

SPECIAL REPORT:

DIY WELLNESS FOR THE WORKPLACE

Your Complete Guide to...

- Reducing employee absenteeism
- Developing effective claims management and
- Creating a new health paradigm!



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DIY WELLNESS FOR THE WORKPLACE

Welcome!

Congratulate yourself for signing up to receive this STRATEGIC WORKPLACE REPORT!

I suggest you grab a cup of coffee and close the office door to block out all distractions for 40 minutes (YES! It's that important!)

In fact, reading this report will likely be the most productive time you spend this year in PLANNING to address your employees' absenteeism and health.

By the end of this report, you'll know:

- The Top 3 Mistakes Most Human Resources Professionals and Managers Make that Keep them Frustrated with ABSENTEEISM and what to do about it once and for all!
- More importantly, it will show you HOW TO AVOID these costly mistakes.
- AND, it will give you easy to follow, practical strategies you can use right away to implement change.

I'm going to count the Top 3 mistakes down from 3 to 1. You'll want to read all the way through to the end.

All the information is **AMAZING** but the last mistake will completely change your outlook on disability management directly affecting your bottom line, from today going forward!

Let's get to it!

MISTAKE #3

The 3rd Biggest Mistake most Human Resources Professionals Make that Keep them Frustrated with Absenteeism is:

Ineffective Claims Management

Many workplaces are engaging the services of a claims management company to manage their employees' absences, or they have possibly hired or delegated these tasks to an internal staff member. The problem is many employers have little to no understanding of how to manage claims effectively and rely on others they hire to be knowledgeable.

Unfortunately, in order to have effective claims management from an outsourced company and/or an internal staff member, it's crucial that the workplace **FIRST** understands the concepts of claims management.

Hundreds, if not thousands, of Human Resources Professionals looking for a Claims Manager do not always have a good grasp of claims and management concepts. I've been interviewed by Managers, Directors and VPs of Human Resources for claims management roles, that they themselves have little to no knowledge about. How do you hire the right person or the right outsourced company when you lack the knowledge during the interviewing process? **YOU DON'T!**

I started my claims management company over 15 years ago and was extremely busy right at the onset to the point that I was turning employers away from the get go. It has been a very fruitful small business niche that has served me well. Many times though, my business coach has asked why I haven't developed this profitable business venture into a large company like so many others? You will find my answer in Mistake #1!

For now though, I want to concentrate on helping you realign your claims management services so you can achieve maximum results, whether you have an outsourced company or an internal staff member performing this role.

I have to say I've been to numerous organizations over the years where the professionals onsite, hired to do this job specifically, were NOT doing it well. They have high costs/salaries and high credentials but yield a low return on the company's investment. This IS NOT what you want from this service!

However in today's world where everyone thinks they can do everyone else's job – you get a lot of substandard work from people that really don't know any different AND from here the problem perpetuates into ongoing costs with little results. The issue is – you think you are getting good results but I can guarantee you, **THEY CAN BE EVEN BETTER!** You just don't know it.

So, I'm here to give you the 5 **MUST-HAVE CRUCIAL** components you should be doing well and how to get the results you are looking for from

your claims management services. This is whether you are doing it yourself, if you've hired someone for the job or if you have decided to hire an outsourced company.

1. If you, as the HR professional, or someone in your HR department are managing claims, STOP this conflict of interest IMMEDIATELY! This is an immediate and critical element to successful claims management.

As a Human Resources Professional, you have many responsibilities – the ultimate one is managing the employment of your HUMAN resources, your employees. Having worked with many HR Professionals over the past 30 years, it's a daunting profession that is forever growing and EXTREMELY busy. To be perfectly honest, you cannot be good at everything you do, if you choose to do everything. (Someone famous said that!)

The greatest HR professionals that I have worked with are honest with themselves and their employers, when they realize that they have gone outside of their level of expertise. They will wholeheartedly market to their CEO, the hiring of a claims manager to do the job. Taking the role on yourself, in my opinion, is dangerous, especially legally, for you and the company you work for. BE the expert that you are, and know that claims management is NOT part of your responsibility. It never was and never should be. The assignment of claims management to HR professionals, in my opinion, has been a cost

saving measure (it isn't really savings) that business leaders have implemented over the past 10 years that is costing them a fortune.

Although, you should oversee the management of your employees' claims, but it should be from AFAR! No one in your direct report should be managing these claims either. Human Resources departments should be hands off when it comes to claims, as it provides a conflict in the legal arena should you wish to manage and/or terminate the employment of one your employees. You can't do THIS job well, if you know everything that is going on in their personal life.

As the years have passed, I see more and more HR professionals take on this role and I'm here to say this needs to stop. You are diluting your own profession by thinking you are the 'jack of all trades'. Your boss needs to understand that although you may have an understanding of claims management, this does NOT fall under the list of duties for HR professionals to directly perform.

Your responsibility where claims management is concerned falls under #2 and #5 of this short list I'm providing you. If you have difficulty providing a business case for this – call me! I will help you sell this to your boss.

2. Train and educate your internal claims staff FIRST by a professional to get maximized results for your organization SECOND.

If you decide to hire from the vast number of individuals who claim to be a Claims Manager, or decide to promote from within your organization, spend a few dollars and send them to some training or **better yet, engage the services** of a Claims Management expert that can train at **YOUR** workplace.

Any consultant or outsourced company that is worth their weight in gold should offer training to your newly appointed Claims Manager. If they don't – it's a problem.

Training at the workplace is the best avenue since the expert will incorporate your company's philosophy and culture into the best claims management approach for your work environment. Otherwise, it's a 'cookie cutter' approach that MAY NOT work.

Training your new claims staff is important to ensure they have the necessary knowledge to make a difference in YOUR company. Don't rely on their resume or your knowledge of claims that you've hired someone with TOP NOTCH TALENT to do an AMAZING job for you. You want to be certain that the money you are investing in their salary will yield AT MINIMUM a return on investment of 1:3.

On average, my company's return on investment (ROI) has been 1:7 for the companies we have worked for, and this has gone as high as 1:14. For every dollar that an organization has spent on my services, we have returned an average of \$7.00 back to them. **What is the ROI on your claims and disability management services?** Do you capture this??

If you aren't capturing the results your Claims Manager can offer you, you are wasting your money on their salary/services. Train your Claims Manager well so your Return on Investment provides you with a return you can use for the HEALTH of your employees. More on this in Mistake #1.

3. Implement a FULL PROOF claims management system that works each and every time.

One of the biggest mistakes employers make in regards to claims management services is the **lack of a system** – a policy and procedure that is well documented and educated to ALL within the organization. If you don't have this, you are providing a 'hit and miss' type of approach to claims management that DOES NOT work. Again, this also proves detrimental in the legal arena when it comes to defending your case, whatever it may be.

You should have the following policies and procedures as it relates to Claims Management:

- i) Disability Management
- ii) Medical Case Management
- iii) Financial Claims Management
- iv) Early and Safe Return to Work

Taking the time to write a policy is critical to the end results and return on investment that you can realize or lose from the role of a claims manager.

Now, the procedure is even more critical. If it isn't written down, no one knows what you are doing, nor can they rely on your approach for consistency and fairness. Don't start doing claims management UNLESS you are very clear on what that looks like and all the management and stakeholders AGREE.

4. Manage your insurance carriers, including WSIB, Short and Long Term disability carriers. Don't think for a moment they are working in your company's best interest EVER! They are managing their own company, not yours.

THIS IS A BIGGIE!

All too often, I hear from Claims Managers AND HR Professionals that 'our insurance carrier manages our STD claims or WSIB claims'. Let's be very clear on this – THEY DON'T MANAGE YOUR

CLAIMS – THEY ADJUDICATE THEM. **These are TWO VERY DIFFERENT CONCEPTS.**

Adjudication involves the acceptance or denial of claims which COSTS you MONEY!! This then leads to MONITORING of your claims. You don't need anyone to monitor your claims. It LACKS action! Watching a claim evolve does not require a professional and should not cost you dollars – since you are already paying for the claim itself.

Claims management involves your efforts during an employee's absence that leads them back to work – it is ACTIVE and PROACTIVE measures that leads to an Early and Safe Return to Work!

YOU NEED TO MANAGE YOUR OWN CLAIMS despite what insurance carrier is involved – WSIB, STD or LTD! This is your company's money and YOUR employees! You need to maintain CONTROL of the claims management process at ALL TIMES. Do NOT rely on someone else to manage YOUR people and THEIR absence. They HAVE no VESTED INTEREST in doing this well. **YOU DO!**

That written policy and procedure we talked about in #3 **MUST** include a process for the insurance companies and YOU to follow. The INSURANCE CARRIERS must be included in your policy and

procedure as a stakeholder to getting your employees back to work in a timely manner. **YOU MUST MANAGE THEM.**

5. MANAGE your outsourced claims management company as an employee, with performance indicators you can rely on.

For some companies, managing claims internally is a significant cost reduction versus hiring a professional consultant or management company. BUT is it really cost effective?

A LOT of companies in the last 10 years have relied **HEAVILY** on a Claims Management company to manage their claims – actually they have **OUTRIGHT** given them **CARTE BLANCHE** to manage their claims and their people! **WRONG** thing to do!

As a business leader or HR professional, you **MUST** manage your outsourced Claims Management Company like they were your employee to ensure they are performing to **YOUR EXPECTATIONS!**

Remember what I said in #2 Component – you **MUST BE AS** knowledgeable as your outside vendor of choice in order to get maximum benefits and results. **YOU HAVE TO HAVE EXPECTATIONS** for their services and they should be included in your Policy and Procedure – Component #3 that we talked about!

What is your outsourced Claim Management company's Return on Investment for the dollars that you pay them? What are the statistics that show they are PERFORMING well? When do you FIRE your outsourced vendor?? These points should all be covered during the purchasing process.

If you don't have these 5 components in place – MAKE the changes NOW!

MISTAKE #2

The 2nd Biggest Mistake most Human Resources Professionals Make that Keep them Frustrated with Absenteeism is:

Inadequate Absenteeism Tracking

All too often, the reason HR Professionals are frustrated with their increasing absenteeism is that they have inadequate tools to track their absenteeism. I can't tell you the number of times I've walked into an organization and asked for their absenteeism statistics to be told the only thing they have is the NEER report WSIB gives them. WHAT?!

Seriously, you need to know what your problem is in regard to absenteeism before you hire someone or some company to manage your problems. There is no way around this one. I'm sorry but, if you don't have this in place,

don't waste your money hiring someone to manage your problems because YOU HAVEN'T EVEN IDENTIFIED WHAT THE PROBLEM IS!!

Let's look at the definition of Absenteeism – under this umbrella, you should be tracking the following statistics SEPARATELY, and TOGETHER to give you the bigger picture, and more:

- Attendance, culpable and non-culpable
- Short Term Disability
- Long Term Disability
- WSIB – First Aid, Health claims and Lost time claims, and others
- EI cases
- Cases with NO benefits – these tend to fall off companies' lists ALL the time INCLUDING terminated employee disability claims, and those with your LEGAL advisors.

I've been contracted to manage claims on many occasions to find out that Attendance Management is what they really needed AND vice versa. Be VERY CLEAR where you sit. It isn't a gut feeling – it's a statistic.

If your hired professional or outsourced company doesn't ask you for statistics – BELLS should be going off in your head! They should always work from your company reports. If they aren't, what are they working from?? What are they working towards??

I have no issues telling a company that they don't need my services after reviewing their stats. How many professionals have told you that before?

Unfortunately, it's the downfall of some consultants and consulting companies, to always sell you on why you should hire them, but NEVER, on why you shouldn't. It gives us ALL a bad reputation.

These reports are MY BASIS for proving to YOU, the HR professional and YOUR company how I CAN HELP, and also in the end, how MUCH I HAVE HELPED. They form my ROI. AND they should be the basis for why you need help, and how much your help HAS HELPED. Without them, you have nothing, and I WOULD NEVER work for you because in the end, you will tell me my services have NO VALUE to your organization. Numbers speak VOLUMES! HR professionals know this – don't engage claims management services until you know for sure where your problems really lie, and have the statistics to back it up.

MISTAKE #1

This brings us to the #1 biggest mistake HR Managers make that keep them frustrated with absenteeism!

This is the most common mistake; **the most dangerous; AND the most costly.**

And, when you get the hang of it – it's also **the most powerful!**

If you fully understand the importance of this, I feel I will have graciously helped you succeed in your role as an HR professional.

Very, very few Human Resources Managers out there are using this next concept, and NO ONE is teaching it.

It has been the secret to my business success – and it will be the secret to yours as well, if you grasp it fully.

The BIGGEST Mistake most Human Resources Professionals Make that Keep them Frustrated with Absenteeism is that they are:

Operating from an Old Business Paradigm

What the heck is that?

Is that what you are thinking?

Good – you should be.

Like I said, almost all HR Professionals are working to solve absenteeism issues from this old business paradigm. I was not any different. I worked from this perspective for over 30 years AND it is the reason I have never expanded my claims management company. Now don't get me wrong, I'm good – actually very good at claims management. I've been self-employed 15 years full time doing this type of work – with minimal marketing. I had

one company after the other seek me out to do wonders with their absenteeism, AND I did do just that . BUT it has never felt right.

Now it hasn't taken me 15 years to figure it out, but I've taken my time in realigning my services and my company in the right direction after more education so I can share with you from a place of knowledge and expertise, that I'm right on the money here.

The OLD BUSINESS PARADIGM, despite the trends in the last 10-15 years is a reactive approach to your employees' health and injuries AFTER they are already off work. Yes, you read it right. **Disability management is OLD!** It is not the most effective way to manage your employees' absenteeism, or your productivity needs.

Spending monies, ONLY on disability management is SO WRONG!

YOU need to start diverting your company dollars to a **NEW BUSINESS PARADIGM – HEALTH MANAGEMENT!**

Now, this shouldn't be rocket science BUT for some reason it is. We are hiring onsite disability professionals and/or outsourced disability vendors to manage our absenteeism AFTER the employee has gone off work. Do you see what I see? How do you impact absenteeism AFTER an employee has gone off? OKAY, you can, by reducing the length of time off, but really, how can you stop it from being such a statistic that **KEEPS YOU SO FRUSTRATED?**

Why aren't you hiring **Health Managers** INSTEAD OF Disability Managers? You should be. Never thought of it or if you did, you thought selling it to the boss wouldn't BE EASY. WHY? Because YOUR BOSS thinks it costs money and sees no return on it.

Let's face it – our **HEALTH is the only thing that keeps us going TO WORK every day** – it keeps you in your job, and it keeps me in mine, and it keeps your employees at work, and it also keeps them off work (if they aren't healthy).

If I wasn't healthy – chances are I wouldn't have the energy to produce results and meet your objectives – I couldn't work. NEITHER would your employees. So why is this such a hard concept?

THIS IS WHY?

You've been sold to think the only way to manage absenteeism is to TRACK your people, their absences, their claims, and expedite a return to work. **YOU'VE BEEN SOLD that DISABILITY MANAGEMENT IS THE ANSWER.**

I'm here to tell you, as a Disability Consultant and an expert in my field, **IT ISN'T THE ANSWER.**

Every workplace today has either an internal staff, a newly hired staff, an outsourced consultant or disability management company managing their claims. THINK about the thousands of dollars you have directed to

managing claims and the COST of claims! **HUGE AMOUNTS OF MONEY!** That's why your boss doesn't have any money left to support HEALTH management. It's being directed to the wrong initiative. **We NEED TO STOP THIS!**

What if we got in front of this?

What if we addressed your employees' absences BEFORE they happen?

What if we reduce and/or eliminate the majority of absences with HEALTH FIRST, disability SECOND?

What if I showed you how?

What if I taught you what the new business paradigm is?

What if I showed you how to do it yourself?

What if I showed you how to develop health initiatives that makes a difference in your workplace?

What if I showed you how to build the business case for it?

What if I showed you how to track your ROI?

What if ALL we ever talked about was HEALTH at work, NOT disability? How great would that be?

What if you showed your employees you really cared about their health by helping them to stay at work rather than ‘policing’ their absence?

The results are **ENDLESS** and make such perfect **economical sense!**

YOUR BOSS WILL SAY YES!

I’m going to skip the point, that I can do this for you (because I can, but that isn’t my point), or you can hire another outsourced company to do this for you (BUT AGAIN, this isn’t my point).

I’m going to get to the point where you **CAN DO THIS YOURSELF**, with the right training, education and coaching. No middle person! Just you as the HR professional or someone on your staff – health and/or safety professional, or a supervisor or manger can do it.

Let’s skip the 10 years of hiring professionals to do this for you. Let’s skip the 10 years of hiring outsourced companies to do this for you.

We can avoid repeating history of hiring outsourced disability professionals and companies to do this and get you to doing it for yourselves (DIY), in your company, by YOU or YOUR appointed staff member.

Right here! Right now! You can learn how to DIY!

The new business paradigm of HEALTH MANAGEMENT makes what I do so much more meaningful, so much more humane, so much more rewarding and so much more cost effective for YOUR organization. This is why I haven't grown my disability management company. It was backwards to what we should really be doing.

When you get the hang of doing **HEALTH MANAGEMENT** on your own
- it will be the most powerful method of decreasing your absenteeism and increasing your productivity that you will ever have to use.

Why is this so powerful??

HEALTH MANAGEMENT = Education for the Health of ALL

When you provide someone an education; when you teach them something that **SOLVES** a real problem in **THEIR** life.... **You instantly build an immense amount of TRUST.**

TRUST is the foundation of all relationships – between you and I, AND between you and your employees.

You and the company become a trusted advisor to your employees by showing them what healthy is and how to get there, and stay there.

TRUST is much needed today in our companies. Employers have lost the trust of their employees YEARS ago, and they have been trying for years to get it back. Participation, engagement, loyalty, work ethics are all on the decrease – you need to get it back with genuine consideration for your employees’ health, without constantly fixating on the bottom line. Don’t get me wrong – there is a return on investment here for you and the company, **but it isn’t at the forefront as to why you implement Health Management instead of Disability Management.**

You need to show employees that the reason why you are redirecting your financial funds to HEALTH versus disability, is because it makes PERFECT SENSE to do this, because you care about them, your HUMAN resources. WITHOUT THEM, you have no products, no services, no programs to offer YOUR CUSTOMERS – **NO BUSINESS.** It’s that simple.

The truth is this: 97% of your employees are NOT looking for any help with their health. They do what most people do today, and WAIT until they are ill before they take action to get healthy, then they forget again, until they are ill again. This behaviour continues for YEARS until one day, they don’t recover 100% from their illnesses – they have residual problems that don’t seem to go away. **THIS IS WHEN THEY DECIDE TO GET SERIOUS ABOUT THEIR HEALTH.**

Here is how it breaks down:

3% of your employees are actively shopping for health services other than the usual doctor’s visit and prescription for some type of drug.

7% of your employees are OPEN to engaging in some type of health services but aren't actively looking for it. These are the employees that know they should do something healthy like quit smoking, lose weight, start an exercise program but don't do it, just yet.

30% of your employees are AWARE they will need some health intervention but probably in the future when some health concern rears its ugly head, but not now.

30% of your employees are NOT CONSCIOUS! They should be looking for health measures but they are not conscious that they have any problem that needs solving or can be solved. They are not looking for any health intervention AT ALL!

30% of your employees simply don't get that health prevention is important and necessary. They just live one day at a time, with the same old habits that will eventually turn into some chronic disease such as diabetes, hypertension etc. They are just blind to the long-term affects of their lifestyle.

HOWEVER, 67% of your employees MAY buy into health management services but YOU have no idea how to BEGIN making a difference with your employees' health because you are stuck on – managing their health AFTER they go off sick.

Most employees or employers don't have health prevention at work. They have **NO UNDERSTANDING** of how they can stay well **WITHOUT**

running to their doctors for solutions. **MOST** have never tackled health and **MOST** have no knowledge about other health modalities, other than grabbing a prescription for drugs.

If they have **NO UNDERSTANDING** about anything to do with health, and **ONLY** have an understanding about what to do when they are sick – **THEN** they will wait until they are sick, and go off work before they do anything to protect their health.

THE #1 REASON MOST EMPLOYEES ARE ABSENT FROM WORK is that they have NO KNOWLEDGE on how to *BE HEALTHY*. Getting better after you've been sick is very different than keeping yourself healthy to help prevent future illness.

It doesn't mean that they don't get sick. It means when they do get sick, it's for shorter durations, with fewer episodes and less treatment, and hopefully less pharmaceuticals.

Most employees are just as frustrated about being off work, as you are when you see them absent. No one wants to be ill on purpose. No one wants surgery or to take weeks and weeks of drugs that don't work.

Most companies have attendance and absenteeism programs but very few have **HEALTH STRATEGIES to help keep their employees at work**. **MOST COMPANIES** do not know where to start. Those employers that do start Health and Wellness offer targeted programs to smokers, or overweight employees and wonder why there is no engagement! I'm amazed at how

many organizations have done this over the years. WHY would you **point out** groups of people – it's a biased way to promote health – and in my opinion, it's shameful that corporations offer these kinds of programs.

Those who are overweight or smoke KNOW they are overweight or smoke! If they don't join the program set up FOR THEM, they get ostracized again! This is unfair. In the end you have more disgruntled employees. You've only succeeded at alienating employees that are already alienated. In return we have these onsite staff members who initiated the programs, who then ask 'why aren't they motivated to lose weight or stop smoking' – absolutely ridiculous.

The solution is to offer health and wellness choices for all - every one of your employees for every health reason.

Most companies, health, safety and HR professionals do NOT know how to offer Health & Wellness concepts that promote **REAL HEALTH**. YOU need to show them or you can hire an outsourced company or consultant to do this for you. It's up to you.

I think you can do it on your own, with some training and coaching to do it well. Now you may not want to do this, but I believe it's an initiative that you as an HR professional should advocate with your BOSS. Once approved, you can provide the direction to an appointed internal staff member that **ALREADY LIVES LIFE FROM A HEALTHY PERSPECTIVE** – you know the ones that go to a gym facility regularly, runs marathons, does yoga, goes to spiritual retreats etc. **THEY WOULD**

LOVE TO TAKE OVER Health & Wellness at work because they believe in it first, and DO IT second.

The only issue is this – where do you start?

How do you present Health & Wellness to a group of over 100 or more employees where everyone feels that they are included, not excluded or prejudged?

What do you offer to make a difference and avoid rolling of the eyes or some comment about ‘one more thing the company wants us to do’?

First, you need to get the buy in from the boss/CEO to even begin a venture that most say the return on investment can't be calculated. **We can show you how!**

Imagine if you got 67% or more of your employees BUYING INTO health? What would this do to your accident rate, your absences, your productivity or the usage of employee health benefits? We all know that health isn't an overnight achievement – we work at it everyday. It's time to put your plan in place and watch the difference this makes to your employees, your role as a Manager, and the profitability of your company.

You've likely tried a few Health & Wellness options such as:

- Lunch n' Learns
- Health Fairs
- Individual Employee Services
- Free Health Workshops

You've likely tried a Weight Watchers program or a Smoking Cessation Program but that's just it – IT IS JUST A PROGRAM. In order to affect change, **it has to be a CULTURAL CHANGE**, to make a difference. Workplaces have their own culture – this is what we need to change. We can't expect to offer a program, have some participation and then let it drop like a sac of potatoes – it has no worth, no return on investment. It was here today – but gone tomorrow. This is what gives Health & Wellness Programs a bad name.

I'm advocating for long-term changes in culture where a return on investment is **VISIBLE** in your **ABSENTEEISM, PRODUCTIVITY AND EMPLOYEE HEALTH CARE COSTS** due to your employees' health.

The majority of employers ARE NOT providing LONG TERM SOLUTIONS TO HEALTH. They are only providing long-term disability management. It's time we turn this around and address the problem head on – BEFORE THE EMPLOYEE GOES OFF. Let's address HEALTH, NOT disability.

No one is doing this well – not the employers and not the health practitioners marketing their services to you. Most health practitioners **DO NOT** understand how their services can make a difference to your employees in your workplace.

There are 2 crucial elements to providing **real** Health & Wellness, **NOT** Health & Wellness programs, **THAT MAKE A DIFFERENCE** in the lives of your employees that will result in a **SIGNIFICANT RETURN ON INVESTMENT** for the organization.

ELEMENT #1 of implementing HEALTH MANAGEMENT STRATEGIES – the new health business paradigm is:

KNOWLEDGE OF HEALTH & WELLNESS CONCEPTS THAT WORK

In order to successfully implement Health in the workplace, you **MUST** be knowledgeable about concepts that work **FOR EVERYONE** – we are not advocates of programs but we do believe in **REAL HEALTH** models that can touch the lives of **EVERYONE** at work.

You MUST offer VALUE by solving HEALTH issues that we all have. What you are offering **MUST** be beneficial to **ALL** your employees in order for him/her to engage and participate in, **AND** also believe in.

Despite the fact that you have a great program – such as Weight Watchers in the workplace, **DOES NOT** mean that this is for 100% of your employees – it is usually geared to **MAYBE** 20% of your workforce. The strategies **MUST** be **beneficial to everyone in the company.**

ELEMENT #2 of implementing HEALTH MANAGEMENT STRATEGIES – the new health business paradigm is:

UNDERSTANDING HOW HEALTH & WELLNESS CAN FIT INTO YOUR ORGANIZATION

In order to sell HEALTH & WELLNESS to YOUR company and its employees, **you must first understand HOW health can fit into your organization.** We all know HEALTH is important, and we can all agree that this needs to be implemented in the workplace where we can impact the highest number of individuals at once **BUT HOW this fits into your work environment is a BIG STEP to ensuring SUCCESS.**

TOO MANY companies just hop on the ‘band wagon’ and offer health services as ‘one offs’. There is no rhyme nor reason to what they offer, how they offer it and then they wonder why IT DOES NOT WORK – no reduction in costs, absenteeism, and no increase in productivity or health. **DON’T JUST DO Health for the sake of it – have a plan!** To have a plan can only come from understanding your work environment and what is going to bring success when you begin HEALTH MANAGEMENT.

The reason most Health & Wellness programs don’t work is because it isn’t tied into a bigger picture – I hear it often... ‘we should do something healthy’. **Yes you should, but have a BUSINESS PLAN!** It’s crucial to your success and to also SELLING IT TO THE ONE that holds the purse strings.

You must understand the mechanics of YOUR workplace environment.

Have you thought about shift work, 12 hours, rotating shifts, weekend shifts and access for all employees?

Have you thought about how your HEALTH initiative may interfere with production quotas or absenteeism rates?

Have you thought about how these services may actually increase costs to the employer versus reducing costs initially?

As HR professionals you know **Health Management services** can help people, and maybe even save their lives, but how does this affect the organization? When you can appreciate completely what is going to affect the implementation of Health Strategies in your organization AND can explain to the CEO or your boss, how you are managing these issues – it's an easy sell for support and funding.

You have to have both elements, KNOWLEDGE of health concepts that work, and the UNDERSTANDING of how health fits into your workplace, to influence your boss to buy the concept of HEALTH MANAGEMENT - **which is exactly the end result you want.**

MISTAKES #3 AND #2 are two avenues to address absenteeism from an old business paradigm – managing your employees' health AFTER they go off work, but **understanding health concepts and how they can fit into your work environment to MAKE A DIFFERENCE in the health of your employees IS THE WAY TO GO, NOW!**

What to do?

This is what I recommend – **BECOME knowledgeable** in health modalities that you can introduce into the work force, **AND understand HOW to implement them for maximum success.** Having a business plan for HEALTH allows you to initiate Health & Wellness at work, **WITHOUT** spending large amounts of dollars on outsourcing health to practitioners and companies that can do it for you. **YOU CAN LEARN to manage your own HEALTH MANAGEMENT STRATEGIES THAT IMPACT YOUR WORKFORCE, ABSENTEEISM AND PRODUCTIVITY, AS WELL AS YOUR ORGANIZATION’S BOTTOM LINE.**

If you choose to contract the services of a health practitioner, be knowledgeable in what YOU need THEM to offer and how this can be implemented. Our 2-day workshops will **TEACH** you all this **AND MORE.**

In our workshop, **DIY Wellness for the Workplace,** you’ll learn all about different modalities that make a difference in your health, how to organize a business plan with health initiatives that make a difference in your workplace, as well as what to look for when and if, you decide to hire a health professional to provide the services for you.

We teach you to either DIY or have a complete understanding of what you need for your work environment if you are engaging the services of a health professional.

Just to repeat myself –

The ONLY way to manage absenteeism is to implement Health Management to address health challenges that WE ALL face. In my experience, many HR professionals understand HEALTH is important but do NOT have the understanding as to how to get started on Health Management Strategies that work. **This is why you FIRST MUST educate yourself,** then decide with this knowledge if a DIY Wellness in the Workplace is for you, **OR** if you would prefer to engage the services of one or two health professionals and/or company to implement HEALTH in your company. **Without this knowledge, your approach to Health WILL NOT have long term impact to your workplace.**

Don't waste thousands of dollars hiring an outsourced vendor for Health & Wellness until you have the knowledge and business plan as to what you are looking for. **Spend your company's money on gaining knowledge FIRST, implementing SECOND.**

I BELIEVE that HR professionals and other internal staff are capable of providing successful and real Health Management Strategies WITHOUT always contracting outside services. There is so much that can be done with **DIY Wellness in the Workplace, long before you consider engaging services from health professionals.**

This is why I've combined my decades of education, my teachings, my training and experience and my heart and soul to create this 2-day workshop - **DIY WELLNESS FOR THE WORKPLACE.**

At the end of this 2-day intensive **DIY WORKSHOP**, you will have the outline to implementing health management, the understanding of services available AND how this fits seamlessly into your organization.

I'm going to make 2 offers in this report because you may need more time to feel comfortable in deciding whether or not I can help out with your absenteeism problem.

I would prefer to build a little bit more of a relationship with you, give you even more value than just this report, and then, if you are interested in the 2 day program – that would be great! **Sign up [HERE!](#)**

So here is what I would like to do.

I always get lots of questions regarding how to manage disability but none on how to manage health. For 15 years I've offered disability management - insourcing and outsourcing services.

If you are already managing health or disability and need some advice, here is the first offer:

1. Workplace Health Strategy Session

I'm offering you a 1-on-1 strategy session of 45 minutes long with ME. In this session, we can discuss what you have already tried and didn't work, and what you could possibly do, to change the end results to create Health at your workplace. **Sign up [HERE!](#)**

Just send me an email – lucie@fournierhealth.com so we can arrange a day and time to discuss your situation. Together we will discuss ideas and options to help you understand exactly what you need to create successful health management. Feel free to provide a summary of your situation in advance so I can be as familiar as possible with your situation and goals.

Within 48 hours of sending the email, one of my team members or I will respond with a confirmed date and time for our discussion.

We will uncover some proven ways for you to move forward with implementing health management at your workplace. What I guarantee is that you'll walk away from our time together with something you can IMPLEMENT ASAP.

My rate is \$300.00 per session. My goal is to provide you with value during the session, and to provide you with an amazing opportunity to help your employees stay healthy.

Now obviously I get something out of this as well – No! Not just money. I also get the opportunity to meet a potential client and support you further, if desired.

2. DIY Wellness for the Workplace Workshops

The second offer is the 2-day workshop called '**DIY Wellness for the Workplace**' – that I mentioned earlier.

These workshops are presently being held in 2 locations for your convenience with a variety of dates available. More on this can be found on our website workshop pages [HERE!](#)

Don't wait – email me now at lucie@fournierhealth.com for your **Workplace Health Strategy Session** OR sign up for our 2-day workshop.

Simply health,

Lucie