

Setting the Standard for the Definition of Workplace Wellness Success

It's a national employer imperative, but what is workplace wellness really all about?

The fundamental workplace wellness goal is improvement in employee population health through large-scale improvement in employee population health risk factors. To accomplish this goal Wellness Coaches USA offers a uniquely powerful approach to workplace wellness, combining the two critical requirements for workplace wellness success – extremely high levels of employee engagement, and excellent wellness coaching. As a result, we achieve substantially higher levels of improvement in employee population health risk factors than ever before possible – *truly setting the standard for the very definition of workplace wellness success.*

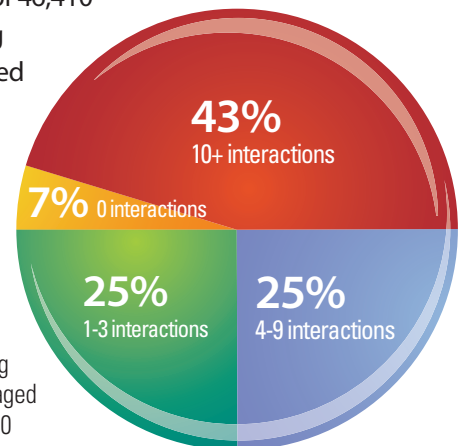


REACHING OUT TO ALL EMPLOYEES

Our services are delivered to employees by our staff wellness coaches, all embedded directly and permanently in our customers' facilities to work with and among employees – reaching out to, interacting with, engaging, and **coaching them all**. To support our core coaching, we provide employees with a range of educational, testing and promotional resources. This integration substantially increases the exposure, accessibility, utilization and effectiveness of such resources.

ACHIEVING HIGHER LEVELS OF ENGAGEMENT

As a result of the comprehensive process we have developed to capitalize upon our permanent workplace presence and convenient access to employees, we stimulate the highest possible levels of employee engagement in wellness coaching. In 2010, we coached 93% of all eligible employees (a total of 46,410 lives) with an average of 12+ coaching interactions for each employee coached (a total of approximately 600,000 one-on-one, face-to-face coaching interactions).



Employee Engagement

One-on-One Coaching Interactions per Engaged Employee during 2010

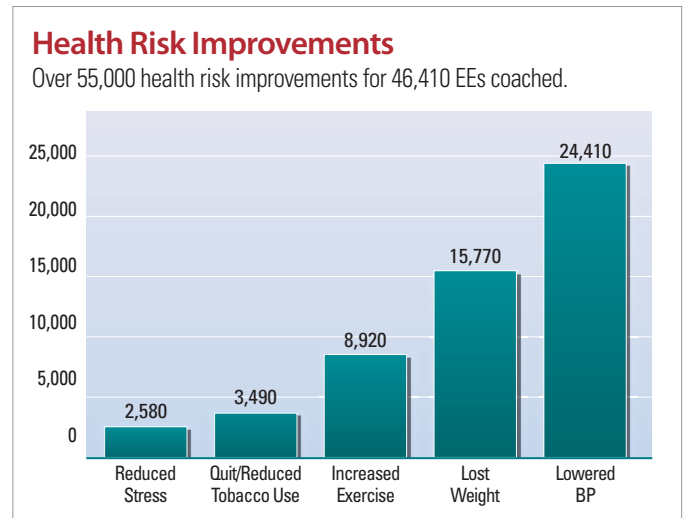


High Quality Onsite Coaching

In addition to stimulating higher levels of engagement than ever before, we provide the employees we engage with an onsite, face-to-face wellness coaching model designed exclusively to accommodate the reality of onsite, face-to-face delivery. We have spent the past 10 years refining our methodology, and in the process have developed an entire onsite coaching infrastructure, including our proprietary StageCoach™ software platform, our CoachWell™ training and support platform, operations infrastructure, and quality control systems.

The Bottom Line: Large-Scale Improvement in Employee Population Health Risks

Our powerful onsite engagement building and state-of-the-art onsite coaching methodologies achieve large-scale improvement in employee population health risk factors – significantly higher levels achieved than with the prevailing technology-based programming. As shown in the graph to the right, we achieved an average of over 1 health risk improved for each employee coached in 2010.



INCENTIVES

Recognizing that incentives are now an established component of many workplace wellness initiatives, we have designed our StageCoach™ software to track and report employee participation and engagement in all components of our process.

As a result, our onsite coaching delivery process can be fully integrated with, and is supportive of, incentive programming to stimulate participation in the use of wellness resources and improvements in lifestyle behaviors and health risks.

COACHING FOR REMOTE EMPLOYEES, SPOUSES AND RETIREES

In order to expand the reach of our onsite coaches, we have entered into a licensing arrangement with Hummingbird Coaching Services to integrate their online coach communications and content technology platform with our onsite services. This platform enables all of our onsite coaches to also provide telephonic and web-based coaching for those employees, spouses, dependents or retirees who otherwise don't have convenient and timely access to coaching onsite. That's three coaching alternatives provided by one dedicated coach.

IMPRESSIVE RETURN ON INVESTMENT

It has been established by years of independent, peer-reviewed research that improvements in health risk factors produce substantial savings in costs. As a result, we know that the large-scale improvement in employee population health risk factors that we consistently achieve produces large and sustained savings in health care and associated productivity related costs.

Recently, Thomson Healthcare used their proprietary ROI Calculation Tool to further confirm the financial value of the industry-leading level of health risk factor improvements we achieve. They projected, for a large and diverse sample of our customers, the health care and productivity cost savings associated with the total employee population health risk factors improved by the application of our onsite coaching model. This analysis projected a remarkable average return of in excess of \$400,000 per year for each Wellness Coach deployed and assigned to service our customers.

Learn more. Contact us at 866.894.1300 or visit us online at www.WellnessCoachesUSA.com

