

LifeBase Solutions

CORPORATE WELLNESS GUIDE

5 Keys to a Successful Program
and Managing Corporate Wellness with LifeBase

2024 Edition

Setting Expectations

Our team is here to help you implement a wellness program that will do the following:

1. Bring awareness to each employee's state of health and encourage positive change
2. Provide education and build a foundational knowledge of health for employees
3. Bring accountability through a series of campaigns, in-app feedback, and 1-on-1 coaching
4. Detect progress, reinforce quality behavior, and prove the program works
5. Motivate employees through coaching, seminars, in-app gamification, and challenges/contests

How We Are Different

1. Our nutrition platform is the best-in-class
2. We have data from 10's of thousands of InBody scans to prove it works
3. Each aspect of our program is tested in-house over the last decade by our coaches and their clients
4. Our proprietary D2M Technology is what enables us to get consistent results where others can't
5. Our ownership team has hand-built every bit of our program for the last 10 years
6. We can prove that our program reduces and prevents chronic disease by eliminating the risk factors
7. We can prove that our average challenge participant loses 20% of their body fat in 8 weeks
8. We build from the ground up with habit-based coaching to create lasting change in people

LifeBase Gets Results

We can prove that if your employees follow our 6 Key Habits to Success they will lose fat, improve body composition, and establish healthy habits that last a lifetime. In addition, if they complete our Nutrition Course, and pay attention to all campaigns, they will learn how to eat, when to eat, and what to eat.

In turn, your employees will be healthier, look better, and feel better. Improvements in health markers can lower health care costs and increase productivity. Happy, healthy people work harder, boost company morale, and are a positive influence on those around them.



Corporate Wellness Overview & Program Directives

Take a look at what typical corporate wellness programs provide, why they are implemented, and what they aim to achieve.

Point 1: Typical Programs

Standard Deliverables

- Smoking Cessation Programs
- Cholesterol & Blood Pressure Programs
- Annual Physicals
- Gym Reimbursement
- Step Counters

Chronic Disease

CDC sites 4 major risk factors for chronic disease

- Tobacco Use
- Excessive Alcohol Consumption
- Poor Nutrition
- Lack of Physical Activity

Obesity Rates

Obesity rates, and chronic disease, continue to worsen

The typical corporate wellness program does not solve for the major underlying issues

Obesity is the single chronic disease that makes every other one worse

Point 2: Reasons for Implementation

Behavior Rewards

Gym membership reimbursement and point systems for tangible items

Step counting programs are overplayed and do not get much participation

Most rewards programs do not create habit-based long term results

Awareness

Annual physicals are designed to catch major diseases, not educate and prevent disease

Current medical system is reactive and not proactive

Simple things like testing blood pressure and cholesterol, but not body composition

Cessation

Tobacco use and excessive alcohol use are two risk factors for chronic disease

How many people participate and where is the proof they work long term?

People who have nutrition dialed in and exercise regularly are much less likely to use tobacco and consume alcohol in excess

Retention/Acquisition

Will your current program incentivize someone to come/stay?

Change someone's life and they will be loyal to you forever

Begin to offer something that no other company does to stand out from the crowd

Point 3: Program Directives

Health Care Savings

\$4.1+ Trillion is spent annually on health care

90% of cost is from chronic disease

Reduce/eliminate the 4 risk factors for chronic disease and save money

Productivity Increases

Happy, healthy, employees are more productive in the workplace

Less sick leave - healthy people don't miss work nearly as much

Healthy people, who like the way they look & feel, are more motivated & engage others

Focus is increased with an improvement in health markers/reduction in chronic disease

Employee Morale

Attitude is everything, especially in the workplace

Acquire better candidates and keep employees longer

Improve job satisfaction

Team building and a sense of community

Program Keys & Milestones



5 Keys to Success

Our entire program has been designed around 5 keys to success. Everything is done in a specific order for a specific reason. Here is an over-arching view of what you can expect to deliver to your employees.

Major Milestones & Keys

Here's a look at what you can expect in the coming year.

○ Onboarding Management & Employees

In-person, and Zoom call, to onboard management about the program. Communication will be sent to employees about the program and what the benefits include.

○ Key 1 - Awareness

InBody scans will give employees a snapshot of their health and bring awareness to problems. People cannot make effective change without realizing there is a problem.

○ Key 2 - Education and Knowledge

Nutrition course and quarterly seminars are specifically designed deliver the education needed for change. Topics include nutrition, exercise, chronic disease, and building a team in the workplace.

○ Key 3 - Accountability

1-on-1 nutrition coaching adds increased accountability, and a complete library of resources, for employees. This can be done with on site and remote employees, alike.

○ Key 4 - Progress & Results

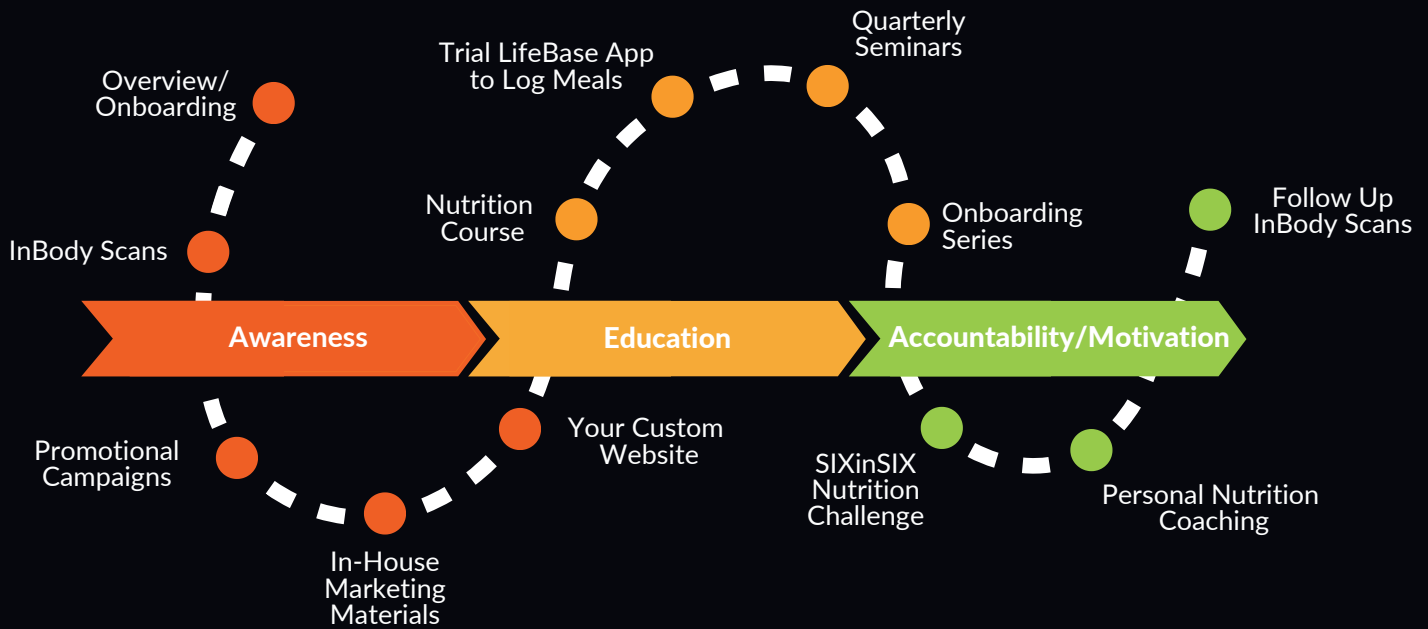
Follow up InBody scans provide real results to reinforce quality behavior and shed light on progress, or a lack thereof. Employees will look forward to seeing the changes. This is also proof the program works.

○ Key 5 - Motivation

Along with the coaching and seminars, our exclusive SIXinSIX Nutrition Challenge provides unmatched motivation. It is centered around six key habits, focusing on one per week, to build a foundation for healthy living. Camaraderie, community, nutrition, and fitness are all components.

Wellness Program Journey

A roadmap to what your employees will experience



Awareness

Awareness is two-fold. First, the program itself needs to be promoted. Getting management onboard will have a trickle-down effect to other employees.

Second, people need to be made aware of their state of health. The InBody scans can be eye-opening. They provide a starting point for people and goals to work towards.

We have created a CRM all the marketing materials needed to promote your program. Our team will also do live meetings to promote.

Education

Give a man a fish and he will eat for a day. Teach a man to fish and he will eat for a lifetime. A quality wellness program needs to teach people how to be healthy in order to be effective. Anyone can do something for a few weeks. Creating lasting change is what will impact your business the most.

Our courses are written by a Registered Dietitian and designed to resonate with employees.

We continue to educate through SMS and email campaigns along with our app and coaches.

Accountability/ Motivation

The SIXinSIX Nutrition challenge is the perfect way to get engagement from employees with a wide range of goals. A unique educational campaign, coaches, and a team atmosphere provide motivation and accountability for participants.

Grand prizes are centered around the habits and not body composition. However, category prizes for fat loss and muscle gain are fun bonus!

This is designed to be a starting point, and lay the foundation, for further growth.



Success Roadmap

Step 1:

○ Onboarding & Promotion

In-Person Promotion: A member of our team will present the LifeBase program to your management team and employees on site. Then, we will host a live Zoom meeting for all employees to learn more about the upcoming program and what to expect.

Email Campaigns and Marketing Materials: Our team has built an email series, that can be customized to your specific business, which promotes your program, creates excitement, and provides opportunities to learn more. Additionally, we have a library of marketing resources at your disposal.



Step 2:

○ Nutrition Course

This course, written by our Head Dietitian, Brett Delaney, is an introductory course to provide a general about nutrition. The material in this course lays the foundation for personal nutrition coaching in the future. People will learn about macronutrients, water, fiber, how to build healthy meals, how to fuel during training, and will even get use the LifeBase app!



Step 3:

○ InBody Scans

InBody scans are a comprehensive overview of a person's body composition. Each scan is done on a medical grade device for employees to keep as a reminder of where they are, where they've been and where they want/need to go. Additionally, these scans act as progress reports for you and your employees.



Step 4:

○ SIXinSIX Nutrition Challenge

Our exclusive SIXinSIX Nutrition Challenge was developed with the idea that it needs to be applicable to everyone. Most people aren't ready for 1-on-1 coaching until they have some basic habits down. This challenge focuses on 6 key habits for a lifetime of health. Everything is laid out in a specific order for a specific reason bringing together education, fun, and motivation! We recommend reimbursing employees for completion.

SIX IN SIX
NUTRITION CHALLENGE

Success Roadmap

Step 5:

○ Personal Nutrition Coaching

Not everyone is ready for 1-on-1 coaching, or needs it. However, some people definitely need it and want it. While the Nutrition Course and SIXinSIX Challenge are meant for every employee, this coaching is not all-encompassing. Those that want it will need to have skin in the game. We recommend a split fee with the employer that can be reimbursed if certain requirements are met.



Step 6:

○ Quarterly Educational Seminars

These seminars provide an opportunity for Q & A, open dialogue, and fun! People learn better in-person and will leave feel energized and excited about next steps. Our team has years of experience doing motivational speaking, presenting on stage and brings unmatched energy to any room!



Step 7:

○ Follow Up InBody Scans

The proof is in the pudding, right? These scans will show progress, or the lack thereof, to each person and give you a tangible way to prove your program works. Follow up scans will be done every six months for all employees, but nutrition clients will scan every two weeks. We even provide an at-home scanner for remote employees to use and get 1-on-1 coaching.



3 “Group” Stages for All Employees

Stage 1: Adult Nutrition Course

- **Course Overview**- This course is something tangible to provide every employee. They will learn how to eat on the go, how to build healthy meals, and basic nutrition concepts that will build a solid foundation for health. Included with the course is a Nutrition Playbook and a 52 Week Meal Prep & Recipe guide.
- **Textual Learners** - Follow along with the curriculum with easy to read lessons and helpful pictures to grasp new concepts and ideas.
- **Visual Learners** - Includes introductory and key takeaways videos to retain the most important things.
- **Kinesthetic Learners** - Get hands on and join the lessons by following along on your phone when tracking food.



Scan me!

Stage 2: SIXinSIX Challenge

- **Challenge Overview**- A comprehensive healthy habit-building program focused on building 6 key habits. After a decade of working with 10's of thousands of people, we know these are the keys to being healthy for a lifetime.

People that want to go all-in and lose as much body fat as possible can, but the idea of this challenge is to be a starting point for lifestyle change.

Our SIX in SIX challenge is an all-in-one, personal nutrition coaching + healthy habit building + fat loss solution!
- **Custom Nutrition Plan** - Each participant will answer specific questions about their lifestyle, do an InBody scan and the data from both allow us to build a custom plan.
- **Personal Coach** - Accountability is key. Some aspects of this challenge are done as a group, but each participant will have a coach assigned to them.
- **Education & Motivation** - Carefully crafted SMS, and email, campaigns sent daily over the course of the challenge provide unmatched education and motivation!



Scan me!

Stage 3: Seminars



GENERAL NUTRITION

A nutrition overview, along with fad diets, myths, and carbs will be discussed. This sets the stage for the year ahead.



EXERCISE PROGRAMS

Getting people up and moving is a HUGE component to health. This seminar aims to motivate and be all-inclusive!



CHRONIC DISEASE

The CDC sites four risk factors for chronic disease. Understanding these, and how to eliminate them is our focus.



BUILDING A TEAM/COMMUNITY

The workplace should be fun and happy, healthy, employees are more productive. This seminar is hands-on and interactive!

Get Ready!

Your Program Has Officially Launched!



1 Year Cost

Full Program Implementation

The following breaks down the deliverables and the cost for our program in it's entirety. Everything we have put together is done in a specific order for a specific reason. Parceling out pieces to our program is not recommended.

<input type="radio"/> Nutrition Course	\$50.00
<input type="radio"/> InBody Scans (Includes 3 for the year - 1/2 price if you purchase an InBody Scanner)	\$60.00
<input type="radio"/> SIXinSIX Nutrition Challenge (1/2 paid by employer - reimburse employee upon completion)	\$300.00
<input type="radio"/> Total Annual Cost Per Employee	\$410.00
<input type="radio"/> <i>Personal Nutrition Coaching (\$399/90 days - \$99/mo thereafter)</i>	\$399.00
<input type="radio"/> <i>Quarterly Seminars (\$1,000/seminar)</i>	\$4,000.00

Employees need to have some skin in the game. Reimbursing them for completion of certain aspects of the program is fine, but an initial investment for the challenge and 1-on-1 coaching is recommended.



LifeBase

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Where health happens[™]