Bell: Participants' claims \$300 less per case...one year savings of \$700,000
- PB saved \$722 per case (conditions related to sedentary lifestyle)
- Prudential Insurance: Dropped med costs from \$574 to \$312 for each participant of company wellness program

Cost-Benefit R.O.I.

- Worksite wellness programs save employers \$80+ per employee, per year
- “Health & Productivity Management” programs show ROI range: \$1.49 - \$13 in benefits per dollar invested
- A similar ROI in terms of productivity can be realized
- *See what other companies realized*

Chiropractics as Primary Care



Chiropractic Approach

- It's Preventive – not Crisis-oriented
- Broad scope of education of dimensions of whole-person health and wellness
- Broad scope of education for stress management, diet, nutrition, lifestyle habits, maternal and infant health, women's and men's health, older person's health, etc.
- Chiropractic promotes not only prevention, but early detection, and **OVERALL WELL-BEING**

Warren Buffett, Chairman, Berkshire Hathaway:

"There's no question that workplace wellness is worth it. The only question is whether you're going to do it today or tomorrow. If you keep saying you're going to do it tomorrow, you'll never do it. You have to get on it today."