

CaloriesCount.com

Healthy Eating and Exercise For Life®

Corporate Wellness



**What can CaloriesCount.com do for you and your employees? ... A lot for so very little!
CaloriesCount... And So Does Your Bottom Line**

Did you know....

- Almost two thirds of the U.S adult population is overweight and more than 30 percent are obese. Obesity is now considered an epidemic.
- Obesity costs employers approximately \$12.7 billion each year.
- Health care costs for an obese employee are 36 percent more than an employee with a healthy weight; medications cost 77 percent more for those who are obese.
- Paid sick-leave for obese employees adds up to approximately \$2.4 billion each year for employers.
- Obese employees are more likely to be absent.
- Obesity is related to 39 million lost workdays and 63 million physician visits.
- Life insurance premium costs are double for those with a BMI of 35 or over compared with those within a healthy BMI range.
- Obesity can trigger more health problems and cause increased health expenditures than smoking or drinking.
- Being overweight places employees at risk of developing other diseases such as heart disease, high blood pressure, type 2 diabetes, high cholesterol, gallbladder disease, etc.
(Source: National Business Group on Health, Allstate Corp)

But it's not just the employee who suffers — employers suffer, too. It may sound like a grim picture, but when your company partners with CaloriesCount.com, there's a bright future for everyone.

Better "Health" for Employees and Your Company

With a continued rise in the cost of healthcare, more and more companies are offering health education and wellness programs, according to a survey conducted by consulting firm, Hewitt Associates (which specializes in Human Resources). In fact, 72 percent of U.S. companies are now offering such programs. Camille Haltom, a health care consultant with Hewitt Associates, noted, "We expect that organizations will not only continue to offer health promotion programs but look for ways to enhance and expand existing programs for employees."

What "Counting Calories" Is All About

CaloriesCount.com (sponsored by the Calorie Control Council, a non-profit association founded in 1966) meets the needs of consumers who crave sound, scientific information regarding dieting and weight control issues. And, studies from Brown University and Baylor College of Medicine have shown that online dieting can be effective. CaloriesCount.com is non-commercial and non-profit (making it very affordable for everyone).

The site offers sensible lifestyle-oriented advice supported by leading health organizations and medical professionals as well as a prestigious Scientific Advisory Board. In sum, CaloriesCount.com provides private, convenient, sensible, effective, affordable online weight management.

The site also contains many unique and useful tools including:

- Personalized Diet Assessment
- Enhanced Calorie Calculator
- Personalized Online Food Diary
- Weigh In Chart/Tracking
- Recipes and Meal Plans
- Exercise Calculator
- Caring Support Community with expert chats and access to experts online
- Weekly newsletter, with articles on fitness, health and nutrition
- And much more...

CaloriesCount.com is Committed to Healthier Employees

CaloriesCount.com is already helping thousands of people enjoy healthier lifestyles at a healthy weight, and the site can help your employees as well.

CaloriesCount.com works well for companies of all sizes. For larger companies it augments programs already in place. (It is especially beneficial to large companies who may have satellite offices, which may not have access to all the benefits provided at the corporate headquarters. Employees can access CaloriesCount.com anywhere in the world with just the click of a mouse.) For smaller companies, it may serve as the actual wellness program. Additionally, CaloriesCount.com can be tailored to fit the needs of any corporation. With CaloriesCount.com, employees can log on anytime, anywhere!

The staff of CaloriesCount.com is also committed to helping you "market" this benefit to your employees. (They can't benefit from something they don't know about.) From articles for company newsletters to pieces on company Intranet sites, CaloriesCount.com will work with you to make sure employees are aware of this special benefit that you are offering.

Whatever your needs, CaloriesCount.com can meet them. With CaloriesCount.com, the future is bright and healthy for your employees. Contact our corporate wellness specialists for more information: corporatewellness@caloriescount.com.