

WELLNESS PROGRAMS A WIN-WIN FOR EMPLOYERS AND WORKERS



Shelly Beall and Katie Uter-Normand of SB Wellness Group

FOR THE PAST 13 years, SB Wellness Group has slowly but steadily grown in sync with the need and demand for worksite wellness and health promotion programs in Baton Rouge and surrounding areas. According to SB Wellness Group's founder and president, Shelly Beall, an organization's ability to succeed is largely dependent upon the overall well-being of its employees. A well workplace means a more prosperous organization.

"SB Wellness Group will work with companies to develop personalized comprehensive worksite wellness programs that fit their company's needs and culture," says Beall. "Our goal is to provide companies with the tools and resources to take a proactive approach toward educating and improving the health of their employees."

With current clients like Blue Cross and Blue Shield of Louisiana, The Shaw Group, Louisiana Workers' Compensation Co., Cracker Barrel

Stores, and Tangipahoa Parish Government, SB Wellness Group is putting their stamp on the wellness industry in Baton Rouge. "We've been working with some of our groups on and off for over 12 years," says Beall. "We love working with all of them. We pride ourselves on building relationships. We are passionate about helping individuals improve not only their health, but their lives. It spills over. We know that without our health, we cannot be as productive and we lose quality of life! Working with companies, we reach so many more individuals and have a bigger impact."

"We see an increased awareness among employers in our area that overweight and obesity, lack of physical activity, and smoking have a major impact not only on the health and productivity of their employees, but also on the financial "health" of their businesses," says Beall. "We are helping employers who have realized that wellness is fundamental to a successful workplace." Employers are realizing that health

and productivity management efforts are the most positive approach to controlling the persistent escalation of employee health costs. Blue Cross and Blue Shield is a great example of this, with their comprehensive and innovative wellness programs that SB Wellness Group orchestrates.

"Shelly Beall and SB Wellness share Blue Cross' commitment to prevention, wellness and healthy lifestyles," says Mike Reitz, president and CEO of Blue Cross and Blue Shield of Louisiana. "Blue Cross works hard to educate our customers about the value of exercise and good nutrition, and SB Wellness has helped us 'walk the talk' by giving employees the tools, tips, educational resources and motivation to make healthier choices."

What is worksite wellness?

The quality of our health is a product of the choices we make on a daily basis. A good health promotion program includes awareness and education, which influence conscious choices that actually promote health and well-being. "When we go into a company to do initial assessments and wellness coaching with their employees, we find that a very large percentage of employees are at risk or are moving in that direction unknowingly," says Katie Uter-Normand, vice president of SB Wellness. "That first and very important part of the wellness program really raises awareness and gets employees thinking about their health and their habits. It's all about readiness to change, knowing that there is a need to change, and then having the tools to make those changes where habits are concerned."

Studies show that, without intervention, a large number of people who are currently disease free will be diagnosed

in the next five to 10 years. Take heart disease for example. An estimated 3 million Americans ages 35-64 who are currently free of coronary heart disease will develop the disease in the next 10 years in the absence of intervention to reduce risk factors.

Wellness programs in the workplace have been proven to reduce health care costs and, at the very least, put a cap on the increase in claims costs that most companies experience every year!

"We know that illness and injury make up just about all of the demand for health care," says Beall. "Most experts say that at least 70% of all illnesses are due to preventable lifestyle factors."

Can a wellness program work for you?

The experts of SB Wellness Group say that research shows the return on investment on a comprehensive wellness program starts at about \$3 to every \$1 spent on the program. According to Beall and Normand, there are some key elements that make a successful program.

• **Assessment:** Assessing the health habits, biometrics and health history of your employee group is essential to identifying the needs of both the individual employee and the group. "We provide onsite health fairs and screenings for employer groups that include a full cholesterol panel,

blood pressure screening, weight risk assessment and health risk assessments," says Beall. "This collective database provides the information needed for tailoring the future of the program."

• **Goal setting** (for the group as a whole and for the individual employee): SB Wellness Group's wellness coaches are onsite at every in-service and event to coach individual employees on their lifestyle habits and health risks. "We use a coaching approach that really meets people wherever they are. No one wants to be told they are overweight and need to quit smoking. Most people know what they need to do," says Beall. "Our approach moves people forward and empowers them to come up with their own goals and strategies. We are there to provide the encouragement and the tools. It really works."

• **A culture of wellness** that provides a variety of opportunities to participate in health improvement programs: "We offer a large umbrella of services for our clients to choose from," says Normand. "We can do everything from consulting a corporation on how to get started and implementing a wellness program to orchestrating the program from inside the company itself. We are in most of our clients' offices most days of the week. We are the 'wellness people' at the company. Besides the wellness screenings, we offer smoking cessation

programs, weight loss programs, stress management, wellness workshops and seminars, wellness and fitness challenges and more."

• **Providing feedback and monitoring the progress** of individuals and the group as a whole are important parts of a wellness program. SB Wellness Group works closely with clients through wellness planning, developing and attending wellness committee meetings, generating aggregate data reports, etc.

"Shelly has been an integral part of the physical and nutritional health for the Shaw Group and Wampold Companies employees for over three years. I have found Shelly to be enthusiastic as well as encouraging in her role as a wellness professional," says Ted Terrell, vice president-development of Wampold Companies. 

SB Wellness Group Offers:

- Consulting/Development of Corporate Wellness Programs (Small & Large Business)
- On-Site Health Fairs & Screenings
- On-line (and Paper Version) Health Risk Assessment
- Wellness Coaching
- On-site Fitness Facility Development and Management
- Smoking Cessation
- Stress Management Programs
- Weight Management & Weight Loss Programs
- Educational Seminars on a Variety of Topics
- Corporate Wellness and Fitness Challenges
- Monthly Wellness Newsletters
- Personal Fitness Training
- Group Exercise Programs
- Program Management
- Healthy at Any Weight Program
- Risk Reduction/Reap Rewards
- Disease Management Workshops

www.sbwelness.com

