



Dear Valued Client,

We all need, at times, to reinforce the vital importance that wellness plays both at the human, and at the business level.

Business pays an increasing proportion of the costs of employee stress and lack of health understanding: **directly** – in the form of increased health-care costs and increased absenteeism; and **indirectly** – through lowered productivity and diminished morale.

As a strategic initiative, wellness programmes help to make companies more productive and more competitive, while employees become more employable. Healthy organisations play a pivotal role in contributing to a positive psyche/morale of all South Africans, as well as to our country's continued economic viability in global markets.

In addition to all this, wellness forms a key cornerstone strategy in the management of HIV/AIDS at the workplace. Why do we say this? The following expert opinion says it all:

“Wellness Management is a useful concept to use in relation to HIV/AIDS and STIs as it clearly highlights the need and importance of keeping a person with HIV/AIDS healthy. It also highlights the need to keep a person with an STI healthy to prevent the spread of HIV.” (Source: Directorate: HIV/AIDS, Dept of Health)

Why the Wellness Health Letter® ?

- it is attractive and appealing – people actually read it
- the language is not complex – but neither is it simplistic or condescending
- the information is broken up into bite-size chunks – it can be assimilated easily
- practical and relevant issues are addressed – readers can immediately apply much of it
- an up-beat inspirational tone is used throughout – nearly everyone feels better after reading it

The Wellness Health Letter® is the ideal tool to help you to keep your employees who are good risks from becoming bad risks and to manage your current employees who represent high risks. In other words, it will help you to keep your employees as *healthy* as possible and therefore as *productive* as possible, for as *long* as possible.

Best of all, people tell us they don't “love” the health letter just because it contains information. You can get information anywhere. They love it, and our other resources, because they inform *and* comfort, inspire *and* transform.

Our research shows:

- it is widely and thoroughly read by all employees throughout an organisation – and often their families too
- it is greatly appreciated as tangible evidence that the organisation does care about the health and well-being of its employees
- it is an ideal tool in addressing high risk employees in a non-threatening ‘hands-off’ way
- it has the potential to prevent employees who are good risks from becoming bad risks
- by keeping employees as healthy as possible, for as long as possible, they remain as productive as possible

Our goal still remains to produce a publication that is 100% loyal to its readers and therefore, for ethical reasons, the health letter has never accepted commercial advertising. At this point, we have no intention of changing our successful (and obviously respected) format.

And, as always, personalisation is available – *we do the work, you get the credit!*

Blue-chip companies nationally and internationally have-

- developed their own personalised versions of our **Wellness Health Letter®** (So can you!)
- in one case been given an award for the quality of their personalised **Wellness Health Letter®**
- made substantial savings in health care costs with integrated **Wellness** programmes which include a **Wellness Health Letter®** (ranging from a 1:3.5 to a 1:10 saving)
- used the **Wellness Health Letter®** to reinforce aspects of their own in-house policies
- used the **Wellness Health Letter®** to begin to effectively address HIV-AIDS issues

9 WAYS YOUR COMPANY WILL BENEFIT FROM THE AWARD-WINNING WELLNESS HEALTH LETTER®

1. **LESS ABSENTEEISM . . .** It helps employees understand the wisdom of preventing disease and accidents while promoting a healthy lifestyle. The result is less missed work.
2. **LOWER HEALTH CARE COSTS . . .** Fewer and less costly health-care claims, healthier employees and dependants, less direct and indirect employee/dependant medical costs. Wiser use of the health-care system.
3. **INCREASED PRODUCTIVITY . . .** Healthy employees miss less work, are mentally and physically sharper, and are happier. The result: more quality work done in less time (i.e. increased productivity).
4. **LOW COST . . .** For a nominal cost per employee per issue, you can provide them with the most effective and efficient health promotion/wellness newsletter available in South Africa today.
5. **PERSONALISATION . . .** Options: (1) Use as is, without any personalisation.
(2) Personalise with your name, logo, slogan or other preferred corporate identity emblems.
(3) Include original articles.
6. **SELECT FREQUENCY TO FIT YOUR BUDGET . . .** e.g., Choose 1, 2, 3, or 4 issues per year.
7. **YOU GET THE CREDIT – WE DO THE WORK . . .** No need to hire more staff or worry about production deadlines. It's all handled for you.
8. **CREDIBILITY . . .** Your association with Wellness Project Management ensures accurate, up-to-date information. Our research division is constantly checking on employee response. Surveys show that employees like the quality, readability, sensitivity and timeliness of the Wellness Health Letter®.
9. **EASILY INTEGRATED . . .** The Wellness Health Letter® will fit right in with an existing Health awareness, occupational and safety programme, producing a positive, synergistic effect. If you're planning to start a health awareness programme, the Wellness Health Letter® can serve as your cornerstone.

Web site: www.wellnesshealthletter.co.za