

Optilife Academy Corporate Wellness Plan

The Optilife Academy is an online program designed to engage participants with content that encourages the process of habit building, specifically as it pertains to eating and exercise.

Improvements in health focused habits lead to improved quality of life, a more reliable and efficient staff, as well as a significant reduction in medical expenses.

Corporate Savings per year based on research of lifestyle change:

- **Improved Diet - \$4,598/employee**
* Employees with poor diets cost 40% more in health claims than those with healthy diets.(1)
- **Weight Loss - \$6,159/employee**
*Overweight to morbidly obese employees cost between \$4,252 and \$8,067. (2)

*Each additional body mass index (BMI) point above normal weight costs \$194-\$222 per year per employee. (2)

1. "Diabetes Prevention Program Return on Investment." *Diabetes Prevention Program Return on Investment (n.d.): n. pag. Change Lab Solutions, Nov. 2015. Web.*

2. "The Association between Employee Obesity and Employer Costs: Evidence from a Panel of U.S. Employers." *American Journal of Health Promotion : AJHP. U.S. National Library of Medicine, n.d. Web. 05 June 2017.*

What is the Optilife Academy:

- Optilife Academy is a self-guided, step-by-step online course that works with users to build lifelong healthy habits.
- Users complete the course by watching short educational videos, reading written materials, completing action sheets, and applying educational tools to everyday life.
- Each Module has a topic to focus on designed to help users navigate food and exercise.
- The entire course is 20 modules, with over 50 videos, 30 handouts and pages of written content. It is meant to be completed over a 4-6 week span.

- Course Overview:
 - Paying Attention to Lifestyle
 - Embracing Food and Culture
 - Why Diets Fail
 - Creating your own Guilt Free Diet
 - Benefits of Exercise
 - Deep Breathing, Foam Rolling, Stretching
 - Exercises you can do anywhere
 - Exercise Modification for Back, Neck, Shoulder and Knee Pain

The User Experience:

- Users login to your Company's Optilife Homepage (provided to you) and create an account. They begin with module 1 and work through at their pace. Certain sections request an action period to apply the information for 1 week, which allows the information to be applied.
- Users can login anywhere and anytime (on their phone or any device with internet access).
- The company's wellness team is provided with their own access to the course to tour the employees that are interested.
- Upon completion of the course, employees receive an Optilife Academy Certificate of Completion they can print or download for proof of completion.

Business Details:

- The Optilife Academy costs \$50 per user for contracts up to 100 participants
- Contracts with more than 100 users the cost reduces to \$40 per user
- Contracts with more than 500 users the cost reduces to \$30 per user
- Employees will have access to the course and these user logins for the life of the course.
- At the end of the year, Optilife will provide deidentified outcomes data on weight lost, improvements in eating habits, reductions in physical pain, consistency of eating and exercise habits, as well as hedonic data focused on energy levels.