

A photograph of a person jumping joyfully on a path under a large tree at sunrise. The scene is bathed in warm, golden light, creating a sense of hope and positivity. The word "Embrace" is written in a large, white, cursive font across the top of the image.

Embrace

Empowering to Embrace Healthy Change

HEALTH AND WELL-BEING PROGRAMS

THAT ENGAGE AND INSPIRE



Inspired
Perspectives

70%

of employees are interested in taking proactive steps to improve their health.

CREATE A HEALTHY MINDSET

MEETING YOUR EVERY ENGAGEMENT NEED IS OUR BUSINESS

Tools and services centered around four main pillars that connect physical, mental and emotional well-being.

**INSPIRE
TO MOVE**



**NOURISHING
YOU**



**HEALTH
HARMONY**



**GOOD
DECISIONS**



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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 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 one-minute rest between.

Body weight exercises don't fail. You can use your weight and while pushups work. Being cooped up indoors have to neglect your 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



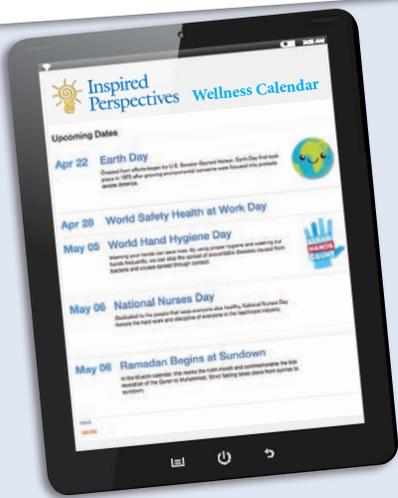
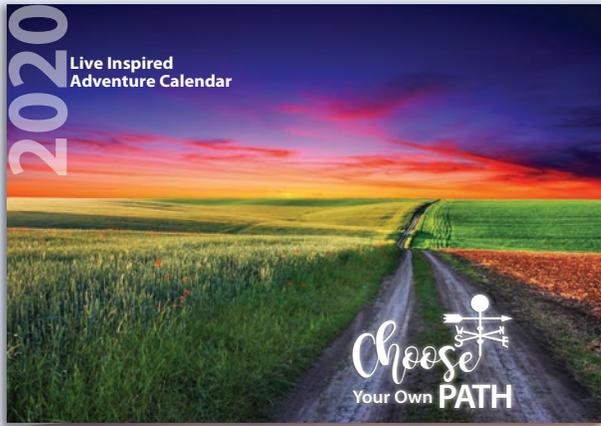
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IP is a well-being company whose mission is to improve business performance by empowering employees to live more purposeful, happier lives that optimize vitality, inside and outside of the job.

HEALTH & WELLNESS CALENDARS



LIVE INSPIRED WELLNESS CALENDARS

Share health and wellness tips that influence beliefs, shape behaviors and lead to successful wellness programs all year long!

Powerful Pictures and Inspiring Words

- Vibrant and appealing images capture attention and convey meaningful messages.
- Memorable images that show a concept and invite people to imagine themselves living out a positive behavior.
- Wellness content that people care about for total health and life improvement.

Relevant Content and Tangible Symbol of Care

- Self-care tips, monthly wellness challenges, recipes and health observance resources.
- Effective and inexpensive communication tool and wellness culture builder.
- Employees appreciate receiving a health and wellness calendar.

Environmentally Friendly

- Wall calendar printed on recycled paper.
- Electronic version syncs to Outlook, Google Cal and iCal.

Choose from 3 main print customization options:

- 1. Standard calendar with logo/custom text** on a 1 1/2 inch overhang tab visible every month. Add your branding, intranet or wellness website.
Black logo \$150 Color logo \$350
- 2. Inside back cover.** Display resources and programs available. **\$500**
- 3. Fully custom.** Replace or choose your own pictures or topics. Add your events to calendar squares. **Call for quote**

Online calendar personalization includes:

- **Your logo and unique URL link**
- **Administrator access** to add your dates and links.

Pricing

Wellness Wall Calendar

Quantity	Standard Unit Price
10-99	\$4.50
100-499	\$2.95
500-999	\$2.25

Online Calendar

\$2500 annual license
\$495 set up fee

Ideas to Distribute Printed Wellness Calendars:

Holiday gifts, health fair hand outs, open enrollment meetings, home mailers

IP ENGAGEMENT INTEGRATION

- **Prominently display and link to your wellness portal.**
- **Add dates of your wellness challenges or events.**

INSPIRATION

CUSTOM COMMUNICATIONS

PARTNER WITH THE IP CREATIVE TEAM

IP can support your communication and program marketing efforts in any mix with your internal team or other vendors.

Program branding/logo design

- Meaningful to match your organization's mission.
- Increase recognition and buy-in.
- Integrate to streamline.
- Combine all resources from internal programs and external vendors that fits your brand identity.
- Consistent and ongoing communications.

Pricing

\$500 includes a one hour brainstorming call to assist with ideas and identify color preferences and brand guidelines, 3 design options and 1 add edit or change. Additional edits or changes billed at \$75 per hour.

Combination of Graphic Design or Content Development

Graphic Design

Professional and clean designs that are attractive and impactful. Whether following your internal brand standards or creating a new look for your communications, we can design around any combination of your content and images or supply content and images.

Content Creation

IP combines evidence-based content with original creative writing designed to appeal to individuals on an emotional level to promote positive behavior change.

Ideas and Common Types of Communications (electronic and print)

- Program Resource Guides
- Roll out Introduction Announcements
- Social Media posts
- Postcards/ mailers
- Forms
- Emails

Pricing
\$75 per hour

IP ENGAGEMENT INTEGRATION

- Send IP the marketing pieces from your program partners to integrate with your brand and streamline your unique promotions.



CORPORATE WELLNESS PORTAL

MyWellSite - *Connecting It All!*

Wellness Portal HUB & APP - Tailored Online Solution

- **Choose the level of service** and options that fit your needs.
- **Challenges** and campaigns to practice healthy decisions and tracking behaviors to strengthen healthy habits.
- **Sync fitness devices and apps** - fully mobile responsive.
- **Incentive/reward tracking** to positively reinforce successes.

Annual Wellness Portal

License Includes:

- Your logo/branding
- Quarterly challenges
- Fitness device integration.
- Resource page: custom tab on your portal to include your company's benefits, links, resources, etc.
- Social networking: health buddies, message boards, group chats, teams and interest groups.
- Marketing flyer/poster and weekly challenge emails.
- Real-time reporting tool.
- Site user support.
- Filtered email engagement tool.

Pricing

Annual Access with Quarterly Challenges

Per USER - \$32 per user per year
Per ELIGIBLE - \$20 per eligible person per year (\$5000 annual min.)
Set up fee: \$750 - \$1195

Single Challenge

Per USER - \$18 per user (min. of 250 users)
Set up fee: \$245
Redirect website address: \$200 (website will be client owned)

Optional Tools/Service

Additional site configuration time: @\$150 per hour

- Custom challenges
- Advanced site customization (colors, photos, pages)
- Wellness score/incentive tracking

Additional challenges: \$750 per challenge

Forms (HRA, affidavits - self-reported): \$3 per eligible

- Uploads: \$750 per form

Incentive management: call for quote

Advanced communications: call for quote

- Prize announcements
- Template toolkits

Annual maintenance contract: \$5000

Challenge



CHALLENGES AVAILABLE

Physical Activity Challenges - Virtual adventures where activity earns participant's steps along a challenge map with points of interest or interactive engagement along the way.

- Walk Well
- Amazing America
- Around The World
- Rock Your Way To Wellness
- Get Fit on Route 66
- Jungle Journey
- Tread Carefully
- Race to Mount Olympus
- The Beat Goes On
- Oh What Fun (Healthy Holiday)
- Speed of Light
- Lost City Trek
- Get Fit Mystery
- Trek Nepal
- Game to Thrive
- Zombie Survival
- Move More Mystery
- Iceland Adventure

Healthy Eating Challenges

- Go Healthy Café
- Nutrition 101
- One Month Madness
- Wake Up with the World - Breakfast
- Eat A Rainbow
- Nourishing You

Healthy Weight Challenges

- Wacky World of Sports
- Lose Yer Booty
- Biggest Winner
- Hot Air Balloon Race
- Maintain Don't Gain (Holiday)

Well-Being Challenges

- Cool To Be Kind
- Good Night's Sleep
- Relationship Matters
- Quit Tobacco
- Filler Up H2O
- Mindful Minutes
- Summer Fun
- Road To Resilience
- No Time Like the Pleasant
- Smile For Success - Oral Health
- Beat The Flu



ONLINE WELLNESS ARTICLE LIBRARY

Health Library

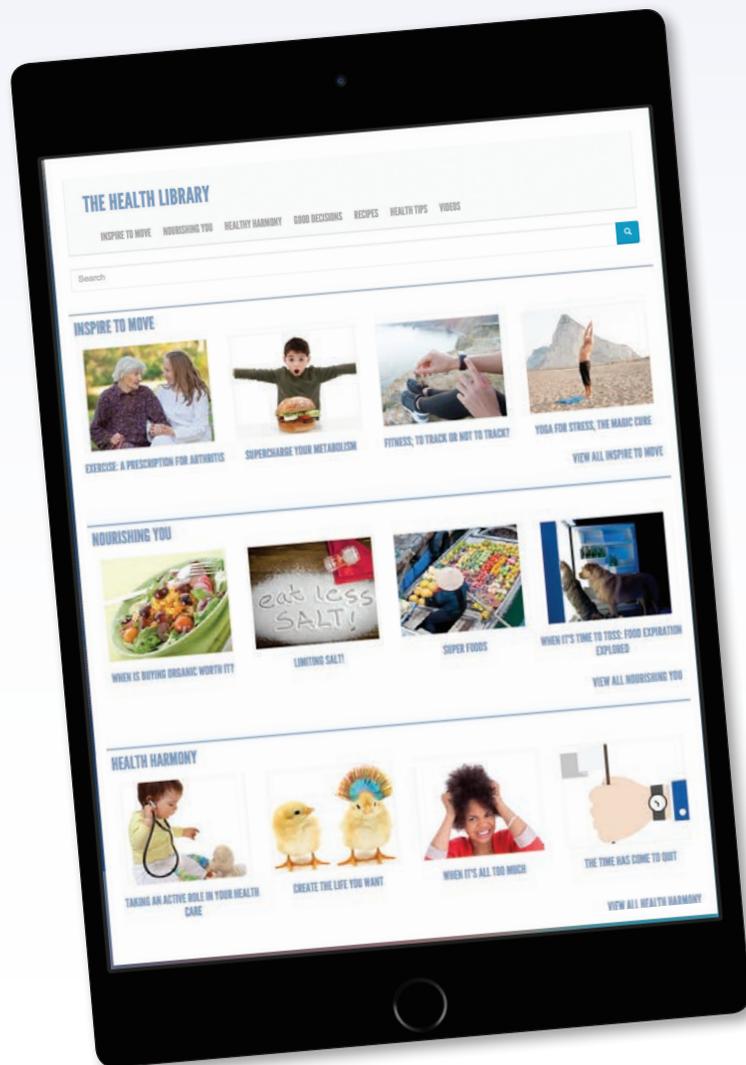
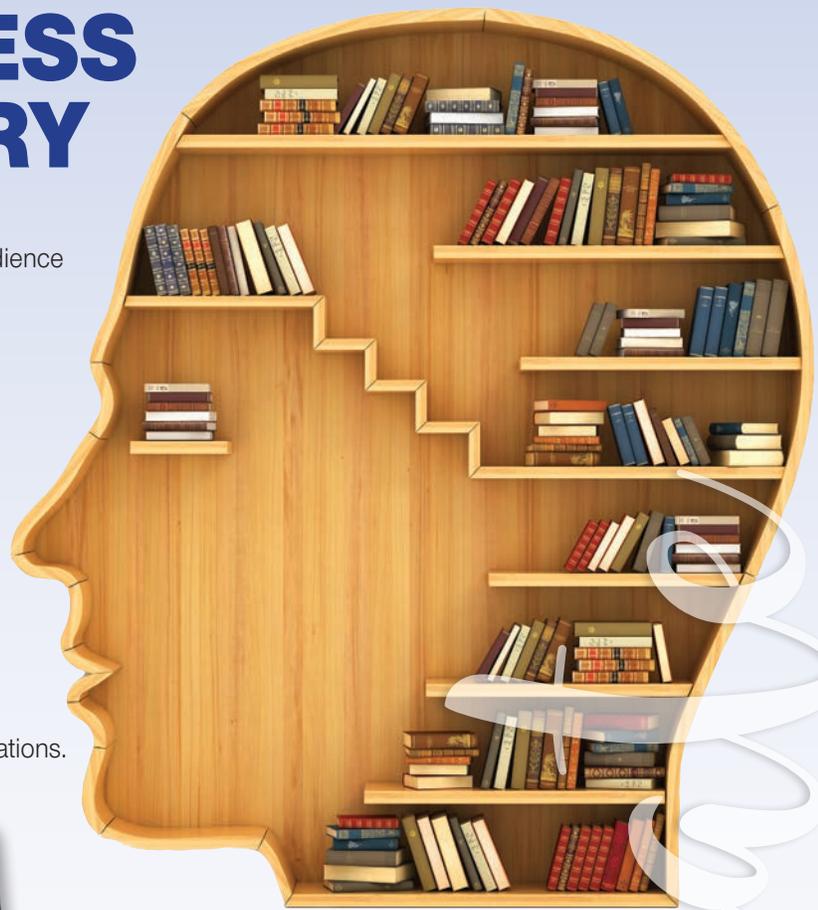
Embedded content for your internal web portal. Captivate your audience with positive messaging and regular updates.

Library Content Includes:

- Database of hundreds of concise, searchable articles of interest, featuring topics on all elements of well-being.
- Tasty and healthy recipes that are easy to prepare.
- Enough wellness tips to provide a tip per week for 3 years.
- Monthly e-newsletter in English and Spanish.
- Clever video clip tips that are entertainingly humorous with memorable messages.

Integrates seamlessly with any portal or website!

- Embed to any web page with a unique API key code.
- Licensed content to use internally to create your own communications.



Pricing

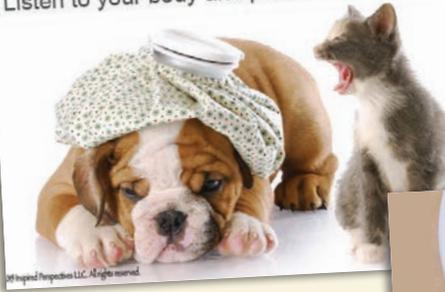
Number of Eligible Users	PEPY (per employee per year)
500-999	\$2.50
1000-2499	\$1.75
Add on to IP Portal	Ask about discount package
\$1250 per year minimum	

IP ENGAGEMENT INTEGRATION

- Add to your wellness or challenge portal for more reasons for participants to visit your site.
- Use database to pull and share content as desired to your employee population or groups.

HEALTH TIPS

UNDER THE WEATHER?
Resting will help you get well.
Listen to your body and practice self-care.



Food is NOT Love
Are you really hungry? Or do you just need a hug?

WEEKLY WELL TIPS

Market your wellness culture frequently with inspiring well-being messages that get attention. Delivering frequent messages that are:

- Concise
- Memorable
- Action Oriented

"Relevant and simple messages to make health a priority!"

Enough wellness messages to send one per week for a year!

Combine words and images for meaningful messages that create positive mindset. 3 Sets of 52 Tips

Pricing

1 Set: \$365 (52 tips/1 year)

2 Sets: ~~\$730~~ discounted rate: \$650 (104 tips/2 years) - reflects over 10% discount

3 Sets: ~~\$1095~~ discounted: \$875 (156 tips/3 years) - reflects 20% discount

Personalization Options: Add your logo to individual tip images for \$295 per set

Delivery Options

- JPG files delivered via thumb drive or file transfer - no cost
- Bulk email delivery to individuals - call for pricing

How To Utilize:

Post images on websites, social media, email, include in posters/flyers, newsletters or add to any communication.

IP ENGAGEMENT INTEGRATION

Choose tips to add to your Healthy Perspectives Digest, add to your online wellness portal, use as ongoing tips to peak interest and engagement in wellness challenges.

PASSION LED US HERE

MONTHLY HEALTH OBSERVANCES

Monthly Inspiration e_Mailer

KEEP THE MOMENTUM GOING in your wellness marketing strategy with a motivating topic of the month communication.

Includes:

- Health Observances
- Topic of the month
- Healthy Reminders
- Recipe



Delivered in PDF file that can be:

- Emailed
- Posted online
- Print to display in breakrooms or restroom stalls.

Personalize by adding your logo, reminders or events!

Distribute to your employees, clients, patients, or community.

Annual Subscription includes 12 monthly one-page Inspiration e_Mailers with your logo.

Pricing

Annual Subscription: \$1800 per year (includes logo)
 Personalized Healthy Reminder Section: \$600 per year.

MARCH NATIONAL NUTRITION MONTH

Enjoy the LITTLE things

SELF-CARE TIP: Practice Mindful Eating.

Savor The Flavor
MARINATE. Marinades can make food more flavorful as well as tender, before adding it to the grill or pan.
PAN SEAR meat, poultry and fish on high-heat to brown meat and intensify flavors.
 Just because something is good for you doesn't mean it can't taste good, too. Creating flavors you crave will empower you to eat well without sacrificing the taste. Here are a few methods to prepare flavorful food:
CHALLENGE: PREPARE AT LEAST ONE FLAVORFUL MEAL AT HOME.

BALSAMIC VEGGIES
 1/4 cup olive oil • 2 tbsp balsamic vinegar • 2 cloves garlic, minced • 1/2 tsp dried thyme • 1/2 tsp dried parsley
 1 tsp hot sauce • salt and pepper • 2 yellow squash, sliced
 2 red bell pepper, sliced • 1 eggplant, cubed
 In a medium bowl, whisk together the oil, vinegar, garlic, thyme, parsley, hot sauce, salt and pepper. Place the veggies into the marinade and refrigerate for at least 30 minutes. Roast in oven at 425° or grill for 7-10 minutes each side.

Healthy Reminders:

- Get regular vision/eye exams.
- Adults over the age of 45 should be screened for colon cancer. Ask your doctor which screenings are right for you.
- Make half your plate fruits and vegetables and read food labels.

OTHER MARCH HEALTH OBSERVANCES: Colorectal Cancer Awareness | National Kidney | Save Your Vision

APRIL DISTRACTED DRIVING AWARENESS MONTH

SELF-CARE TIP: Create a short, easy bedtime routine.

as drivers distracted by smart phones and devices. Aim to stay aware by:

- Turn off electronics one hour before bed. The light from the TV and our devices is signaling our brain to be alert and that is the wrong message.
- Exercise 30 minutes a day. Physical activity improves sleep quality and mood.

CHALLENGE: GET AT LEAST 7 HOURS OF SLEEP PER NIGHT

OTHER APRIL HEALTH OBSERVANCES: National Cancer | National Colorectal Cancer Research | National Kidney | Save Your Vision

EGG SALAD

6 hard boiled eggs • 1/4 cup non-fat Greek yogurt
 Diced celery • 1 tsp of Dijon mustard
 Salt and pepper to taste
 Peel and roughly dice eggs and add to mixing bowl with additional ingredients and stir to combine.
 Serve on wheat toast, pita, crackers or on a bed of lettuce.

OTHER APRIL HEALTH OBSERVANCES: National Cancer | National Colorectal Cancer Research | National Kidney | Save Your Vision

Healthy Reminders:

- Don't multi-task when driving. The human brain can't do two things at the same time.
- Save a life. Don't drink and drive. Nearly 90,000 every year from alcohol-related deaths.

Strategy

CONSULTING

IP delivers solutions tailored to the unique needs of your organization.

Improve Business Performance . . .

by empowering employees to live more purposeful, happier lives that optimize vitality inside and outside the job.

Strategic Plan Design

Use our experience to your advantage to create and or update your corporate well-being program.

- Assessment and integration of current programs internal and external.
- Create program objectives to align and integrate with companies overall mission.
- Design motivation plan including incentive structure and culture and partnering to formulate an integration plan in partnership with brokers and consultants.
- Consolidate and streamline creative communications that highlight and increase engagement in all relevant resources.

Pricing

\$100 per hour with discounted package service bundles.

IP ENGAGEMENT INTEGRATION

- **Design branding for communications, incentive and promo items.**
- **Promote programs, benefits and feature employee testimonials in the monthly wellness newsletter.**
- **Highlight wellness portal through wellness calendars to increase engagement and create healthy mindset.**



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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.



INCENTIVE & PROMO ITEMS

Positive Psychology tells us that . . .

The CHANCE to earn an incentive is AS MOTIVATING to most people than directly receiving a reward. Providing small non-cash prizes to participants who perform a target behavior, based on meeting a goal, is an exciting motivator to drive value.

People will strive for something they desire!

The uniqueness of non-cash incentives makes workers feel more valued. People will work harder to obtain a reward that helps them feel appreciated.

Answer a few questions to help our experts make recommendations:

1. What event or program do you need items for?
2. How many people or items will be distributed?
3. What is your per person budget range?

Your IP Product Specialist will create a menu of creative choices and price options matching the theme and topics of your events or programs.

Pricing

Based on quantity and items of interest. Call for quote

Delivery

Bulk shipping or individual fulfillment

One invoice + one contact = less hassles

Pick the right external motivators to push internal motivation and drive.

IP ENGAGEMENT INTEGRATION

- Offer weekly prizes in wellness challenges to participants who reach a minimum goal - announce winners via system email or post on challenge site message board.
- Promote incentives/prizes in monthly Digest.
- Highlight testimonials from prize winners with pictures and how they are using the prize towards their goals.



External Motivation

ONSITE SEMINARS



Healthy Seminars (1 hour): \$695 per

Designed to educate and motivate positive behavior change.

Cancer Prevention: All About Antioxidants	Emotional Eating
Diabetes and Your Diet	Food and Mood
The DASH Diet to Lower Blood Pressure	Mindful Eating
Bone Up On Your Diet: Osteoporosis	Nutrition Fads and Facts
Sweet & Salty: What You Need to Know About Sugar and Sodium	Supermarket Savvy
Cholesterol: All You Need to Know	Whole Snacks and the Perfect Portion
Eating or Energy	Healthy Holiday Dining
Eat This Not That for Healthy Weight	Woman's Health 101
Brain Foods: Feed Your Body, Fuel Your Brain	Men's Health 101
Build a Heart Smart Pantry	Holiday Survival Guide
Clean Eating for Optimal Health	Goal Setting and Making Resolutions that Stick!
Anti-Aging Eating	Sleep 101
Eating Right on the Run and On a Budget	DeStress at Your Desk
	Manage Stress for Optimal Health
	Mindful Meditation
	Staying Strong and Resilient

Snack and Chat Seminars (1 hour): \$875

Spice up your seminar with these interactive snack prep and tasting.

Attendance is limited to 25 per seminar.

Includes: Resource education materials, recipes, one menu section and product display.

Power Eating with Dips at Your Desk

Menu Selections: White Bean Dip with Pesto, Spicy Nut Butter

Display: Power Snack Portion Sizes (Nuts, Cheese etc...)

Eat this Not That with Regional Take Out

Menu Selections: A Taste of Thai

Display: Fat and/or sodium content of international cuisines

Cooking for Wellness with Seasonal Salads

Menu Selections: Bulgar Wheat Salad with Orange Balsamic Dressing

Display: Heart Smart Pantry

Gluten and Grains

Menu Selections: Farro Salad

Display: Variety of raw whole grains with cooking instructions

Everything You Need To Know BBQ

Menu Selections: Grilled Fruit with Vanilla Yogurt and Pistachio Crumble

Display: Best grill sauces and spices

IP ENGAGEMENT INTEGRATION