



Speaker Background

- ▶ Graduate degrees in Public Health (MHA) and Finance (MBA)
- ▶ Employment History
 - In the healthcare industry since 1989
 - First job post-graduate school was in a large insurance company developing new health plan products
 - Senior Consultant with Deloitte & Touche developing self-funded benefit plans for large public and private employers
- ▶ Experience
 - Developed and implemented programs in over 500 employers nationally
 - Trained over 400 health coaches
 - Trained over 100 Risk Management Consultants
- ▶ Personal
 - Married with four children (12, 11, 10, and newborn)
 - Now you know why I lost my hair!

Introduction To The Wellness Chamber

- ▶ Began in 1999
- ▶ Formed to assist employers in the identification and mitigation of employees' behavioral and lifestyle risks which drive cost to employer
- ▶ Received Healthy People 2010 Grant in 07/2009
- ▶ Work with employers (single and multi-location) of all sizes and industries nationally including:
 - School districts & cities/counties
 - Manufacturers
 - Distribution and transportation companies
 - Non-profits
 - And just about every other type of employer/organization!
- ▶ Our programming has been implemented by 1,000+ employers

Four Roles Within The Wellness Chamber

- ▶ Corporate Health Coach (CHCs)
 - Health & wellness professionals interested in growing their practice via local employer relationships
 - Minimum of \$200 an hour
- ▶ Risk Management Consultants (RMCs)
 - Involved in the development of new business and rewarded with outstanding commissions
 - Average of \$5,000 per employer developed/implemented
- ▶ Business Consultant (BCs)
 - Introduces the Grant to prospective participants and then hands off "leads" to a RMC
 - Compensated with a generous referral fee
- ▶ Small Group Wellness Class Educators
 - Teaches 12 Week Classes
 - Paid a \$200 to \$500 per hour


Training Resources

- Initial Training**
 - What? Orientation & Goal Setting Call
 - How? Schedule with Chamber @ 800-429-4556
- On-Demand**
 - What? On-Demand Training Modules & previously held Weekly Training Sessions
 - How? Access on-line via www.uswellnesschamber.org, top left corner to access recorded modules and sessions (register in advance)
- Live Training**
 - What? Weekly Training Sessions, Open Forums (open access sessions for quick questions and issues), and monthly in-person Symposiums held nationally
 - How? Access on-line via www.uswellnesschamber.org, top left corner to access upcoming live sessions (register in advance)
- One-On-One Support**
 - What? Schedule a one-on-one call
 - How? Schedule with Chamber @ 800-429-4556

Role Of The Risk Management Consultant


- ▶ Create a healthier nation by leveraging the Healthy People 2010 Grant:
 - Employers
 - Generate commissions when employees get engaged in risk reduction programming
 - Average \$5,000 per employer for each employer signed up for Grant participation and implemented
 - Health & Wellness Professionals
 - \$500 for each Health & Wellness Professional who joins
 - Most commissions are residual (paid every year when client renews!)
- ▶ Facilitate Wellness Launch for each new employer membership sold
- ▶ Optionally, develop a sales team of other RMCs
 - Earn valuable override and residual commissions

Phases Of Employer Development




- Phase One**
 - What:** Identify employers to present proposition to
 - How:** Warm market, using Chamber's Market Analysis, Chamber joint marketing, social networking sites, cold calls, local brokers/chambers /assoc., Business Consultants, etc.
- Phase Two**
 - What:** Present proposition (using "grant opening")
 - How:** Feed into a pre-scheduled employer webinar or schedule one and sit with prospect during presentation, if possible (until trained to present proposition yourself)
- Phase Three**
 - What:** Employer signs the Complimentary Employer Agreement
 - How:** Leverage Chamber Sr. Mgt. to overcome obstacles and questions, until comfortable doing so yourself.
- Phase Four**
 - What:** Implement the employer (Wellness Launch)
 - How:** On-site of the employer to kick-off program and hand keys off to local Corporate Health Coach.

How Much Will You Make?



- In 2009, numerous made in excess of \$100,000. Top money earner made over \$500,000. However, income is based upon individual performance.
- More practical to evaluate on an hourly basis:
 - Employer Membership-Based Income Projection:**
 - Assumptions: 100 employee employer, 50% voluntary enrollment, 2 hours to get the sale and 8 hours spent on employers who don't close, 5 hours on-site for Wellness Launch (15 hours total), 60 day sales cycle
 - Projected Income: \$5,000 paid in advance + annual residuals
 - Projected Income Per Hour: \$333.00
- For same employer, several other income streams available
 - Small Group Wellness Classes (SGWC)**
 - Assumptions: one SGWC per quarter with 10 participants in each
 - Projected income: \$1,000 in commissions (\$25 per enrollee)
 - Cholesterol & Glucose Screening**
 - Optional income stream requires purchase of equipment
 - Assumptions: 80% participation, if employer paid
 - Projected Income: \$3,199.20 (\$39.99 x 80 participants)
- Total income potential per small employer: \$9,199.20

How Much Will You Make? (page 2)



- In addition to employer-based income streams, other opportunities as well.
 - Health & Wellness Membership Recruitment**
 - Description: Recruit health and wellness professionals to be Corporate Health Coaches with the US Wellness Chamber
 - Assumptions: \$500 commission, two hours invested to get the sale, two hours spent on prospects who don't close, 14 day sales cycle
 - Projected Income Per Hour: \$125.00
 - NOTE: Typically, Corporate Health Coaches will provide you employer leads to meet with resulting more commissions from the employer perspective (prior slide)
 - Small Group Wellness Class Educator Recruitment**
 - Description: Recruit professionals to teach 12 Week Small Group Wellness Classes
 - Commission: \$100 per educator recruited
 - Risk Management Consultant Team Building**
 - Description: Build a team doing the same thing
 - Up front commission: \$100 per RMC recruited
 - Passive and residual income from team's production can easily exceed your direct income!

Role Of The Corporate Health Coach

- ▶ Employer contracts with the Chamber
 - Agreeing to a full 12 months of programming
- ▶ In month one, Wellness Launch is held
 - On-site of the employer and we'll have a representative (Risk Management Consultant) there to facilitate
 - You'll be introduced as the exclusive resource for the employees and their families
 - Employees will complete a Health Risk Assessment identifying risks and health issues/interests
 - Employees will schedule an appointment to come to your office to review the results—**excellent conversion opportunity!**
- ▶ Each subsequent month, you'll go on-site of the employer to conduct a Wellness Workshop
- ▶ Many employers will want 12 Week Small Group Classes
 - You are paid a minimum of \$200 an hour to educate!
 - Spend up to 10 hours a week per employer

How Much Will You Make?

Let's look at a small employer with 100 employees:

- ▶ Month One:
 - On average, 97% attend Wellness Launch
 - High % due to economic incentives set up with company
 - On average, 50% schedule a consult in your office
 - ~48 new consults (97 employees x 50%)
 - If you convert 20% of the consults into patients, you'll have ~10 new patients/clients
 - 48 x 20% = ~10
 - If your average new client is worth \$1,000, \$10,000 is the projected revenue from month one activities alone!
- ▶ Small Group Classes
 - Minimum of \$200 an hour per class
- ▶ Subsequent Months:
 - Monthly Wellness Workshops with on-going conversion opportunities via credible exposures

What's Your Plan? Would you be successful?

- ▶ Are you currently accomplishing your potential for earnings and contribution to society?
- ▶ Most people never accomplish their goals because they are too busy making excuses. Is this the case with you?
- ▶ There is a difference between having an "interest" versus being committed to success. Which are you?
- ▶ In five years:
 - Who will you become?
 - How will you live?
 - What will you contribute?
- ▶ Successful people make decisions rapidly because they are clear on what they want out of life. Alternatively, people who fail usually make slow decisions and change their mind often. Which better describes you?
- ▶ Right now, you can make a decision to take control of your finances and truly make a difference.

More Information



information@healthypeople2010grant.org

Participation Agreements On Resource Sites:
www.corporatehealthcoach.net
www.riskmanagementconsultant.org

United States Wellness Chamber of Commerce
Toll Free: 800-429-4556
www.uswellnesschamber.org