

WHITE PAPER

2010 Employer Outcomes Report

JANUARY 2011



www.wellnesscoachesusa.com

Wellness Coaches USA is excited to release our “2010 Employer Outcomes Report,” which details our employee engagement and health risk factor improvement results for 2010. Achieved through the implementation of our proprietary and uniquely powerful engagement-focused onsite wellness coaching methodology, these results set the industry standard for the very definition of workplace wellness success — that is, large-scale improvement in employee population health risk factors.

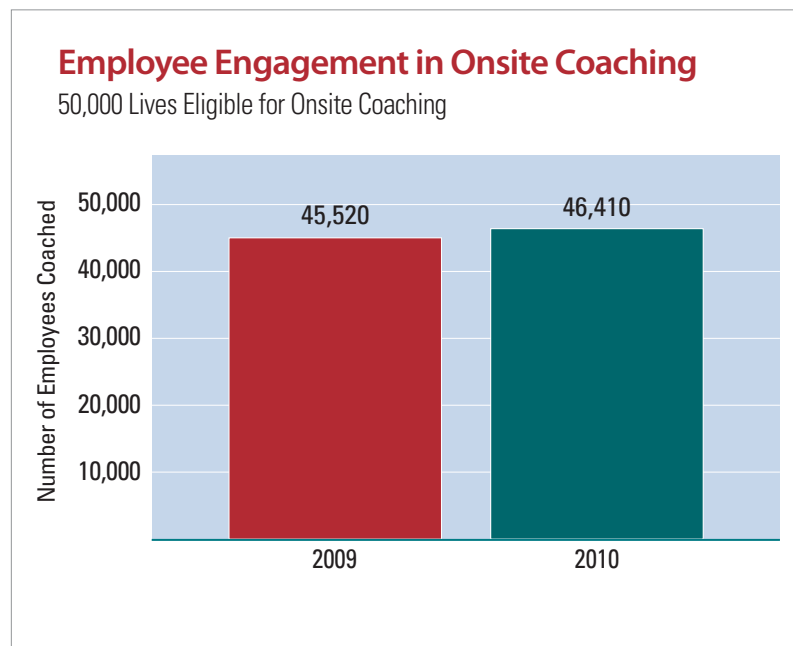
Our proven capability to consistently achieve such outstanding improvement flows from our effective integration of the two critical requirements for employee population wellness success: exceptionally high employee engagement levels and our state-of-the-art onsite wellness coaching process, developed to accommodate the logistical requirements of onsite delivery. **For more information, please contact Gene McGuire at (866) 894-1300, or gmcguire@wellnesscoachesusa.com.**

Outcome Summary Parameters

The summary information provided below covers approximately 50,000 eligible lives at over 300 client locations in 30 states. Client locations considered for this analysis include only those that were utilizing our onsite coaching services in both 2009 and 2010. The 2010 results show improvement over the exceptional outcomes we achieved in 2009, reflecting both a steady increase in our effectiveness and the consistency of our methodology.

CHART ONE

Employee Engagement: Total Employee Engagement in Onsite Coaching



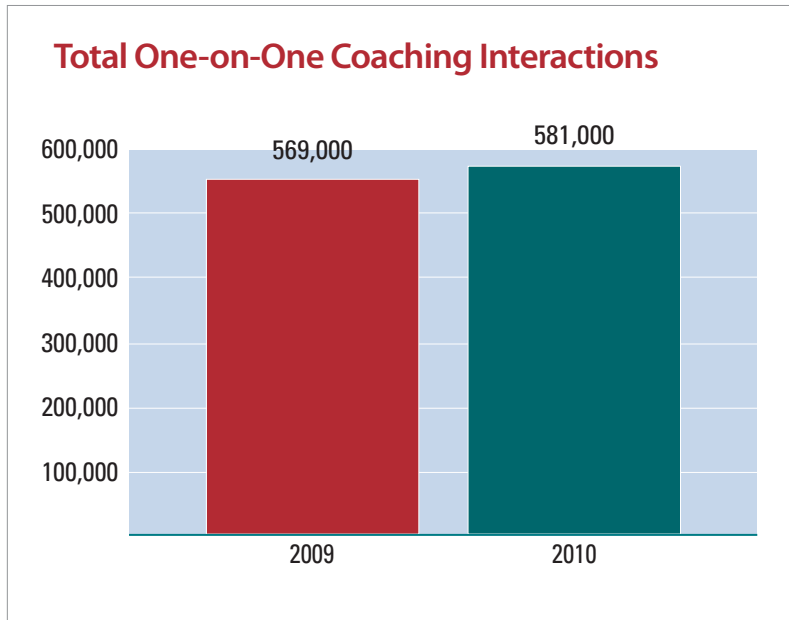
“Lives eligible for onsite coaching” represents all employees in the facilities for which we provided coaching services.

“Number of Employees Coached” represents the total number of eligible employees who engaged in one-on-one coaching interactions during **2009 (92%) and 2010 (93%)**.

WCUSA coached 92% and 93% of all eligible employees during 2009 and 2010, respectively.

CHART TWO

Employee Engagement: Total One-on-One Coaching Interactions

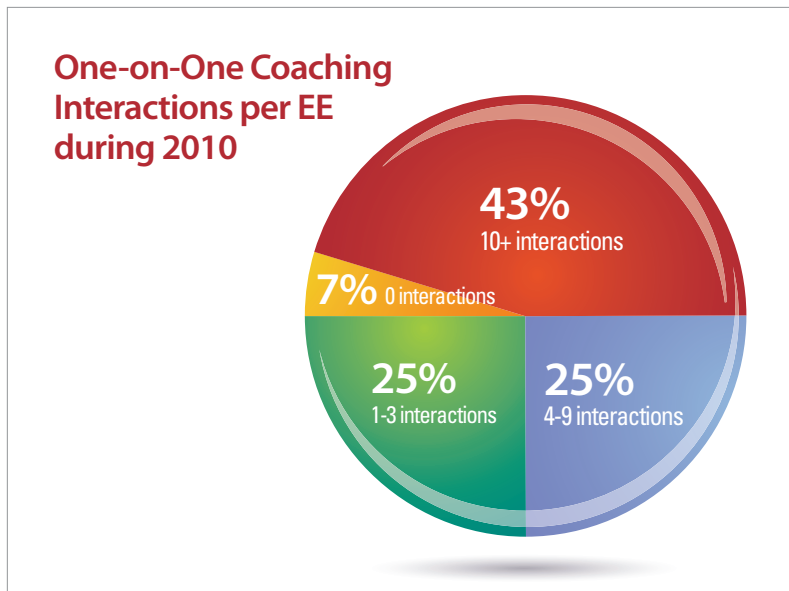


Shows the total number of one-on-one and face-to-face interactions for all employees engaged in our onsite coaching in 2009 and 2010. This number excludes interactions that occurred in group sessions such as seminars, competitions, lunch-and-learns, group stretches, etc.

WCUSA averaged over 12 interactions per employee coached for both 2009 & 2010.

CHART THREE

Employee Engagement: One-on-One Coaching Interactions per Engaged Employee (EE) during 2010



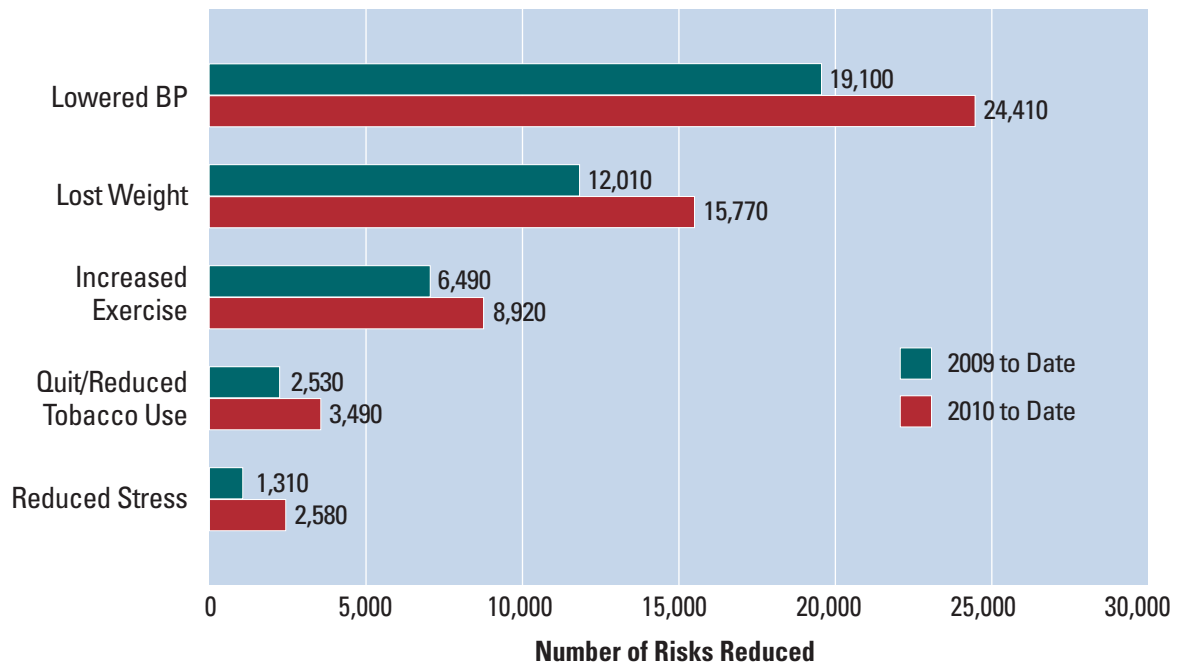
Categories represent the percentage of employees who engaged in 0, 1-3, 4-9, and 10+ one-on-one and face-to-face wellness coaching interactions during 2010.

68% of all employees had 4 or more coaching interactions during 2010.

CHART FOUR

Health Risk Improvements: Health Risk Improvements for all Engaged Employees

Health Risk Improvements for all EEs (50,000 Lives)



Represents the to-date (i.e. since the inception of our services) number of employees who showed improvement at the end of 2009 and 2010 for each of the five primary risk factors listed. The risk factors included in the chart are the ones that are routinely collected and tracked in our database (i.e. blood pressure and weight as measured by our coaches, and exercise, stress and tobacco use as reported to our coaches).

Over 55,000 health risks have been improved as of the end of 2010 for the 46,410 EEs coached. An average of over 1 health risk improved per EE coached.

CHART FIVE THROUGH TEN

Supplemental Bio-Metric / Health Risk Data

All charts represent a further breakdown of the data presented in chart four on the previous page. The bio-metric data contained in charts five, six, and seven was measured by our coaches and recorded in our StageCoach coaching software. This data includes blood pressure and weight loss measurements. The data in charts eight, nine and ten was self-reported to our coaches during coaching sessions. This data includes reports on amount of exercise, stress level, and tobacco use.

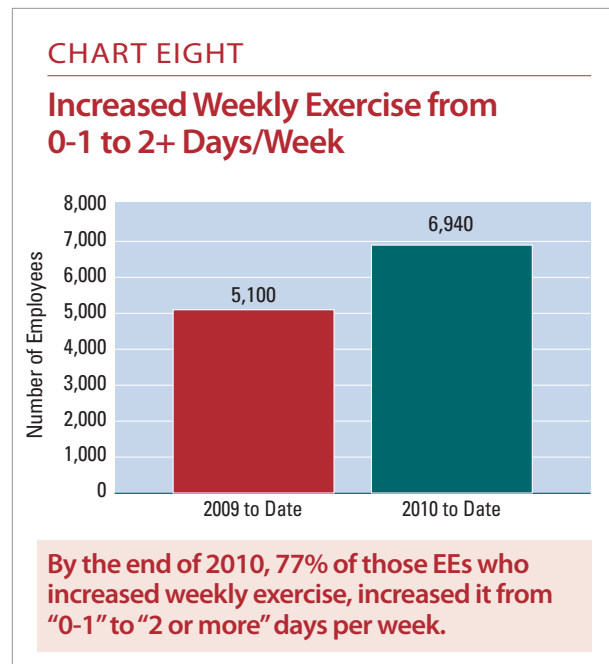
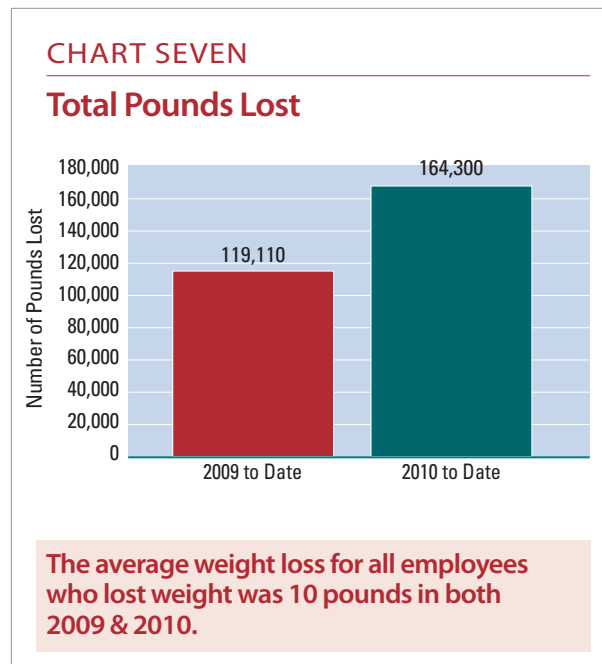
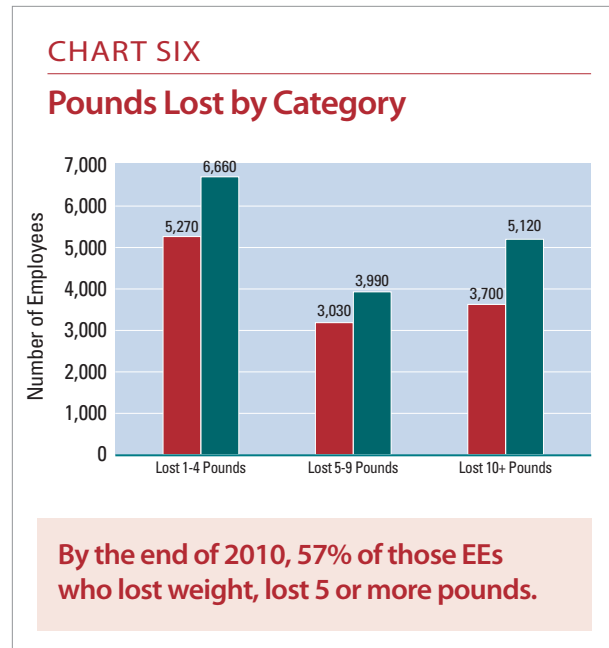
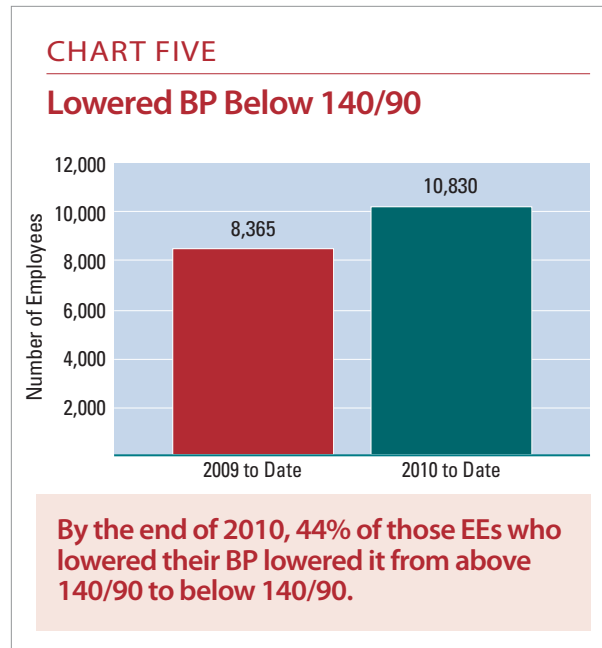
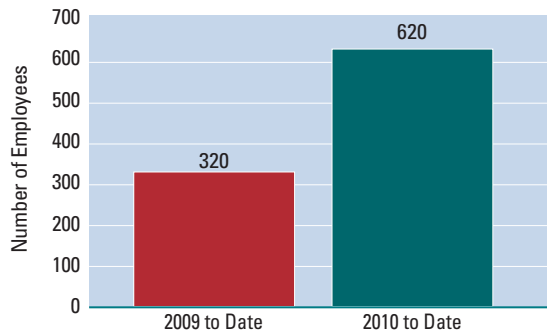


CHART NINE

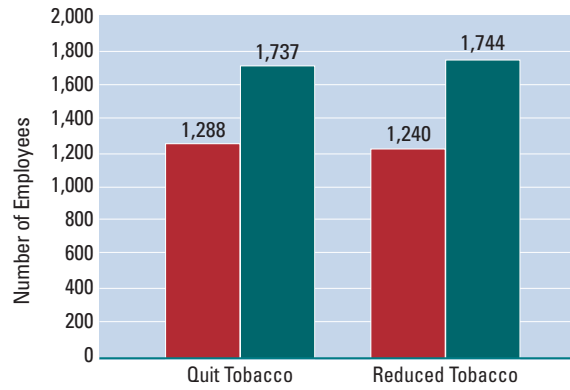
Stress Level Reduced from High Risk



By the end of 2010, 24% of those EEs who reduced their stress, reduced it from High Risk to a lower risk category.

CHART TEN

Tobacco Use



Of the approximately 12,000 tobacco users, 15% had quit tobacco and another 15% had reduced their tobacco use by the end of 2010.

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