“Lessons learned from a decade of battling chronic disease on the front lines of local companies”.

Effecting Positive Change in Employee Health
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AGENDA

• Our Experience and Methods
• Data on employee health
• What works and what doesn’t
• Physician engagement
• Efficient and Effective Fitness
• Smart Nutritional Counseling
The Heuser Health Program is a personally customized method of diet and exercise that is proven to stop, reverse, and eliminate 90% of chronic diseases including diabetes, heart disease, obesity, and many forms of cancer. Our staff of physicians, nurses, exercise physiologists and health coaches work together to help you achieve your wellness goals.

After the first 12 weeks, Heuser Health clients become fit, healthy, and revitalized on the inside and the outside. The average client loses 10lbs, decreases their body fat by 30%, experiences an 18 point drop in blood pressure, and increases their strength by 206%... and that’s just the beginning.
FACT

THIS GENERATION WILL BE THE FIRST IN WORLD HISTORY TO NOT LIVE AS LONG AS THEIR PARENTS
THE CRISIS IN AMERICA’S WORKFORCE

• America is the fattest nation on Earth and getting fatter. (The average weight of an American adult has increased 27 lbs in less than 30 years)

• 86% of the workforce is obese or has at least one preventable, chronic health issue.

• One-third of adults and more than half of all children do not have a primary care doctor.

• America is the most medicated population in world history. (55% of us take at least one medicine each day at an average cost of $88/month/med)

• 30,000,000 American’s have diabetes. (and 30% have no idea)

• 17% of insured workers are overweight AND have 3 or more chronic diseases (resulting in almost 3.5 sick days/month or 42 sick days per year)

• Barely half -- about 49 percent -- of adults receive recommended preventive care and screening tests according to guidelines for their age and sex.
WORKSITE WELLNESS PROGRAMS WORK...

IF MANAGED IN A SMART, EFFICIENT MANNER WITH ALL THE NECESSARY DATA AND ADMINISTERED USING AN INTELLIGENT APPROACH

Good employee health is intelligent business.

A meta-review study of multi-component worksite health promotion programs published in 2005 demonstrates that:

- 30% reduction in sick leave
- 25% reduction in health costs and;
- 30% reduction in worker’s comp and disability claims
WHAT WORKS?

- Incentives (gift cards, recognition, bonus, days off)
- Goals set by credentialed 3rd parties (meaningful to participant)
- Face-to-Face interventions
- Regularly scheduled direct interactions - accountability
- Convenience and good communication
- Employee/Employer partnerships (w/employee equity)
- Upper management modeling behavior - creating a healthy culture
- Onsite, structured and comprehensive fitness
WHAT DOESN’T WORK?

- One size fits all approach
- Online and email campaigns – no human interaction
- Self Reporting (assessments, quizzes etc)
- Open ended programs
- Programs started without proper data
- Programs without a clear strategy
- Programs put on autopilot
- Lack of family involvement
- Lack of data to support ROI
OUR APPROACH

- A PERSONAL CONNECTION
- FIRST STEP - DIAGNOSTICS
- CONTINUITY OF MESSAGE
- SYSTEMATIC
- RESULTS BASED
- PASSIONATE AND CARING
- USE DIET AND EXERCISE TO TREAT
- AND PREVENT DISEASE.
- MAINTAIN OPTIMIZED HEALTH
PERIODIC PREVENTIVE EXAMS

- Establishment of Benchmarks
- Collection of Data
- Engagement
- Knowledge
- Establishment of Trust
COLLECTION OF DATA, BENCHMARKS AND GOAL SETTING

- Document basic biometerics
- Blood Pressure/HR:
- Waist Circumference:
- Body Mass Index (BMI):
  - Body Fat %:
  - T Chol:
  - LDL:
  - HDL:
  - TRIG:
  - Fasting Glucose:
- Personal and Family History:
- Medications/Operations:
- Smoker (Y/N):
- Exercise:
- Diet:
- P.E.:

General:
  - Head/Neck:
  - Chest:
  - Heart:
  - Neuro:
  - Skin:
  - Ext:

- Overweight
- Obesity
- Hypertension
- Dyslipidemia
- Pre-Diabetes
- Other:
IMPRESSIONS?

- COMPANIES ARE UNIQUE
- DIABETES AND HEART DISEASE
- SUGAR AND CIGARETTES
- SEDENTARY LIFESTYLES
- ANTI-DEPRESSANT RX’S
NUTRITIONAL GUIDANCE

• Smart, no-nonsense advice
• Use science to decode complexities
• No plans, points or systems
• Give clients necessary tools/education
• Make healthy options affordable and easy
EVOLUTION OF NUTRITION

- Changes due to agribusiness
- Dangerous imitation foods
- Hydrogenated oils
- High fructose corn syrup
WHOLE PLANTS AND FOODS
FOOD IS COMPLEX

• SUPPLEMENTS (MORE HARM THAN GOOD)
• HUNDREDS OF THOUSANDS OF COMPOUNDS AND CHEMICALS WORK TOGETHER TO KEEP US HEALTHY
• ALL FOUND IN WHOLE PLANTS
The apple is far more nutritious than the sum of all the nutrients we can identify.

The individual nutrients alone don’t work if you simply take them out of the apple in isolation.
EFFICIENT, EFFECTIVE EXERCISE

- No magic pill
- Sweat Equity
- Degreed specialists
- Formula for success
- Accountability
- Interconnectivity
5 COMPONENTS OF FITNESS

- CARDIOVASCULAR ENDURANCE
- MUSCLE STRENGTH
- MUSCLE ENDURANCE
- MUSCULAR FLEXIBILITY
- BODY COMPOSITION
CARDIO ENDURANCE

- STRENGTHEN THE HEART MUSCLE
- STRESS – INCREASE MUSCLE SIZE
- STRONGER FORCE OF CONTRACTION
- EJECTION FRACTION INCREASE
- MORE BLOOD PER BEAT
- RESTING PULSE COMES DOWN
- ENDURANCE ATHLETE = 40 BPM
CARDIO ENDURANCE PT. 2

- ENDURANCE TRAINING CAUSES CAPILLARY GROWTH (UP TO 3X)
- ENLARGEMENT OF THE VASCULAR SYSTEM = LOWER BLOOD PRESSURE
- MEASURED BY VO2 MAX OR 1 MILE RUN
MUSCLE STRENGTH AND ENDURANCE

- Resistance Training
- Weight Training
- Body Building
- Functional Training
- Plyometrics

Measurement = Push Ups, etc
Muscle Endurance = Repetitive Movement
Measurement = Sit Ups
MUSCLE FLEXIBILITY & BODY COMPOSITION

- One of the hardest areas to improve
- Time required to teach the muscle to decontract
- Yoga
- Measurement = Sit and reach
- Body composition
- BMI and body fat %
HOW MUCH IS ENOUGH?

• ONE HOUR
• SIX DAYS PER WEEK
• IMPORTANCE OF INTENSITY
• WHY WE UTILIZE HEART RATE MONITORS
QUESTIONS AND DISCUSSION

Will you join me in my proclamation to the City of Louisville?
To receive a copy of our proclamation to make Louisville the healthiest city in America by the year 2020, email us at info@heuserhealth.com

We'll respond with a PDF version you can share with others.

Join us in our fight!
TO LEARN MORE ABOUT THE PROGRAMMING WE DISCUSSED TODAY VISIT:

WWW.HEUSERHEALTH.COM

ASK THE DOC, BLOG POSTINGS, SELF-ASSESSMENT TOOLS, GET STARTED.

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