

WELLNESS NEWSLETTER

HEALTHY PERSPECTIVES DIGEST

Health and wellness articles that create a healthy mindset.

Healthy Perspectives Digest is a 4-page, full color employee wellness newsletter with easy-to-read articles and impactful graphics that motivate positive actions.

The communication foundation to create the mindset of better health and market your programs while building a conscious culture of well-being.

Never boring. Wellness articles are concise, relevant, and memorable. Evidence-based content is creatively written into formats that include emotional appeal and positive expectation.

Enhancing your culture. Wellness resources that include all elements of well-being to improve life satisfaction and health.

Support your employee health and wellness programs. Brand and customize to build recognition, integration and provide consistency.

- Promote your benefits, health plan resources, EAP, wellness challenges, web portals /Apps, and more!

Clients who promote their wellness challenges through their Healthy Perspectives Digest have an average of 80% higher participation rate.

Deliver through multiple media channels. Bulk shipping and individual home mailings available.

Eco Friendly. Printed on recycled paper and/or delivered electronically.



IP ENGAGEMENT INTEGRATION

- Promote your wellness challenges, health library or wellness portal.

- Highlight benefits such as EAP, Tele-doc, health plan resources, open enrollment, internal benefits, events and program deadlines.

40%

increase in Teledoc utilization reported by client after 4 months of promoting in the digest.

80%

seeing higher engagement when promoting challenges using the digest.



Inspire To Move: Rainy Day Workouts

Wet weather can leave a damper on your good intentions to get active outside. A little drizzle never hurt anyone and can be refreshing when working up a sweat. If exercising in the rain has you unmotivated to move, here are a few ideas to spice up your routine on a rainy day.

Turn to the internet. There are plenty of workout and yoga videos online (even free on YouTube). These guided workouts can offer the encouragement and accountability that a real gym offers, without leaving your house.

Self-guided exercise. If you're going to miss going on a walk outdoors, try some self-guided exercises. There are plenty of things you can do such as jogging in place, doing crunches,

using free weights, getting into your favorite yoga poses, holding a plank, or doing squats. Focus on a certain area of the body and do three sets of each exercise with a 30-second rest between.

Body weight exercises don't feel like you can't use your weight as resistance while pushups work. Being cooped up indoors have to respect your body and what could be better.

A SMART BUY

Irresponsible spending can hinder short-term and long-term financial goals.

TO SAVE MONEY AND AVOID UNNECESSARY PURCHASES:

- Consider the impact of each expenditure on you, your life and the lives and environment of those around you.
- Remember that nothing you buy can ever truly make you happy.
- Have a clear vision of what makes you happy and your intentions in life. If what you are purchasing is getting you closer to your goals, then it's a smart buy.

Spending more money on high quality food may be closer to your intentions to live a long healthy life, than a new cell phone.

"The PRICE OF ANYTHING is the amount of life you exchange for it."

Henry David Thoreau



Ordering Information

- Annual Subscription Agreement
- Frequency of issues (monthly, every other month, quarterly)
- Standard or custom options
- Printed or electronic

Pricing

Electronic

Group Size	Cost Per Standard Issue
Up to 299	\$195
300-999	\$295
1000-2499	\$395
2500+	Call

Print

# of Copies	Cost Per Copy
100-499	.50 each
500-999	.43 each
1000+	.39 each

*Shipping and handling or individual direct mail options for printed newsletters priced separately.

Personalization Options:

Electronic

- Logo on cover page - Included
- Masthead - \$50 per issue
- Custom cover article (design and typeset) - \$150 per issue (Add \$75 an hour if copywriting is needed)
- Half page on page 4 - \$80 per issue
- Additional pages - \$100 per page/issue
- Spanish Version - \$100 per issue with purchase of English version

Print

- Logo on cover page - black logo \$100 per issue or Color Logo \$250 per issue
- Custom cover article or 1/2 page on page 4 (design and printing): \$295 per issue
- Content writing/editing: \$75 per hour
- Masthead only: \$250 per issue
- Additional Pages (design) \$100 per page/issue and call for printing quote
- Content writing \$75 per hour
- Page 4 - half page layout design with content provided by client \$250



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IP is a well-being company whose mission is to improve business performance by empowering employees to live more purposeful, happier lives that optimize vitality, inside and outside of the job.