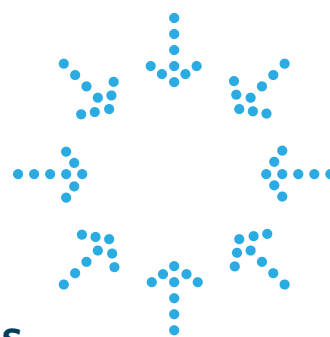


COOPER CONSULTING PARTNERS

# Health Management Workshop



Aligning leaders on the health of your business.



*Healthier People. Healthier Profits.™*

# The Workshop...

## ...ALIGNS LEADERS

When executives are asked where they sit on the wellness pendulum, their responses vary widely from raving support to raging opposition. Yet little effort is actually made to gain and foster executive consensus.

Executive alignment is critical when it comes to the success and effectiveness of a health management or “wellness” program.

Business leaders need a unified vision on the future picture of the organization’s health. And they need it today.

## ...CONFRONTS THE BUSINESS IMPERATIVE

Focus on long-term financial stability is as important as ever, especially facing the rising costs of health care and the impact of employees’ poor health—issues that represent a very real burden that leaders already agree on.

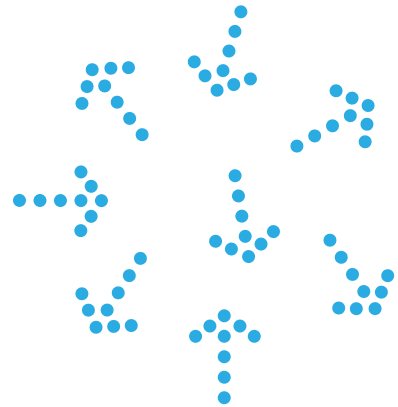
Now it’s time to gain consensus that employee health management is not just a benefit or budget line, but a business imperative. A health management program can be a mechanism of physical and financial change with executives acting as agents of that change.

## ...PROVIDES A STRATEGIC ADVANTAGE

In an environment where wellness is saturated with products, not solutions, it’s no wonder that executives can be resistant to investing resources and question return.

According to a 2010 survey, 66 percent of employers don’t know if their wellness efforts are working, while 48 percent of employers don’t know how to quantify program success.

Executives can know if their wellness initiatives are paying off. It takes beginning with the end in mind and collaboratively developing a strategic plan.



*The Health Management Leadership Workshop brings people and ideas together to effectively manage employee health and maximize related costs.*



*Health care costs are \$2.5 trillion and rising.*



*An obese employee costs their company 42 percent more than someone of appropriate weight.*



*On average, a diabetic’s health care costs an estimated 2.3 times more than a non-diabetic.*



*Personal and family health is projected to impact professional productivity by \$1,700 per employee per year, which adds up to \$225 billion a year.*



# The Process...

## ① DISCOVERY

Prior to the Health Management Workshop, the discovery phase provides our senior consultants an intimate understanding of the organization's and executive participants' unique needs. Getting started includes:

- Initial **planning session** to discuss the overall expectations, organizational needs and determine desired outcomes.
- Participating in our proprietary **online leadership survey**.
- **Individual participant interviews** with senior consultants.
- **Comprehensive review** of the organization's current wellness program.

## ② CORE FOUR

During the Health Management Workshop at the client office or at Cooper Aerobics Center, Dallas, the following four key areas are woven into the workshop to garner consensus:

- **Leadership Influence** — How executives can be more consistent influencers of organizational health.
- **Business Practices** — A look at how a company's business practices and policies help or hinder healthy behavior changes by employees.
- **Rewards** — The incentives or penalties put in place to foster better health habits in the short term and transform health behaviors in the long run.
- **Communications** — How communication can impact organizational change and best practices for the most appropriate and effective results.

## ③ ACTION PLAN

Following the Health Management Workshop, the organization receives a structured, strategic plan that brings to life the collected executive input. Deliverables include:

1. Written **executive report** summarizing areas of discussion, key decision points and items requiring further review.
2. **Individual leader reports** including suggested areas of focus and support for ongoing program success.
3. Cooper Consulting Partners' **health management design recommendations**.

# The Agenda...

### TOPIC: Current State of Health

The workshop day opens with a session to discuss the parameters of health risk management and how to create a mental framework of beginning with the end in mind. The morning also includes a presentation of the organization's current picture of health based on the discovery phase of the process with opportunities for interactive dialogue.

The morning may also include a structured exercise break.

### TOPIC: Key Performance Indicators

Mid-day is comprised of group work sessions and decisions addressing the core four areas to gain consensus and determine clear measurement criteria. Key performance indicators include specific organizational and health metrics that demonstrate results. Mid-day presentations will also tackle critical issues uncovered during discovery to achieve a successful health management program.

Participants will also enjoy a healthy lunch.

### TOPIC: Future Picture of Health

The afternoon will be dedicated to forming solutions based on the day's discussions and decisions. Selected action items will be outlined and incorporated into a working overview with established next steps. This information will be instrumental in creating the strategic action plan that Cooper Consulting Partners will deliver at the end of the Health Management Workshop process.

The afternoon may also include a closing exercise and/or stress release activity.



*"Cooper's leadership workshop was critical to aligning our executive team behind common goals and creating consensus in our desired state as a healthier company."*

*- Mark Bendix, President, The Bama Companies, Inc.*

***It's time to get serious about the economics of employee health.***

With health care costs at an all-time high, the impact of poor health on employee productivity and company profits has reached critical proportions. Poor health has a tremendous effect on employee morale and, most important, your company's potential for profit.

Health management means more than mere "wellness." Instead, it's a mechanism of change that leadership must leverage.

That's where Cooper Consulting Partners' results-oriented consulting model is most effective. Through our statistical methodology focused on your business imperative, we assess employee health risk, then drive longitudinal change toward future health care savings.

***It starts with leaders like you.***

Successful employee wellness programs start with you, leaders willing to commit to change, not for the sake of change, but in order to deliver real, quantifiable results.

A critical phase in our model is working in collaboration with your leaders to ensure your health management plan lines up with your business goals.

Are you ready to get serious about the economics of employee health? We are.

Together we can align your leaders on the health of your business, making your people and your profits healthier.



**Cooper Consulting Partners™**  
A COOPER AEROBICS COMPANY

*Healthier People. Healthier Profits.*

12200 Preston Road  
Dallas, Texas 75230  
972.560.3263  
866.906.COOP (2667)  
cooperconsultingpartners.com