



FOUR FLAGS AREA  
**CHAMBER of  
COMMERCE**

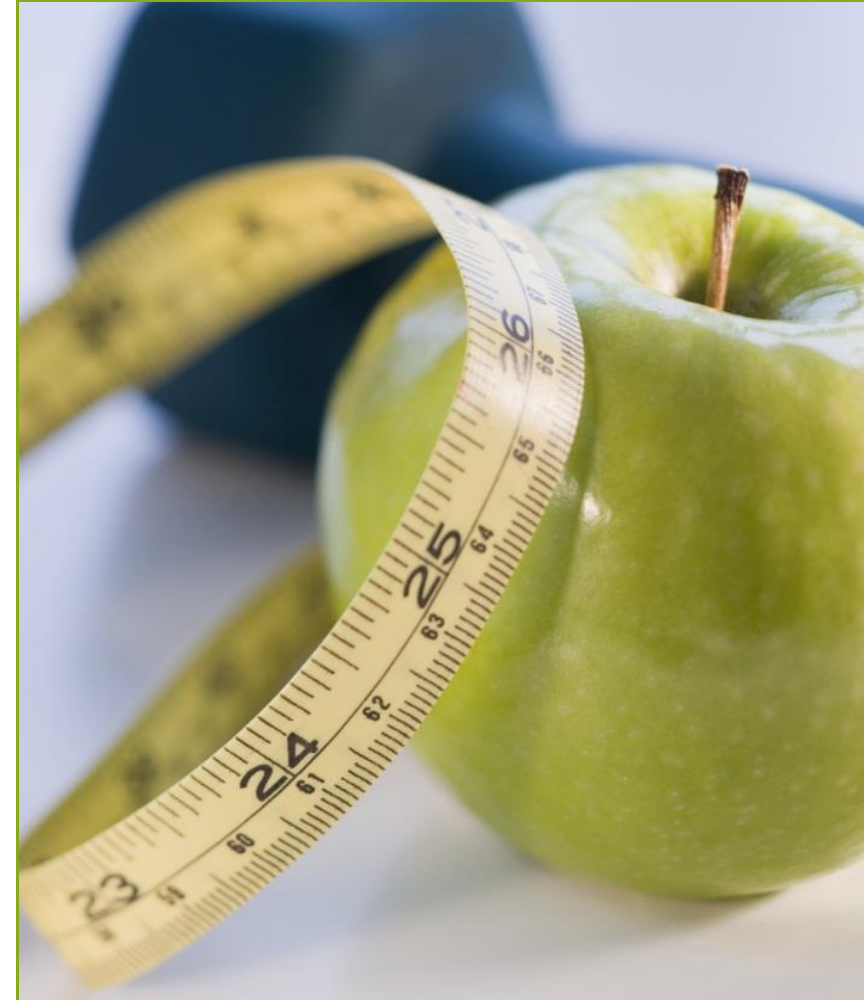
**C2**  
Your Health



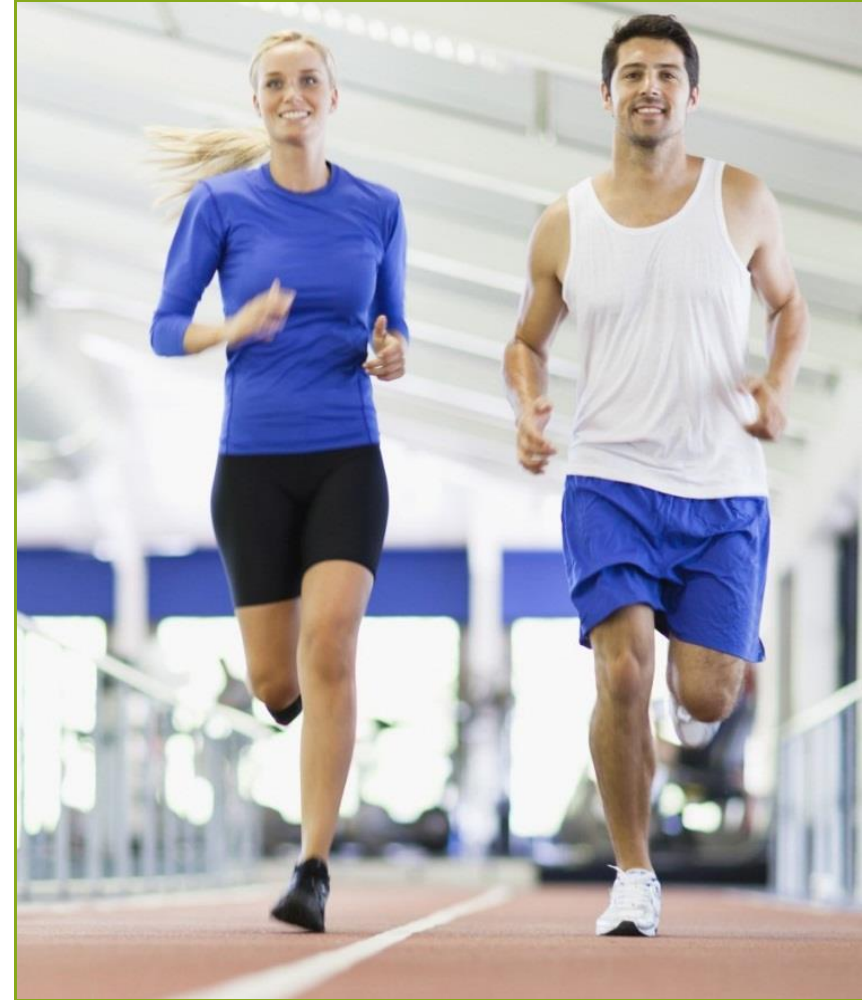
# WELLNESS AS A BUSINESS STRATEGY

FOUR FLAGS AREA CHAMBER OF COMMERCE MEMBER BENEFIT PROGRAM

FFACC WANTS TO KNOW ...  
HOW DO WE ATTRACT NEW CHAMBER  
MEMBERS, ENCOURAGE ENGAGEMENT &  
INCREASE REVENUES ALL AT THE SAME TIME?



EVERYONE ELSE WANTS TO KNOW ...  
WHAT ARE THE BENEFITS OF  
BELONGING TO FFACC OVER OTHER GROUPS?



# WHY JOIN? WHAT'S IN IT FOR MY COMPANY?

PROFESSIONAL ORGANIZATIONS  **VS**  CHAMBER MEMBERSHIPS

- Networking
- Continuing Education
- Exclusive Online / Offline Resources
- Leadership Opportunities
- Discounts

Resource: Morgan Hollingsworth Website  
<http://morganhollingsworth.com/membership-in-a-professional-org/>

- Exposure
- Support
- Credibility
- Networking



**THESE BENEFITS  
ARE NOT ENOUGH**

Resource: <https://pulsemarketingagency.com/the-benefits-of-joining-your-local-chamber-of-commerce/>



# PROVIDING WELLNESS AS A MEMBER BENEFIT IS A SMART BUSINESS STRATEGY

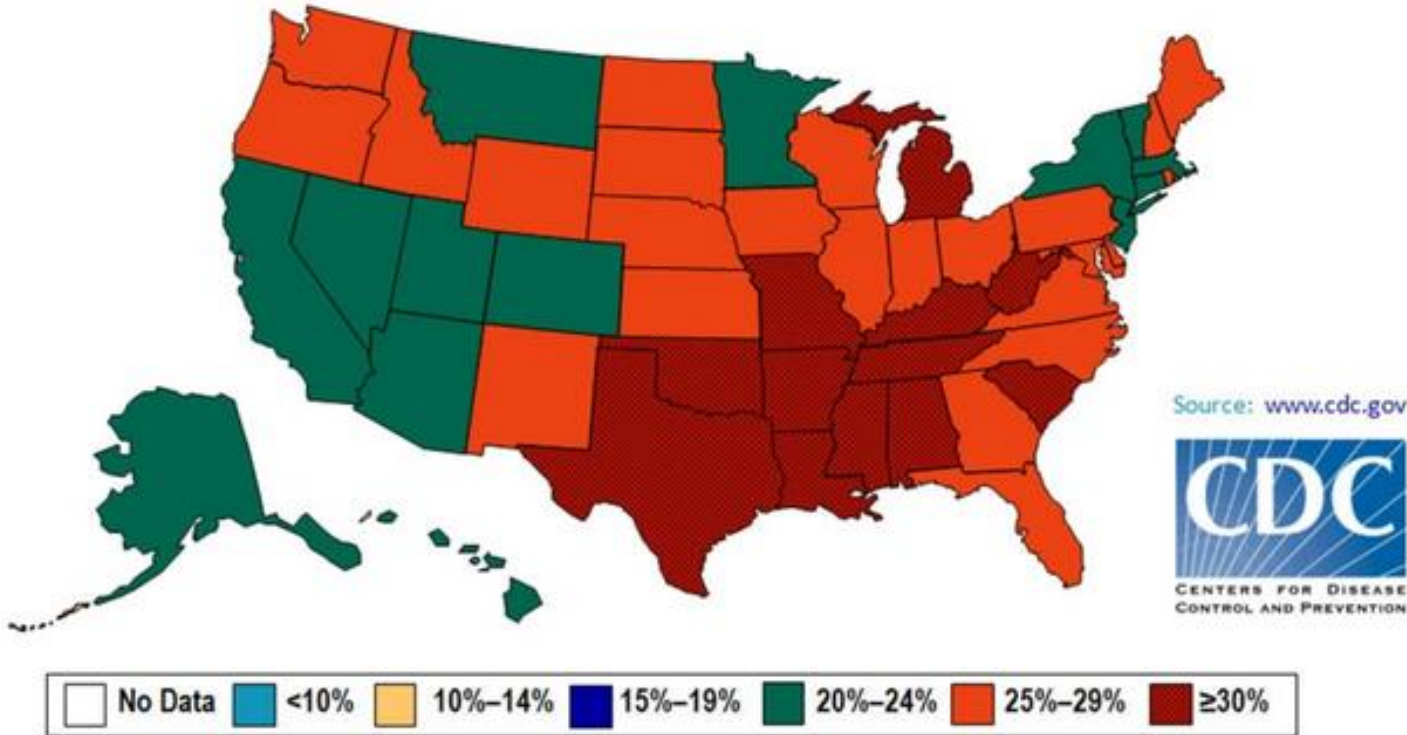
SMART FOR FFACC, CRITICAL FOR LOCAL BUSINESS AND  
VITAL THE COMMUNITY



# Obesity Trends\* Among U.S. Adults

## BRFSS, 2010

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



## SICKNESS IS BAD FOR EVERYONE

The implications of what that means, not just to an employer and the affect on the health of the employee population, but also to the broader community there is an impact.

## The Impact of Well-Being on Costs and Organizational Performance

Greater well-being results in lower costs and increased productivity

**+10%**

increase in well-being  
was associated with



↑ increase in  
job performance



↑ more "best work"  
days per month



↓ fewer unscheduled  
absences



↓ fewer ER  
visits



↓ decrease in  
hospital admissions



↓ lower  
presenteeism



↓ lower  
medical costs



↓ lower  
prescription costs

Eight different studies by organizations including *Harvard Business Review*, *World Economic Forum* and the *American Journal of Health Promotion*, showed a return on investment of wellness programs of between 144% and 3,000%.

## HEALTH POSITIVELY IMPACTS THE BOTTOM LINE

According to research by The Healthways Center of Health Research, as well-being increases, direct and indirect wellness costs decrease and employee performance improves.

## WHAT'S HAPPENING NOW?

- Health Care Reform encourages employers to provide wellness programming.
- Insurance companies encourage employers to help their employees get healthier by increasing costs.
- Raising medical costs, insurance premiums, and increasing sick time utilization is costing everyone a lot of money.
- Small business are unable to combat skyrocketing expenses associated with a sick workforce.



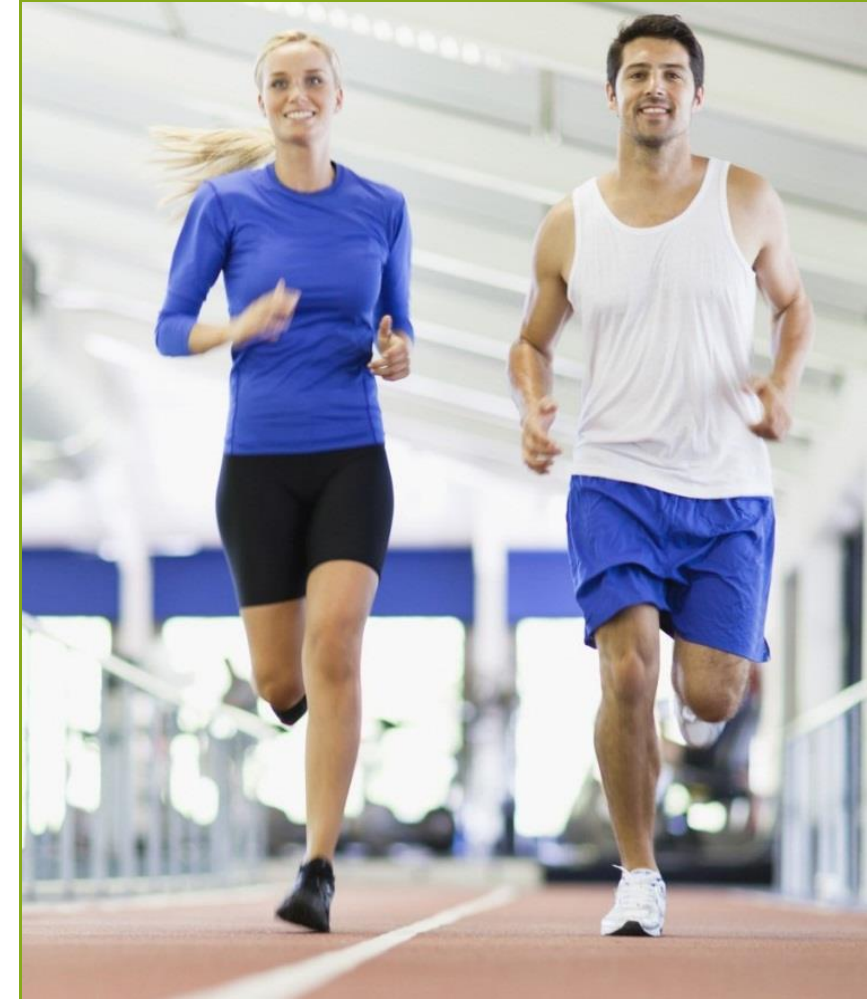
# THE US CHAMBER OF COMMERCE STATEMENT ON WORKPLACE WELLNESS

*As part of the U.S. Chamber of Commerce's [plan](#) to control costs, improve quality, and expand access to health care, the Chamber believes that wellness and chronic disease management programs in the workplace play a critical role in improving the nation's health and productivity.*

*Workplace wellness programs are a win-win for both the employer and employees. Employees who participate in workplace wellness programs are fitter, more productive, have better morale, and are safer than employees who do not otherwise treat their chronic conditions.*



<https://www.uschamber.com/issues/health-care/workplace-wellness>



THE INDIANA CHAMBER OF COMMERCE THINKS  
WELLNESS IS SO IMPORTANT THEY CREATED A  
WELLNESS “ARM”



THE COLUMBUS CHAMBER OF COMMERCE OF OHIO  
THINKS WELLNESS IS SO IMPORTANT THEY CREATED A  
PROGRAM FOR BUSINESS WELLNESS TO  
MARKET TO COMPANIES, KENKO CHALLENGE



C2 Your Health LLC is an exclusive partner with Columbus Chamber to offer  
Kenko Challenge in Northern Indiana



# SHELBY COUNTY CHAMBER OF COMMERCE IN SHELBYVILLE, IN IS OFFERING THIS TEAM CHALLENGE AS A MEMBER BENEFIT





# DETROIT REGIONAL CHAMBER THINKS IT'S SO IMPORTANT THE OFFER A VARIETY OF WELLNESS

- Health Education
- Help with developing policies to promote healthy lifestyle choices
- Employee Assistance Program
- Work place health screenings
- Wellness activities such as fitness challenges, classes weight management, etc.



# WELLNESS AS A CHAMBER MEMBER BENEFIT

CREATES THE OPPORTUNITY FOR AN ADDITIONAL  
REVENUE STREAM FOR THE CHAMBER & CREATES VALUE TO THE COMMUNITY



# WHAT ARE THE OTHER BENEFITS TO FFACC?

- Attract new members to FFACC by providing a needed and wanted service.
- Retain members by increasing dependence between FFACC and local businesses.
- Surrounding chambers & organizations do not offer wellness as a benefit which will draw in new members from those groups.
- Demonstrate recognition to area businesses by FFACC in recognizing local efforts to help their employees healthier.
- Positively impact the local economy by increasing productivity and decreasing business employee expenses.
- Opportunity to receive state and national recognition for wellness programing.

## WHAT ARE OTHER BENEFITS?

- Connecting FFACC members to wellness is vital to the health of their company's bottom line.
- Beginning to establish a culture of wellness with the FFACC members positively impacts the wellness of those who work and live here.
- Increasing the frequency of connections between FFACC members solidifies the relationship and secures lasting members.
- FFACC can provide wellness discounts and services that would otherwise not be available.
- Demonstrates you care about your members.



## PROPOSAL

# C2 YOUR HEALTH LLC & FFACC DEVELOP AN EXCLUSIVE CUSTOMIZED WELLNESS PREFERRED PARTNER AGREEMENT

**TO GENERATE NEW & REOCCURRING REVENUE FOR THE  
CHAMBER WHILE SUPPORTING CHAMBER MEMBERS AND THE COMMUNITY.**



# THE TEAM AT C2 YOUR HEALTH LLC CAN HELP YOU FIND & ADMINISTRATE WELLNESS INITIUVATIVES

## HEALTH AND WELLNESS CONSULTING

- Wellness Program Strategy Development
- Healthcare Reform Navigation
- Internal Wellness Marketing Development
- Community Wellness Recognition
- Human Resource Consulting

## CONTINUING WELLNESS EDUCATION

- Medical Self Care
- Nutrition
- Fitness
- Stress Management
- Health Fairs
- Regional Wellness Summit
- Community Wellness Presentations

## ONLINE AND OFFLINE RESOURCES

- Online web wellness platforms
- Healthy Newsletter Spotlight

## DISCOUNTS

- Health Risk Assessments
- Gym memberships
- Online web-platforms
- Team health challenges



## WHAT SETS US APART?

- Owned & operated by a RN with 40 years experience, Certified Health Coach and award winning Wellness Consultant
- Company established in 2002, demonstrating 15 years of measurable wellness success
- Individual and Group Health Coaching, 16 years
- Worksite Wellness
  - 13 years worksite health/wellness education
  - Assisted 15 companies in Indiana to qualify for the Indiana Employer Tax Credit
  - 2010, 2011, 2012 featured speaker at SHRM Conference
  - Certified WELCOA, Wellness Faculty Well Workplace University
- Community Health
  - 8 years promoted the Expo for Women with 3,000 attendees
  - 15 years promoting & sponsoring FREE community wellness presentations
- Published Author and National Speaker



## CONTACT US

C2 Your Health LLC  
[www.CindyCohenRN.com](http://www.CindyCohenRN.com)  
800-245-8917 vm  
574-210-3958 mobile



FOUR FLAGS AREA  
**CHAMBER of  
COMMERCE**

**C2**  
Your Health



MOST IMPORTANTLY A FOUR FLAGS AREA  
CHAMBER OF COMMERCE CHAMBER MEMBER

THANK YOU FOR THIS OPPORTUNITY