

# **MY MODEL BODY®**

## **CORPORATE WELLNESS**

Does it make good business sense for your company to invest in ways to hurt productivity? How about supplementing ways to make your employees sick? Or to pay dramatically inflated medical costs while your employees eat highly processed foods and sit motionless for hours at a time? Of course not, but there is a good chance you are.

The American Medical Association labeled obesity a disease in 2013. Now that obesity is officially classified as a disease, most insurance companies are required to pay for obesity related services, prescriptions, devices, etc. What does this mean for you and your company? Simple, it adversely affects your bottom line. Many of these costs are passed on to YOU through insurance companies and rising healthcare costs. The financial hikes have started to arrive due to skyrocketing premiums and deductibles, so now is the time to take action. A proactive approach: Invest a little money now to prevent paying a lot of money later!

With some rare exceptions, we are well aware that gaining weight and becoming obese does not just “happen”. You can’t catch it from someone else. The reality is when we eat poorly and do not exercise daily, we become overweight, obese, and eventually sick. According to the U.S. Centers for Disease Control and Prevention, being obese elevates your risk of coronary heart disease, diabetes, stroke, and cancer. As a result of these and other ailments, the obese spend 42% more on medical care and 77% more on drugs than people of healthy girths. They also spend 50% more time in the hospital. It’s not hard to do the math and see how dramatically your company is being negatively affected by obesity.

As for our physical fitness, the unfortunate fact is that only 20% of Americans can meet the most basic of government guidelines. Because of this, more than 1/3 of our population qualifies as clinically obese and 67% are considered overweight. The cost of healthcare exceeds \$3 Trillion annually. Chronic - and preventable - diseases including heart disease, stroke, cancer, and obesity account for over 75%

of total healthcare costs. Yet even with all of this money spent, only 30% of our healthcare costs go to prevention. No question, the healthcare system is broken.

Real nutrients? Processed food now makes up 70% of the calories we Americans consume. Even more, processed food makes up 91% of what our children eat. With these numbers, we can't reasonably expect any of these statistics to improve. Nor can we continue to take a reactive approach to the situation.

Like it or not, these statistics are already effecting your company. According to the Wall Street Journal, corporate spending on healthcare insurance is expected to reach an average of \$12,136 per employee this year. And, over 70% of these costs are directly related to chronic conditions brought on by "lifestyle choices". In fact, according to a 2011 Gallup poll, overweight and obese employees miss an average of 450 million days of work per year, compared to healthy employees, and cost corporations \$153 Billion in lost productivity. When we focus on *treating* disease rather than *prevention* we create a country with chronically ill, drug dependent people, and the cost of their medications, doctor appointments and ailments will end up in the laps of you (the companies) who employ them.

With all of these rising costs, and with the "unknowns" regarding healthcare on the horizon, some companies and CEOs are already taking action. Hopefully, your company is one that is blazing a new trail by investing in the proactive approach of prevention. The key is to do everything you can to increase your employees' health and fitness... so you can reap big rewards in the form of lower healthcare costs, higher morale, greater productivity, and improved bottom line numbers.

#### Some hardcore facts:

Obesity is growing faster than any previous public health issue our nation has faced. Adult obesity in 1989 was 12%. Adult obesity in 2008 jumped to 27%. The disease has now crossed 78 million adults (38%) and 13 million children (17%) in the U.S. are obese. If current trends continue, well over 100 million American adults (43%) will be considered obese before 2025. Obesity related diseases contribute to 1-in-10 deaths. Every year over 300,000 Americans die prematurely due to obesity. The direct and indirect cost of obesity was estimated at 147 Billion in 2008 and now those numbers are at a staggering \$175 Billion.

Childhood obesity results in 47% higher medical costs than children with healthy weight. The U.S. is expected to spend over \$350 Billion on health care costs attributed to obesity by 2025 if rates continue to increase at their current levels.

Whether you need some light help or a major tune-up, the MY MODEL BODY® program is designed to assist you and your company in reaching your wellness goals. The format specializes in laying a solid foundation to build off of weekly.

MY MODEL BODY® was developed by Jeff Monroe, a highly certified personal trainer and nutritional specialist with over 25 years of experience in well-being. Jeff was looking for a creative and simplistic solution for clients who were unsure about nutrition, lacking in motivation, confused by outrageous health claims, and either too short on time or money for other exercise programs. According to Jeff, “It’s time to get back to the basics and not overthink what it takes to become fit.” The MY MODEL BODY® Exercise Game is a fun, innovative approach to fitness that can help benefit your company’s wellness program in multiple ways.

Jeff Monroe is about real results and real solutions. The MY MODEL BODY® system is designed to give the inspiration your employees need to be responsible for their own health, to provide information on nutrition and clean eating habits, along with enjoyable ways to achieve fitness goals through daily exercise. To help people look and feel their best no matter their current shape or size. So please consider his game plan by logging onto [www.mymodelbody.com](http://www.mymodelbody.com). Jeff would appreciate the opportunity to visit for one-hour with your executive decision makers. He’s just a phone call or an email away. Thank you!

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