

Lee Banks **FITNESS**

DISCOVER THE DIFFERENCE

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Dear Benefits Team,

We are writing to introduce our company Lee Banks Fitness as we wish to establish a relationship with you and your organization. We are an innovative and value driven Fitness Company. We are working towards establishing a Lee Banks Fitness managed, tailored Corporate Wellness Program in the organizations in our city.

It would be an honor to support you in meeting your organizations needs by establishing a mutually beneficial relationship and building a business alliance. Please contact us soon to schedule a meeting so we may further discuss the best approach to launch a Corporate Wellness Program in your organization. We are prepared to have a fruitful conversation about how partnering with Lee Banks Fitness helps organizations like yours lower costs and improve employee health outcomes.

Attached is a copy of our Corporate Wellness Program capability statement for your information and review. If you would like to research further information about us in addition to our attached capability statement, please visit our website via www.LeeBanksFitness.com.

Healthy regards,

Lee Banks

President and CEO

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Attachment



LeeBanksFitness

**CORPORATE WELLNESS PROGRAM
CAPABILITY STATEMENT**



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Why a Corporate Wellness Program?

Many chronic diseases are preventable and implementing corporate wellness programs is an influential way to educate employees on the importance of creating healthy habits and the benefits of sticking to wellness goals. In turn, employers can expand their influence by implementing wellness programs that are tailored to the organization AND customizable to individual employees. The Lee Banks Fitness Corporate Wellness Program operates from this shared orientation. The goal is to help employees stay healthy, happy and productive by influencing decisions beyond healthcare and preventative medicine.

Two important facts:

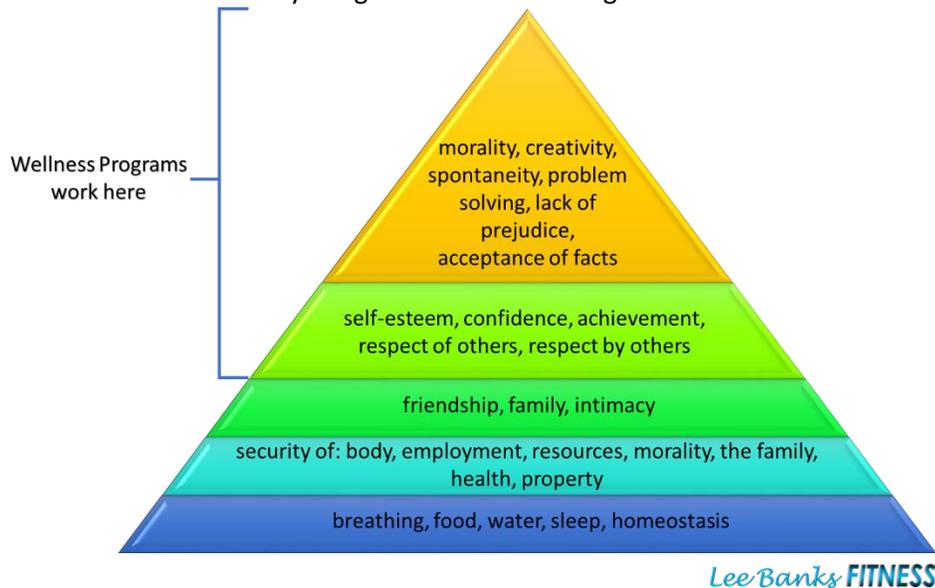
- Decisions made beyond the walls of healthcare – by the patient, not the provider – control the health outcomes.
- Health is most influenced by social determinants, which means it's critical to address life context.

Employees spend a lot of time in the workplace, and correlating wellness goals with work life balance is mission critical to driving business outcomes. Having a corporate wellness program is imperative to the foundation of your organization. Building a successful corporate wellness program takes time, and includes a wellness solution that is embedded in the culture of the organization. Employee wellness programs should continually evolve to meet the needs of employees striving to achieve their wellness goals, thereby supporting the goals of the business. Healthier employees will cut rising healthcare costs having a positive impact on the bottom line. Providing a robust corporate wellness program gives your organization the competitive edge that it's looking for to attract and retain top talent.

Objective

The objective is to improve and maintain employees' well-being, health, and fitness for duty thereby increasing work performance and reducing the bottom line. We tailor a wellness program to your organization. The program is regularly evaluated for effectiveness, and, given the time, it will become ingrained in the workplace culture.

Below is Maslow's needs hierarchy. The pyramid shows the different needs that we have as humans. The most important and life sustaining needs are the bottom of the pyramid, the base of the pyramid. These include things like food, water, shelter, social interactions, etc. Without these basic needs being fulfilled, we could die or just suffer through life. The top half of the hierarchy shows the kinds of things we would like to have once our basic needs have been met. Not everyone gets to fulfill these higher needs.



When you offer your employees a wellness program, you are telling them that you respect them, you trust them, and that you want to help them be successful in life. Employees have high employee morale when they are allowed to be creative, solve problems, feel safe and appreciated, develop self-esteem, and achieve personal goals and aspirations. They are happy when they have a sense of control over their lives and their health.

In our opinion, this is one of the most powerful reasons to have a wellness program. Realistically, your employees don't care about your healthcare cost problem, they care about their own happiness. Your employees don't share your concerns about productivity or absenteeism. They care about having a fulfilling, enjoyable job.

Your wellness program will help employees achieve all of their needs, both physical, social, and emotional. When it is all said and done, your employees want to feel loved and appreciated, and when they do, good things happen at work. Productivity goes up, customer service is outstanding, problems are solved, and people get creative. They like coming to work, they appreciate their employer, they work better with others, and they have high employee morale.

Benefits

Employer Benefits

Benefits of Wellness Programs



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1. Among the 22 different studies that looked at employee wellness programs and healthcare costs, the average return on investment was 3.27. This means that for every dollar that was spent on the program the organization saved \$3.27 because of reduced healthcare costs.
2. A survey by the American Psychological Association has found that an overwhelming 91% of employees in organizations that support well-being say they feel motivated to do their best.
3. According to the Centers for Disease Control and Prevention (CDC), productivity losses related to personal and family health problems cost U.S. employers \$1,685 per employee per year, or \$225.8 billion annually.
4. The International Foundation of Employee Benefit Plans Workplace Wellness 2017 Survey Report reports that employees in organizations that offer employee wellness programs and initiatives are 67% more satisfied than employees in organizations that don't have an employee wellness program.
5. Research suggests that employers save on average \$5.82 in lower absenteeism costs for every dollar spent on employee wellness programs
6. A new survey by Virgin HealthMiles Inc. and Workforce Management Magazine found that an overwhelming 77% of employees think that employee wellness programs positively impact the organizations culture.
7. According to research conducted by an American Psychological Association, fewer (only 25%) employees in organizations with employee wellness programs said they intend to leave their job in the next year. In organizations without employee wellness programs, 51% of employees said they intend to leave their job in the following year.
8. The Virgin HealthMiles/Workforce survey found that about 87% of employees said they consider health and wellness offerings when choosing an employer. According to the American Psychological Association, 89% of employees in organizations that support well-being efforts are more likely to recommend their organization as a good place to work.

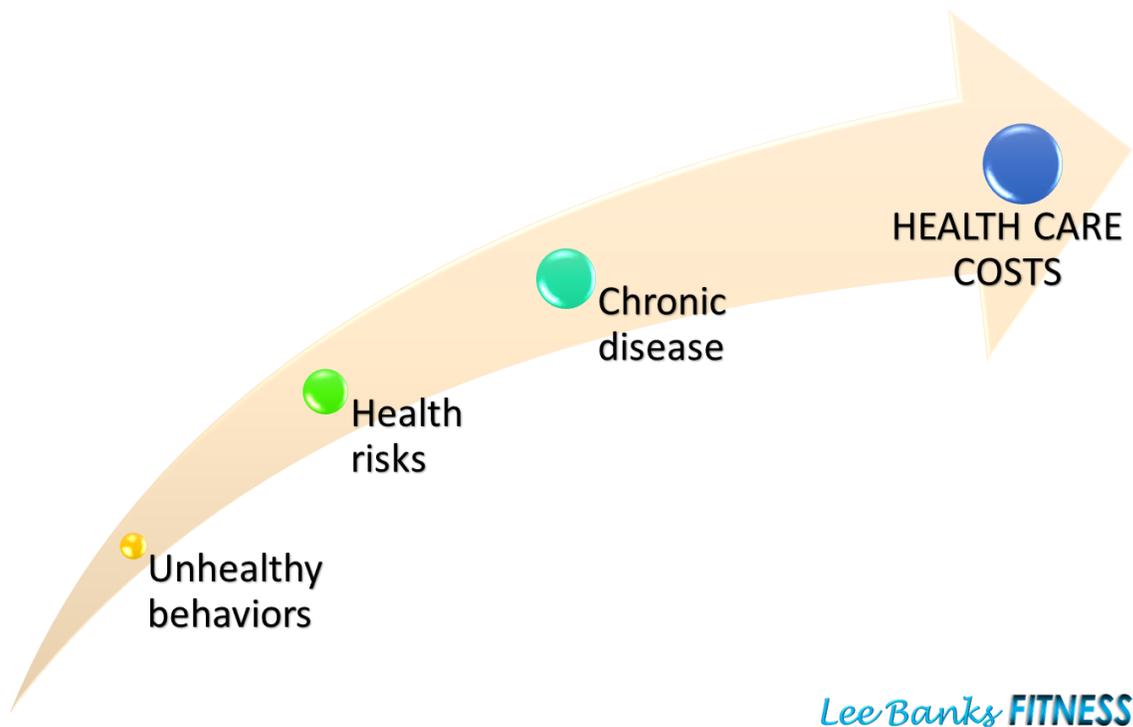
Employee Benefits

The foundation of any good wellness program must be focused on helping employees adopt healthy behaviors. Elevated blood glucose, high blood cholesterol, and high blood pressure are almost all caused by unhealthy diets and lack of physical activity. Eating and exercising are behaviors!

With the right education, skills, motivation, skills/tools, and social support, people change behaviors. Wellness programs are good at helping people adopt and maintain healthy behaviors. This is perhaps the biggest benefit of having a wellness program.

Healthy behaviors lead to lower health risks, and lower health risks lead to less chronic disease. With less chronic disease employees have fewer health care costs.

Just about anybody can have healthy behaviors for a few days or weeks. The key is to maintain healthy behaviors for years. As soon as you stop having healthy behaviors you stop getting the benefits.



Execution

We simplify the process of designing, developing, implementing, and managing a wellness program. The task is to create an easily navigated and digestible platform, individually guiding employees as they make strides to better health. Too often, employers offer valuable benefits that go unused because employees are overwhelmed by information and want a more personalized benefit experience that presents the options available to them based on their needs, interests and eligibility.

- We manage your organizations wellness program.
- We provide promotional material.
- We are available for lectures to provide basic fitness and nutrition information and inspire healthy habits.
- We design activities to help employees eat better, lose weight, exercise, and improve their overall physical health.
- We organize activities, such as healthy recipe exchanges, weight loss competitions, and fitness challenges.
- We assist in creating a culture of health that gets employees to join together working toward a common goal.

Before you know it, healthy and appealing food is served at meetings and walking groups have a favorite path along the campus.

Evaluation and Reporting

We tailor a wellness program to meet your organization's needs. The program is regularly evaluated for effectiveness so that we can make timely improvements. To maximize our performance, we monitor the below factors.

- Improved assessments such as weight loss, fat percentage.
- Improved personal health factors such as blood cholesterol and blood pressure.
- Employee engagement in the program.
- Employee satisfaction with the program.

Requirements

In order to be successful in your organization we will need a private space to consult with employees and perform personal assessments. Depending on your company's level of participation, we may require space for small group training. We also offer large group training in an outdoor setting. In most cases, we cone off a safe place in the parking lot for large group training. Alternatively, we can perform all of these activities at our studio.

We strongly encourage, but do not require, participating organizations to provide financial incentives for employees, such as lower health-insurance premiums and grocery gift cards.

Levels of Organization Participation

Free

Provided by us to every employee regardless of your level of participation.

- PERSONAL FITNESS ASSESSMENT
- CONSULTATION on the benefits of nutrition, exercise, and healthy habits including preventative care.
- LECTURES to provide basic fitness and nutrition information and inspire healthy habits.

Wellness Program Levels of Participation



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Fee

Tailored to your organizations needs and resources.

- CHALLENGES & COMPETITIONS including company provided financial incentives such as reduced health insurance premiums and grocery gift cards.
- GROUP CLASSES on your premises or in our facility.
- **ONE ON ONE COACHING** for employees that meet an agreed upon criteria.
 - **Custom programs** designed to meet the specific personal goals.
 - **Weekly assessment** for guidance, support, and motivation.
 - **Mobile app platform** for weekly delivery of nutrition and training.
 - **Completely online**
 - **Private studio training** is provided at additional cost for clients who desire further instruction on proper form and exercise intensity or simply desire extra support.

Why Lee Banks Fitness?

We specialize in the #1 Weakness of Wellness Programs.

There is one weakness that almost all wellness programs have. After 30 years of wellness program evaluation it has become clear that it is difficult to impossible to get large groups of employees to reach and maintain a healthy body weight. The obesity epidemic is caused by a variety of cultural factors and helping employees lose weight has proven to be exceptionally difficult. While the research suggests that helping people improve blood cholesterol, blood pressure, and blood glucose is possible, helping people lose weight and keep the weight off has proven to be hard to do.

We are Fitness Professionals, not a Wellness Agency. As such, we have a proven record of being very effective helping large numbers of people lose weight and live healthier lifestyles.

- Lee Banks Fitness is a local Fitness Company whose headquarters is The Coaches Den at Deerwood Center.
- Lee is a licensed professional, accomplished athlete, and experienced Coach with over 17 years in the fitness industry.
- Lee is a former Fitness Director for the largest corporate gym in Jacksonville, FL.
- Our nutritionist, AJ Gourmet, is formerly educated in Dietetics and Nutrition at the University of North Carolina Greensboro.
- Our Coaches are Experienced, Certified, Licensed and Insured Fitness Professionals.
- We live it. We love it.