

Wellness Newsletter

[Learn More](#)

The wellness industry is largely out of touch.

We decided to fix it.

A Site Specific Approach to *WELLNESS*

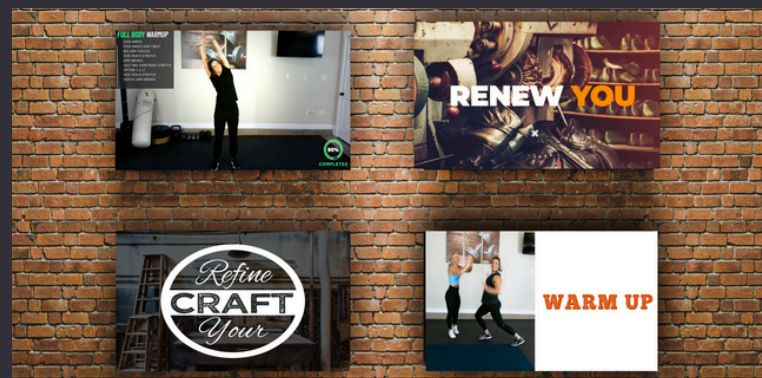
Most would agree that relationships matter in life. Some would say that in many ways relationships matter most. Wellness is no exception. In fact it could be said that wellness, or achieving a state of being well, is the cumulative result of the relationships we maintain in separate areas of our life over time. There may be debate how important relationships are, but for this article, we will assume they are important.

If we assume relationships are important, then we should probably work toward establishing more quality relationships. This is why we focus on connection. Relationships are a catalyst for change, and are developed over time. To foster connection with others it takes a personal approach that is tangible, authentic, consistent and relate-able. In the corporate wellness industry, this means a site-specific approach is necessary to yield a lasting result.

Many organizations, including many of our clients, have multiple sites serving different geographic regions. We can tell you from experience that every location, even within the same company, is different, and unique. So, it makes sense that our approach would be different as well. If not, then we are not connecting, and that means results for everyone will be less than optimal.

There are three main principles to a site specific approach that when followed are transformative and powerful. They are:

1. Face-to-face interaction between people matters. It all starts here.
 2. Wellness technology and mobile apps are best used as conduits that connect people moving in the same forward direction. They supplement the program. They are not by themselves the program.
 3. There must be consistency in programming, and relational consistency between employees and the internal, or external wellness team. In other words, play the long game, and assuming you have #1 and #2 covered, resist the urge to change course each year.
- If you aren't sure where to start, or if your current plan sounds nothing like what we describe in this article, reach out to us. We can help you and your company navigate to a healthier place.



\$44,000

Average cost to an employer per medically consulted lost time injury.

22%

Of lost time injuries are due to overexertion from lifting, carrying, pushing, holding, or throwing.

91%

Of musculoskeletal injuries sprains, strains, tears, soreness, and pain are due to overexertion.,

Our Services

Designed to create positive momentum



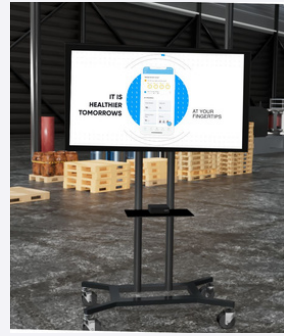
Wellness Events

- Most popular, 8 week Evolt 360 Health Challenge
- Measures amount of fat, muscle and lean tissue an individual has
- Builds community, connection and creates positive momentum



Mobile App

- Location-specific and individualized workout programs, meal planning, goal tracking, linking fitness watches, coaching and resources etc.
- Develops a sense of connection and belonging



Displays

- Mobile cart displays around workplace
- Communicates branded communications that invoke unity and response.
- Personalized based on demographics and needs



Injury Prevention

- Kinetisense
- Leader in the motion capture industry
- Range of motion, Balance, Flexibility, Posture, Muscle Dysfunctions etc.
- In the app we will provide specific corrective exercises and stretches
- Reducing injury costs

Injury Prevention in the Workplace

In 2021 work related injuries cost \$167 billion in the U.S. But studies have shown 44% of workplace injuries are preventable. One of those most common injuries that take place in the workplace are sprains and strains. Most of the time this is due to repetitive motion. If an employee is not sitting, standing or bending properly at work then overtime that will lead to an injury. On average it takes 23 days for a stress injury to recover. Employers can lose money on lost time due to injuries. Luckily there are things employers can do to prevent injuries and lower their healthcare costs, that is where we come in. Brooks Corporate Wellness brings injury prevention to the workplace.



[Learn More](#)

[Let's Schedule a Meeting](#)

[Book It Now](#)

www.brookscorporatewellness.com

Contact Us



dbrooks@brookscorporatewellness.com

kamryn.memmer@brookscorporatewellness.com