



Health-lete, LLC
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FAQs

What makes the Health-lete™ program different from other corporate wellness programs?

Health-lete provides an integrated approach that assists employees in making and sustaining the commitment to a healthier lifestyle. We combine the educational and motivational on-site classroom approach – at the client’s facilities – with follow-up fitness and nutrition challenges that enable the employee to implement what is taught in the classroom.

Throughout the program, a Health-lete coach stays in contact with the employees to help keep them on track.

Other programs tend to implement only a “slice” of what Health-lete does. They may offer wellness seminars. They may offer fitness club reimbursements. They may have workout facilities. They may distribute wellness newsletters. But only Health-lete takes the employee through an integrated program that covers motivation, nutrition, and fitness for an entire year at a time.

What do the classroom sessions involve?

A Health-lete coach spends a half-day each quarter with a group of employees (typically 30 to 50), presenting educational material that is presented in a PowerPoint format. The material covers the three components of the Health-lete 3 Point Plan™ for better personal health: mental approach, nutritional approach, and physical (fitness) approach. The sessions do not involve actual fitness activities, but focus on educating employees on how to approach the components of health from a sound, safe, and sustainable perspective.

Is the nutritional material some type of diet, like Atkins, South Beach, or Weight Watchers?

Absolutely not! Our basic premise is that diets don’t work, aren’t sustainable, and may have a detrimental impact on the individual. The Health-lete approach is one of simplicity. It starts with the idea that people need to understand basic nutrition and how to deal with it in our world of fast and processed foods and fancy marketing. The reality is that many people simply do not understand nutrition. That’s no wonder, given all of the myths and marketers in this multi-billion dollar business. Our nutritional material is backed by sound science and does not include anything that is novel or controversial. Our goal is to provide materials that allow individuals to make informed decisions about how to fuel their bodies.



FAQs 2

What about the fitness material? Do I need to be an athlete or participate in sports or strenuous workouts?

Absolutely not! In fact, our company name was developed from the basic notion that many – if not most – people are not athletes, do not participate in sports beyond a certain age and may not like to do strenuous workouts. Yet, with a basic knowledge of general fitness principles, anyone can incorporate fitness and activity into their lifestyle. In other words, they can be “Health-letes.” Our classroom materials, similar to our nutritional materials, focus on sound principles of how to make sure one understands the role fitness plays with your cardiovascular system, muscles, and joints. The classroom session does not involve actual activities, but our coaches will explain and demonstrate many ways that physical activity can be incorporated into one’s lifestyle to be healthier.

Why are the classroom sessions quarterly?

We believe that many people experience the typical “interest drift” during the first 90 days after a wellness presentation. After 90 days, they can even become more disinterested. We return every 90 days to keep these people from losing their excitement and their commitment. We come back to recharge, re-motivate, and to continue educating the employees. If employees can be persuaded to stay on the Health-lete program for at least a year, sustainable lifestyle changes will occur.

What happens during the interim 90-day periods between sessions?

This is where the fun and development to a healthier lifestyle takes place. Employees are provided with good information and issued fitness and nutrition challenges. These challenges are tracked on specially designed, private, proprietary websites, with easy access by all employees.

What exactly are these fitness and nutrition challenges?

Health-lete works with representatives from your company to develop the challenges. Usually the challenges are for the individual to track progress against themselves. They can also be department or team-based. Employees have a wide array of activities to choose from (anything from walking the dog to jogging, swimming, Pilates, etc.), and record their activity and the time they spend at it, with easy-to-use pull-down menus.

The computer tracks the activities and converts them to various credits toward some goal developed in cooperation with the client. Similarly, if an individual meets some established benchmark on nutrition (eating a certain amount of fruits and vegetables, for example), they earn additional credits. This way, on days the individual cannot complete an activity, they can focus “extra hard” on nutrition to earn credits.

The credits can take on many forms. For example, we developed a challenge for one client that included a “Map Quest”-like template for his employees, where they virtually travel around the country to the client’s different facilities. After a certain number of facilities are “reached” through accumulating fitness points, awards are provided at the client’s choosing. These can range from achievement shirts, to vacation days, to reduced health-insurance premiums.

A key component of the challenges is to develop them around the client’s business themes and culture. Our Health-lete representatives have many ideas on how accumulated credits can be applied to various businesses and industries.



FAQs 3

Do the coaches stay in contact with the employees during the challenges?

The coaches will monitor overall progress, provide updates to all participants, and be available by email for individual employee questions. Questions should be general in nature and cannot become prescriptive, as we cannot provide medical advice or individual personal training. Importantly, however, the coaches are always available to provide motivation. The Health-lete program is about getting people to give health and a more active lifestyle their proper priority. Over time, we expect to develop links to other more specialize programs for individuals with specific health issues.

Do employees need to have medical clearance to participate in the challenges?

Health-lete advises all individuals to seek the advice of their doctors on a regular basis as part of a healthy lifestyle. While medical clearance is not necessary, each employee does sign a waiver releasing Health-lete from any liabilities.

Are the benefits of the Health-lete program measurable?

Health-lete is a relatively young company. Initial feedback from participants has been that increased morale and less absenteeism have occurred. It will be several years before the long-term benefits of the Health-lete program can be measured. We have every confidence that measurable results will be demonstrated after just a few years.

How does Health-lete impact my healthcare costs as an employer?

We anticipate that as employees develop the sustainable habits of the Health-lete program, company healthcare expenses will decrease through the use of lower medical claims. For the employer with a self-funded healthcare program, there is the obvious dollar-for-dollar savings at stake. For employers relying on third-party insurers, their premiums should be reduced over time.

With the growing trend toward consumer-driven health-care plans, such as Health Savings Accounts, the Health-lete program can be a key component. Such plans are arranged so that the first tier of claims is paid directly by the employee through a savings account of payroll deductions that are “banked” for future use. With their own accounts at risk, employees will have even greater incentive to become “health-letes.”

In addition, company-funded “top-off” insurance coverage is less likely to be utilized as employees become healthier and use their first-tier savings accounts less often. This should result in lower premium costs for employers.

We welcome you to contact us for additional details, fees and updated information.

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