

A red five-pointed star with a white center, positioned above the letter 'S' in 'Start'. A yellow brushstroke tail extends from the bottom of the star towards the bottom right of the text.

Lone Star

A 21-Day Wellness Initiative

We Know You Want to Spend Less and Save More

For every dollar companies spend on wellness programs such as weight loss, nutrition and smoking cessation, they save up to \$6 on employee health benefits. That's a 600 percent return on their investment. *(American Journal of Preventive Medicine)*



Almost one-half of all Americans report having a chronic illness—they account for **75 percent** of our national spending on health care. (*Robert Wood Johnson Foundation Report*)

And **80 percent** of all chronic disease is caused by three preventable health behaviors: **physical inactivity, poor nutrition and overeating, and smoking.**

Preventable illness has a direct effect on an employer's cost of health care, disability, worker's compensation, increased absenteeism, lower productivity, reduced safety and morale.



Costs per Month Due to Overweight and Obesity

Each month your employee wellness program implementation goes on the “back burner” it cuts into corporate profits. Based on national statistical averages through medical, prescription, and lost productivity costs, an employer can expect to incur the following **costs per month** due to the conditions of overweight and obesity.

25 employees \$ 1,450 per month

50 employees \$ 2,900 per month

100 employees \$ 5,800 per month

200 employees \$11,600 per month

500 employees \$29,100 per month



More than **50 percent** of corporate profits now go towards health care costs vs. only 7 percent 30 years ago. *(American Institute for Preventive Medicine)*



The **LoneStart Workplace Wellness Initiative** is designed to provide participants with the opportunity, information, motivation and support to make better dietary choices, overcome the inertia of inactivity and take charge of their personal health. It is a **first step** to personal responsibility for long-term health and wellness.



The LoneStart Workplace Wellness Initiative is:

- Proven
- Effective
- Easy to Administer
- Affordable
- Turnkey



The LoneStart Initiative works equally well as a stand-alone program or as an effective jumpstart for corporate wellness programs already in place.



LoneStart 63-Day Team Esteem Challenge

LoneStart utilizes a 63-day Team Esteem Incentive Challenge, where employees form three-person teams and compete for incentives specified by the sponsoring organization. Most employees appreciate the impact rising health care and health insurance costs have on their personal finances and will respond to the opportunity to challenge themselves to make better choices.



Our objectives with the Team Esteem Incentive Challenge are to:

- Achieve maximum participation on the part of your employees
- Achieve a significant reduction in their aggregate BMI during the 63-day Challenge
- Create the foundation for a permanent, new culture of health and wellness within your organization



We ask our prospective clients to consider the following questions:

1. What can you realistically afford to invest?
2. What programs do you currently have, and are they working?
3. Why are you willing to invest in wellness, and what outcomes are you hoping for?
4. What will happen and how much will it cost if you do not invest in wellness?



How do you measure up?

- Do you have a strategic approach in place to develop a healthy workplace, based on employee needs?
- Do top managers demonstrate commitment to the management of a healthy workplace?
- Does your health promotion plan lead to improvement of the physical and social environment, healthy behaviors and resources for maintaining those behaviors?
- Are employees trained in healthy principles and methods?
- Have you determined employee needs, attitudes and preferences in regard to healthy workplace programs?



That's where we come in.

Please contact us for a full proposal or additional information.



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