

HPI Corporate Wellness Campaign



**Healthier Employees and a
More Profitable Company**

Health Profile Institute Co

HPA Health Profile Assessment® Campaign

1. Promotional activities



Health Profile Institute will help promote the wellness campaign to all employees, by:

- A 30 min presentation of the Health Profile Assessment and the goals and benefits of a corporate wellness program.
- Providing promotional materials (flyers, posters, brochures) for employees.
- Providing an informational e-mail newsletter to HR Department, in order to be distributed to the employees.
- Assigning a dedicated HPI professional to answer all employees' questions (by phone).

2. First HPA

All employees will participate in a 1-hour Health Profile Assessment. Each person will receive their printed detailed test results.

Goal:

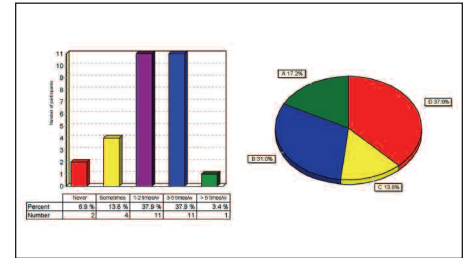
- To help employees become aware of their current health status.
- To motivate each individual towards healthier choices.

3. Reports and Statistics after the first HPA

All data from the individual HPA's are compiled and presented to the employer.

Goal:

- To show both the strong and weak aspects of the employees as a group.
- To identify the most common risk factors in the group.
- To set up the foundation for a customized Wellness Campaign.



4. Follow-up HPA



This will be done at the end of the Wellness Campaign (usually 6 months after first HPA's). All employees will participate again in a 1-hour Health Profile Assessment. For on-going Wellness Programs, we recommend an HPA every year.

Goal:

- To help employees become aware of their progress from the previous HPA.
- To discuss with each individual a continuing action plan for improving their health and fitness.

5. Evaluation

The compiled data from the first and follow-up HPA's will be compared and analyzed, on a company level. A new, adjusted plan for continued encouragement in promoting good health will also be discussed with the management.



Complete Wellness Program

Wellness Campaign

The Wellness Campaign will be designed according to the employee group results after first HPA. We offer comprehensive flexible programs tailored for each company and their unique needs.

We recommend a three or six month package as a start. Following this initial package, your company has the option to choose an on-going health program.

The continuous motivation of your employees towards a healthier life will lead in time to important financial gains (mainly due to increased productivity and health-care savings).



Three (Six) Month Package

Here is a sample of a start-up Wellness Program. The duration and content will be discussed and adjusted to your company's unique situation and needs.

- 3 (6) Lunch time informational seminars (1 hr)
- 1 (2) Workshops on physical activity (3-4 hours)
- "Guidance on internal health incentives" (2 hours) – Seminar for HR or designated management team
- Written materials for all employees
- Weekly visit from a wellness coordinator (4 hours/week)
 - Information station
 - Answering questions
 - Fit-at-work activities
 - On-site health competitions
- Access to HPI partners discounts for all employees
- Weekly health newsletter

On-going Wellness Programs

An on-going wellness program can include:

- Visits from an HPI wellness coordinator
- Health Profile Assessments (recommended once a year).
- Seminars and workshops
- Health newsletters
- Any of the add-ons to our basic program



Add-ons:

- Additional seminars
- Additional workshops
- Full healthy catering
- On-site massage therapy
- Cholesterol testing
- Flu shots
- Lab tests
- Hearing and Vision tests
- CPR and First Aid certification
- Workplace Ergonomics

Available Seminars:

Suggested topics include:

- Nutrition (weight control, healthy food, additives, label reading)
- Relaxation and Stress Management
- Physical Fitness Improvement
- Smoking Cessation
- Pain Relief at your desk (stretching, yoga, ergonomics, carpal tunnel)
- Top 10 health factors
- Improving Sleep
- Parenting Issues
- Preventive Health
- Balancing Work and Life
- Management team's role in employee health and wellness

Obs: New seminars can be customized for the company's individual needs.

Available Workshops:

Suggested topics include:

- Posture Alignment
- Pilates
- Yoga
- Qi-Gong
- Martial Arts
- Self Defense
- Healthy Cooking
- Fitness Strength and Conditioning
- Walking and Hiking skills
- Surfing and Diving
- Gyrokinesis (joints healing through movement)

Obs: New workshops can be customized for the company's individual needs.

Why Choose HPI?



- We will plan and coordinate every detail in the campaign, from start to finish, allowing you to focus on your job.
- You will receive personal and onsite consultations and services.
- You will receive a program customized for your company's needs, with the help of our extensive network of partners.
- Our signature HPA Health Profile Assessment® is a leading method in health promotion.
- Our team is highly professional and we continuously invest in training.
- Our advanced software tools allow us to be extremely time-efficient.
- Our method has been applied for over 35 years by major international corporations.
- You will receive detailed and professional reports and statistics.
- You will save time and effort with our on-site services or mobile unit.
- Through our follow-up program, you will have the possibility to measure the effectiveness of your health-oriented campaign.



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