



Comprehensive Wellness Intervention Program



MISSION STATEMENT

A solution to help curb the rising costs of health care in companies by eradicating the root causes!

Problem for Corporate America

**Rising Cost
of Healthcare!**

Diagnosis

Financial Funeral

- Symptom – Losing Profitable Dollars
- Root Cause – Reactive Approach
- Eradicate – Change your Approach

What's your approach?

Reactive Approach

(per employee)

\$5,000.00 annual on Health Care

- **95% - Diagnosis and Treatment**
- **2-3% - Early Detection (screenings)**
- **1-2% - Prevention**

Fact: 50% of expenditures are lifestyle related and therefore preventable!

Preventative Healthcare is the best Healthcare

Proactive Approach

Invest in a

Comprehensive

Wellness Intervention Program

&

SAVE!

Vehicle to ROI

Comprehensive Wellness Intervention Program

Provides:

- **Health Assessment tools – tracking progress.**
- **Frequent Communication – E-mails, newsletters, etc.**
- **Staying Engaged – Interaction with employees.**
- **Weekly coaching, motivating and guiding.**
- **Incentives for friendly competition morale and camaraderie.**
- **Turn-Key – minimal company management involvement.**

PROGNOSIS:

A Healthy Bottom Line

ROI

ROI in a comprehensive program can yield:

- \$3-6 for every dollar invested (after 24 months)

Cost-effective programs produce reductions!

- Medical costs, use of health care benefits.
- Sick leave absenteeism and short-term disability.
- Worker's Comp claims and Disability Management.
- “**Presenteeism**” losses (poor on-the-job efficiency due to health problems.)

The more comprehensive the program,
the greater the ROI

Investment Questions

The WIIFM Club

- Does the program make Fiscal Cents?
- Does the benefit EXCEED the cost of the program?
- Does the program AFFECT my business bottom line positively?

Answer: **Yes!**



Solution:

Healthy Employees

=

Healthier Bottom Line!



**Comprehensive
Wellness Intervention Program
Products/Features/Services**



Body Redesigning Healthy Lifestyle System

Body Redesigning Healthy Lifestyle System

Fork in the Road Health and Fitness Life Coaching DVD Series:

- Topics - Exercise, Diet and Attitude.
- Mapping Journal for 'renewing your mind'.
- Charts, wallet-size Food Cards and home blood typing kit.
- **Books by Dr. Joseph Christiano**
- Bloodtypes, Bodytypes and YOU – A 310 page user-friendly.
- Never Go Back – Emotional / Food Triggers/Positive Attitude.

Online Weekly Coaching Sessions

Staying Engaged

- **Educating: Knowledge breeds success!**
- **Blood Type Diet, Exercise, Attitude Stress Management *plus* more.**
- **On-Demand Viewing!**

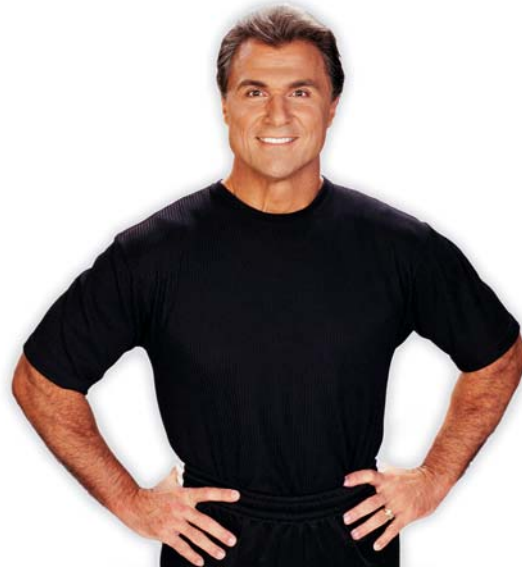
ACCOUNTABILITY AND MOTIVATION

Staying Engaged!

- **Health Risk Assessments!**
- **Weekly Follow-up E-mails!**
- **Access to Dr. Joe/Company!**
- **Corporate Store 30% discounts (optional)!**

Focus on the Purpose
not the Task!

Meet Joseph Christiano ND, CNC



Joseph Christiano ND, CNC

As a naturopathic doctor and certified nutritional counselor, he has spent forty years developing specialized diet and exercise programs for groups and individuals alike. The former Mr. Florida and Mr. America and USA runner-up is a motivational speaker, best-selling author and health and fitness life coach to Hollywood celebrities, executives and major media personalities.

His expertise in implementing one's body genetics has allowed him to not only successfully redesign thousands of bodies but improve their illness profiles, reduce potential health risk factors and develop more energetic lives.

As a motivational speaker he has empowered the lives of thousands of people through developing a winner's attitude via national television and radio and speaking tours.