



Employees Encouraged to Jump on the Wellness Bandwagon

More and more employers are deploying a new strategy to deal with rising healthcare costs: promoting employee health and wellness. Leading employers recognize that keeping their employees healthy is key to not only lowering costs, but also increasing productivity and boosting morale.

Companies are using carrot and stick strategies to motivate workers to monitor and improve their health. One firm offers cash or merchandise to employees who lower “bad” cholesterol, blood pressure or blood sugar. Other companies have financial incentives to tempt employees to participate in wellness programs.

Companies Aim to Encourage Healthy Behaviors	Offer Now or in 2008	Plan to Implement in 2009
• Provide tools that encourage safety and wellness	85%	7%
• Promote emotional health	82%	7%
• Educate employees on safety at work	63%	9%
• Involve senior management in promoting health and productivity	52%	16%
• Offer economic incentives	46%	26%
• Educate medical providers on work environment and health initiatives	33%	7%
• Connect wellness programs to broader initiatives	29%	26%
• Integrate health programs with paid leave	26%	12%

From 2007/2008 Staying@Work Survey, Watson Wyatt, November 2007.

Some of the innovative tactics being used to promote wellness include health coaches for workers who have, or are at risk of having, serious diseases; health screenings and online medical questionnaires to flag problems; and even penalties for unhealthy behaviors in the form of added insurance charges.

Wellness pays off

On the whole, companies with effective health and productivity programs demonstrate superior performance, according to a recent Watson Wyatt survey. They achieve 20% more revenue per employee, have 16% higher market value and deliver 57% higher shareholder returns (from 2004 to 2006). Additionally, companies with highly effective health and productivity programs have cost increases that are five times lower for sick leave; four and one-half times lower for long-term disability; four times lower for short-term disability; and three and one-half times lower for general health coverage.¹

Physical and occupational therapists: not just for rehab anymore

Although companies have long used the services of physical therapists (PTs) and occupational therapists (OTs) to implement on-site wellness and ergonomics programs, most consumers associate therapists with rehabilitation after injuries, illness or surgery — not with physical fitness. While 96% of participants in a PTPN consumer research study knew that PTs help people recover from surgery, and 95% knew that PTs treat people who have been injured, only 62% knew that PTs develop programs for healthy aging.

Just as employers and insurers recognize the importance of maintaining a healthy workforce, PTPN providers are also interested in keeping people in shape and reducing medical costs. They are wellness professionals whose goals are in alignment with those of payers.

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Introducing Physiquality, PTPN's new health and wellness brand

To help individuals improve their physical fitness and health status without injury, PTPN is offering health and wellness programs and products under its new consumer brand — Physiquality. The programs are supervised by highly-qualified, licensed PTPN physical and occupational therapists and are safe, individualized and tailored to unique healthcare needs and fitness goals.

PTPN practitioners are body and movement experts who must meet the highest quality standards in the industry. They understand the chronic conditions and injuries that may prevent individuals from improving their physical fitness. Through the specialized Physiquality programs, consumers can attain their best fitness level safely and injury-free.

By bringing PTs and OTs into the picture, employers improve the health of their workforce, which in turn,



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PTPN Insight

From PTPN, the rehabilitation and workforce productivity experts

lowers costs and improves productivity. PTPN is your strategic partner in helping people live healthier lifestyles and reduce health risks. We are continually adding more services to meet your plan members' and employees' specific needs.

For more information on PTPN and Physiquality, contact Stephen Moore at smoore@ptpn.com or 800-766-PTPN, or visit ptpn.com.

1 2007/2008 Staying@Work Survey, Watson Wyatt, November 2007

This information is provided by PTPN, the nation's first and largest outpatient rehabilitation network. All PTPN providers must be independent practitioners who own their own practices. PTPN's network includes more than 1,200 therapist offices throughout the United States.

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