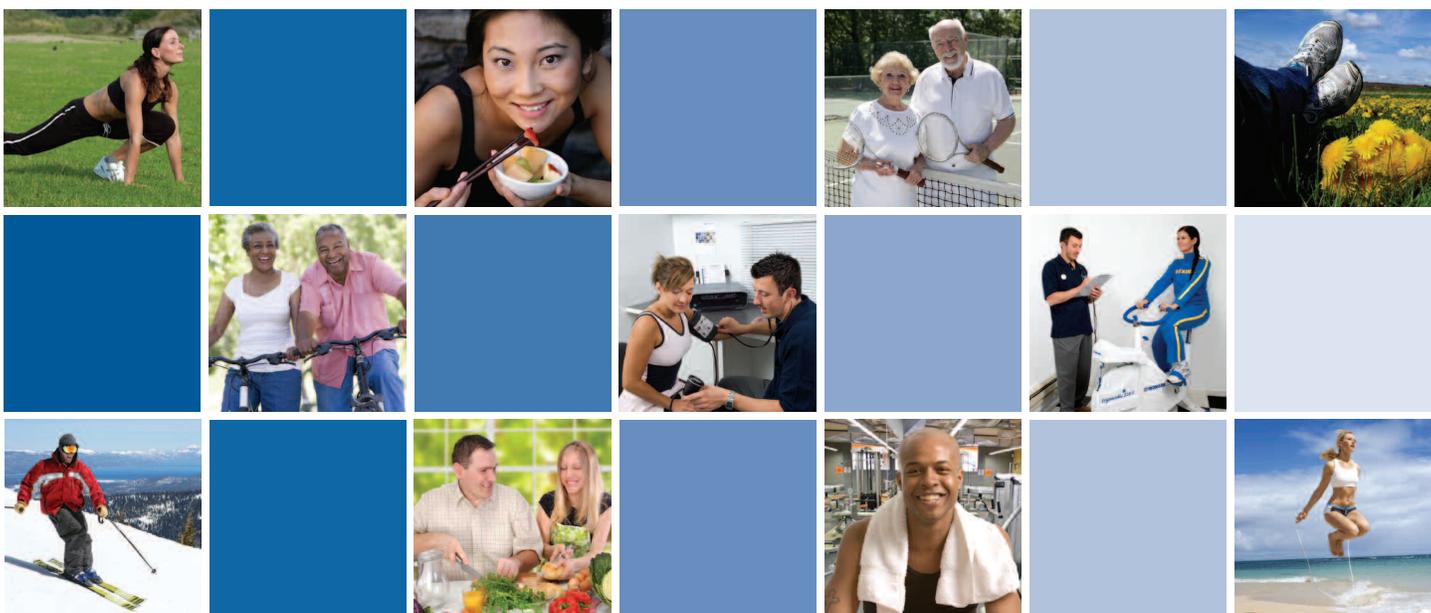


# HPI Corporate Wellness Campaign



**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:

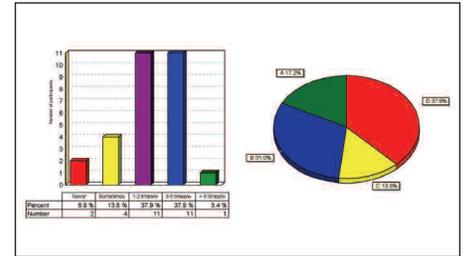
- To help employees become aware of their current health status.
- To motivate each individual towards healthier choices.

### 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.



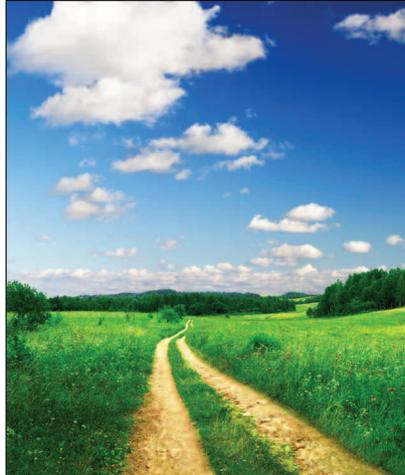
# Complete Wellness Program

## 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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