



Benessere organizzativo

Dalle linee guida alle applicazioni pratiche

TECHNOGYM[®]

The Wellness Company™



Il concetto di Wellness



**I benefici dell'attività
fisica**



Alle Aziende Conviene?



Case studies



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WELLNESS LIFESTYLE



GLOBAL AWARENESS



E sul posto di lavoro ?



✓ **|| 90% of manager is out of shape**

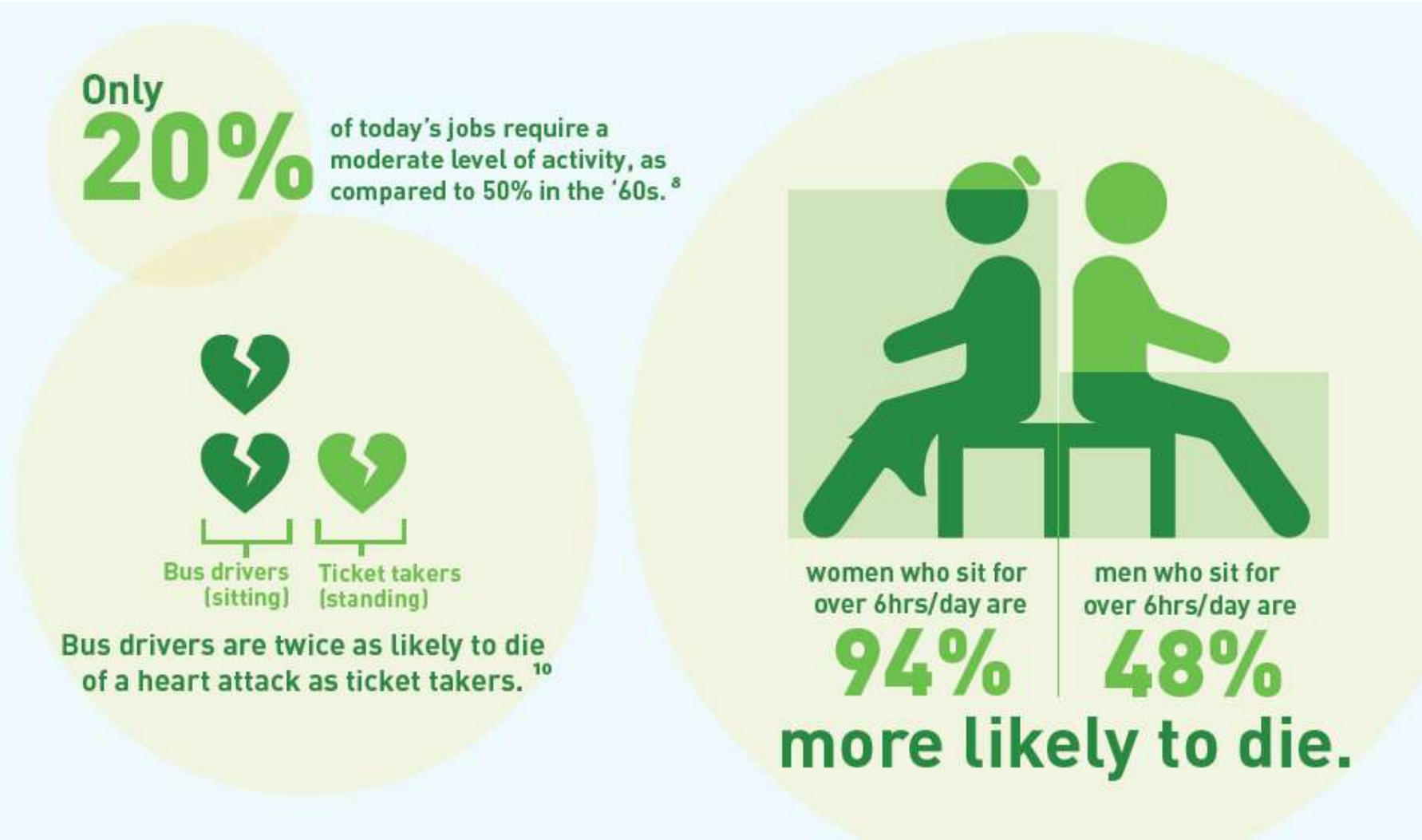
WEF, Healthy WorkForce

✓ **|| 50% of absenteeism is related to preventable disease**

✓ David Chenowit, Ph D "Worksite Health Promotion" 1998



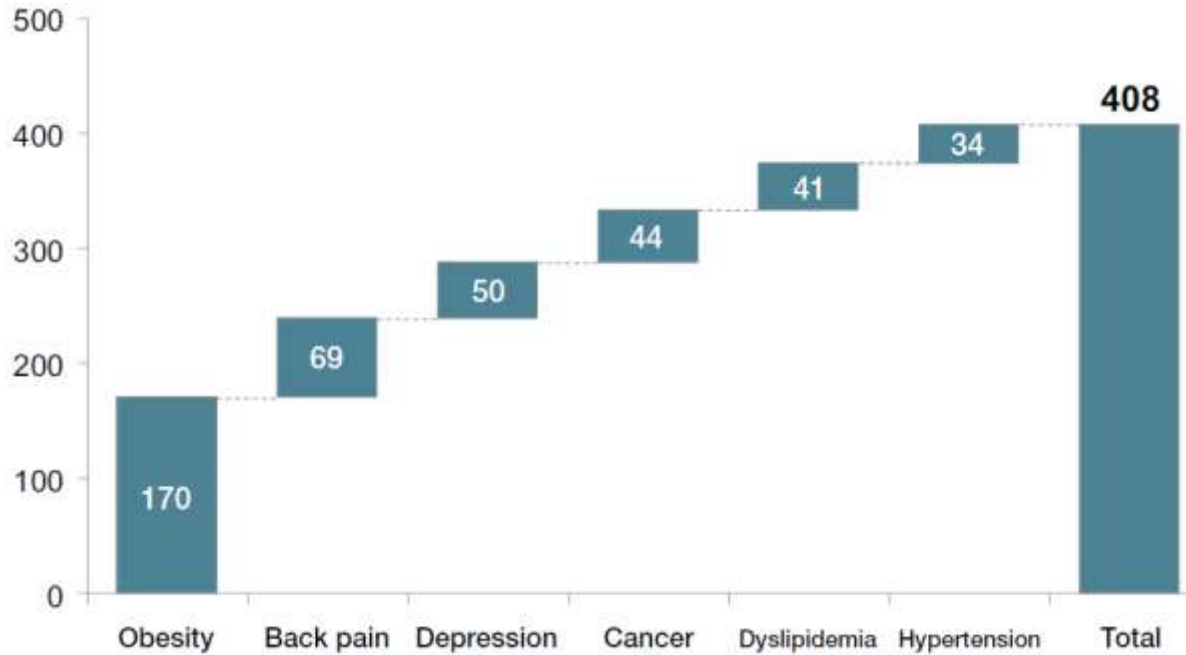
La tua organizzazione è immobile. In senso letterale!



THE BURDEN OF PHYSICAL INACTIVITY

Major chronic conditions

Five-year cumulative medical and productivity costs (\$M)



'With access to over 54% of the global adult population, employers are well positioned to make a valuable contribution to the battle against NCDs by taking measures to improve the health of their workforces.'

The Workplace Wellness Alliance. Delivering on Health and Productivity. Geneva, World Economic Forum 2011.



Simulation details: company size: **10,000 employees**

CORPORATE WELLNESS

THE BURDEN OF PHYSICAL INACTIVITY

A **Corporate Wellness Programme** targeting just **three** risk factors – physical inactivity, poor diet and smoking – would produce net savings of **\$22** million (company size: 10.000 employees).

The workplace Wellness Alliance. Delivering on Health and Productivity. Geneva, World Economic Forum 2011. World Economic Forum 2010



Industry Agenda

The Workplace Wellness Alliance Investing in a Sustainable Workforce

In collaboration with The Boston Consulting Group



Alle aziende conviene investire in wellness?

I dati pubblicati dimostrano che i valori di ROI variano
da US \$ 1:1 a US\$ 20:1

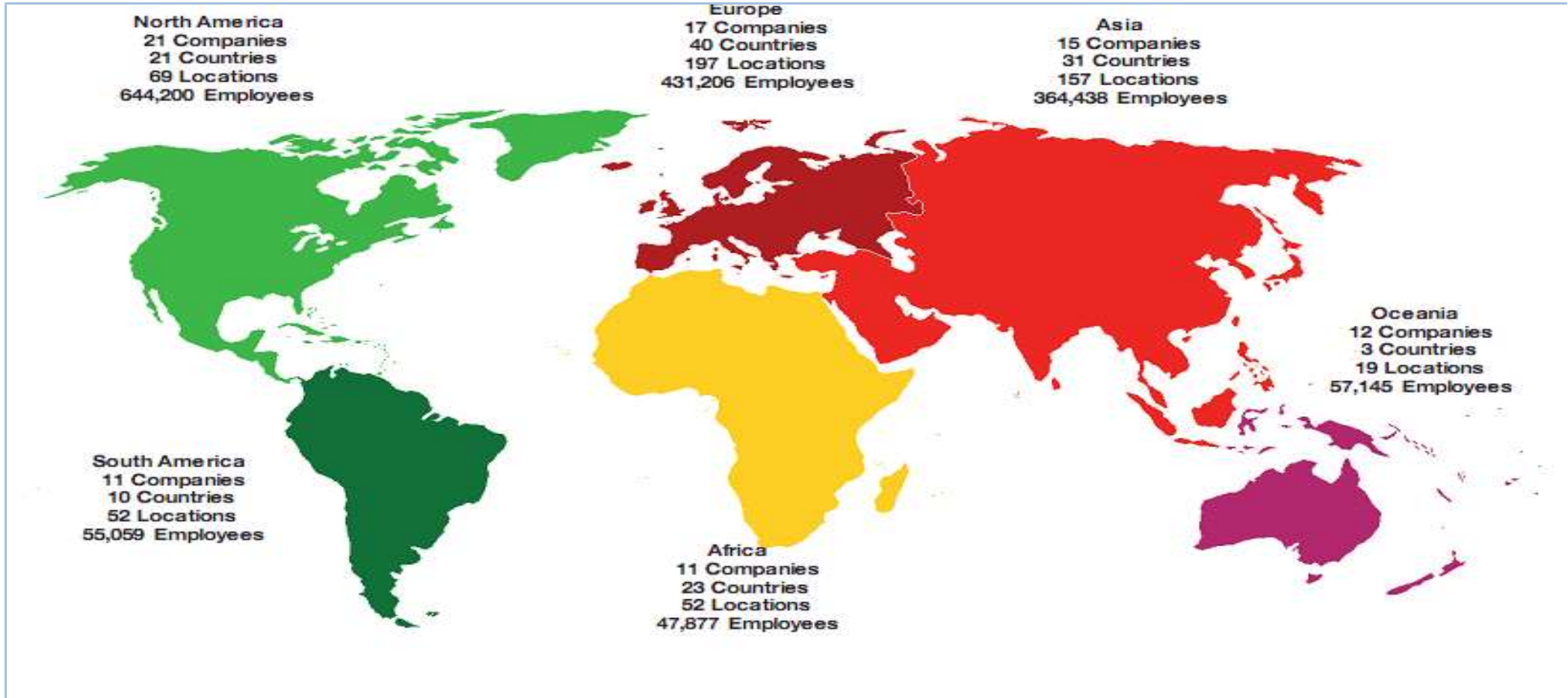
(Alliance for Wellness ROI, Inc. 2008)

Una iniziativa del World Economic Forum



‘There is a lack of standardization of workplace wellness metrics and methods to calculate ROI’.

Il progetto della Workplace Wellness Alliance





10th Annual IHPM EU Health & Productivity Forum
October 13-14, 2014 | Technogym | Cesena, ITALY

<http://www.ihpm.org/conferences/>

A Case Study: CERNER



A Case Study: CERNER – Il progetto



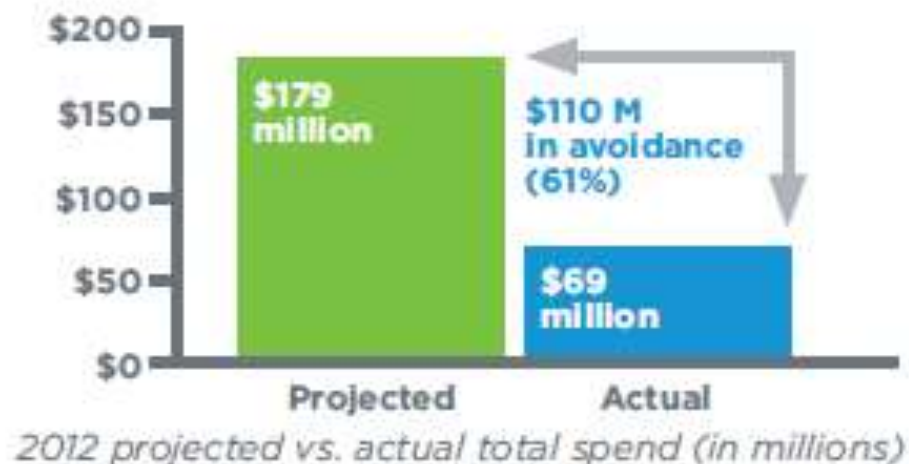
A Case Study: CERNER – Le attività



A Case Study: CERNER – I risultati www.CernerHealthBrief.com

We're making smart investments to help Cerner and our members in the long-term.

In 2002, we recognized we were on an unsustainable path and estimated we'd have a total spend of over \$179 million in 2012 if we didn't make a change. With the investments we've made since then, our actual results in 2012 came in \$110 million under that projection.



Un risparmio di circa \$ 6470 a dipendente

L'esperienza Technogym



CORPORATE WELLNESS PROGRAMME

Programme workflow

1 Assess



The first step is evaluating employee needs and health risk levels for the creation of a successful programme

2 Prescribe



A dedicated intervention is tailored based on the results

4 Manage



Data collection and evaluation are fundamental to ensure that maximum value is obtained

3 Reward



Challenges and rewards are crucial in order to keep motivation and participation at a high level



Your company can be a great workplace, and as your Wellness Business Partner, we can help make this happen.
www.greatplacetowork.com

Visita medica



L'esercizio Aerobico



L'esercizio di forza



Gli esercizi funzionali



L'esercizio all'aperto



Il Wellness Restaurant



Il Wellness Restaurant



Attivi sempre



RECREATIONAL SPACE A small library, a computer and a games room are excellent solutions to help your staff relax and socialise.



SPORTING ACTIVITIES Promote sports activities during lunch hour. Organise indoor contexts and outdoor activities such as running, cycling and fitness classes.



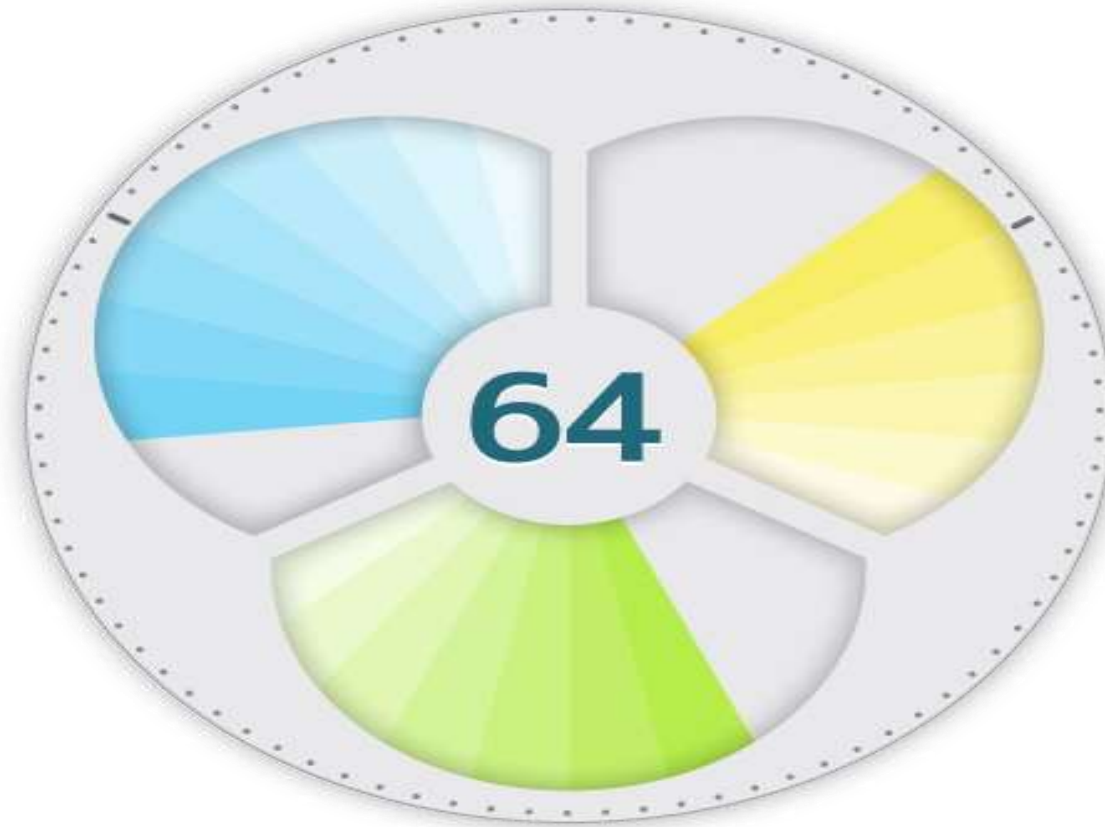
HEALTHY SPACE Make sure your restaurant or cafeteria serves healthy, balanced meals, including vegetarian and organic options.



INFORMATIVE SPACE Promote healthy living throughout the company making use of our educational material and marketing tools.

Conviene? Il Technogym Wellness Index

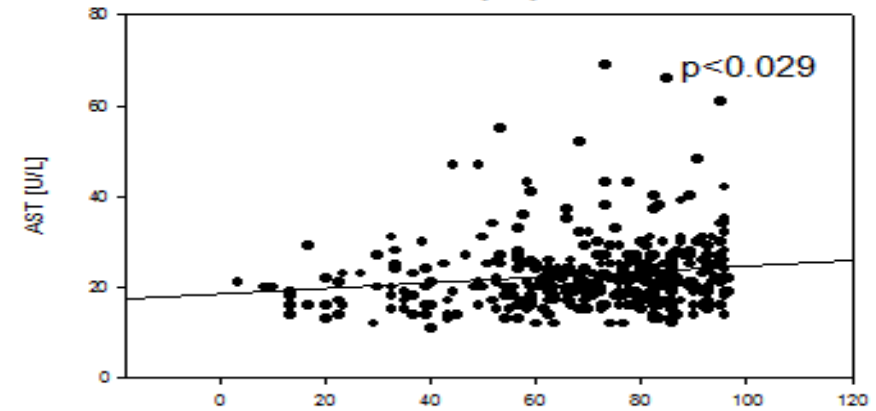
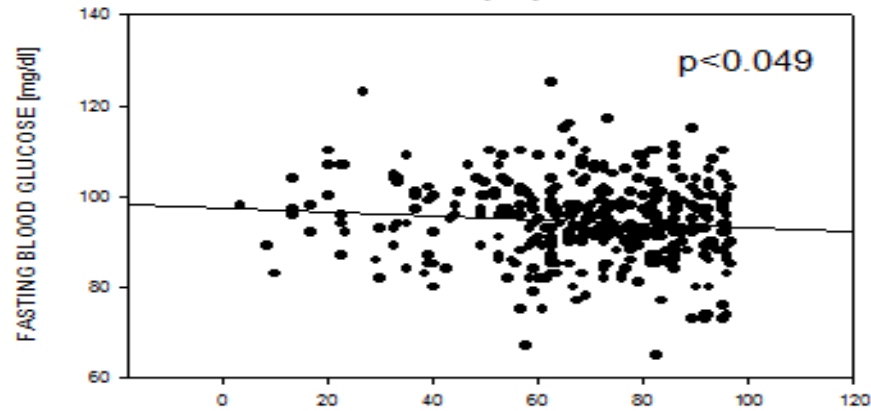
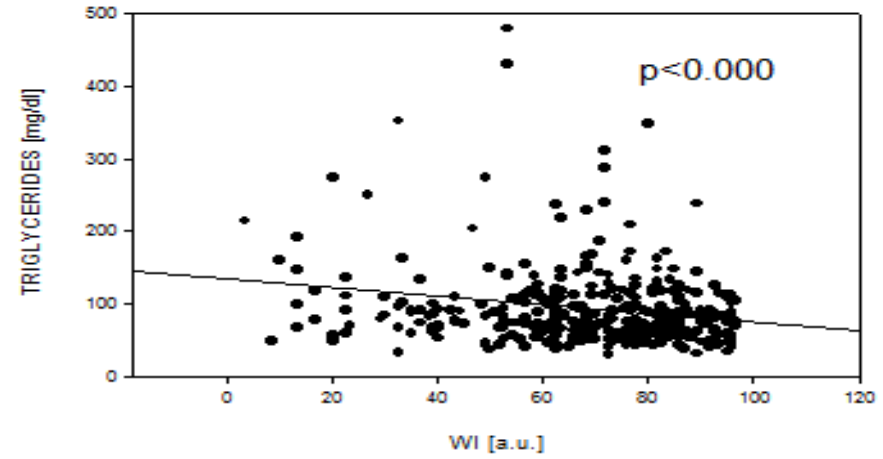
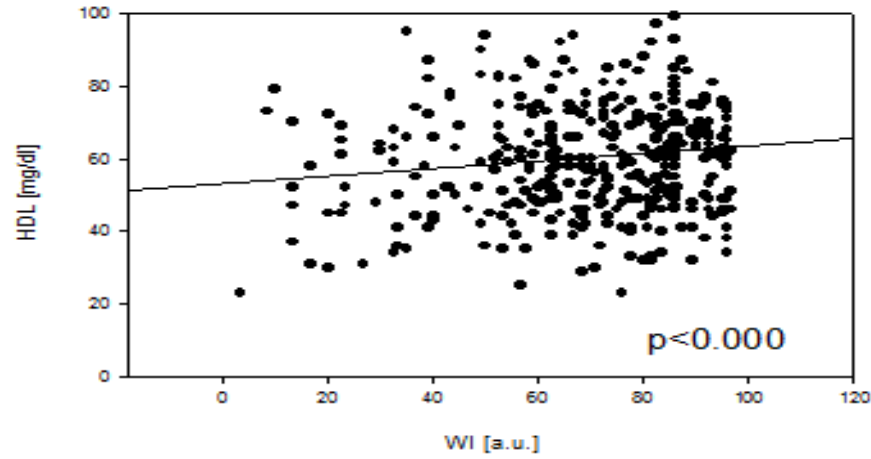
Movement



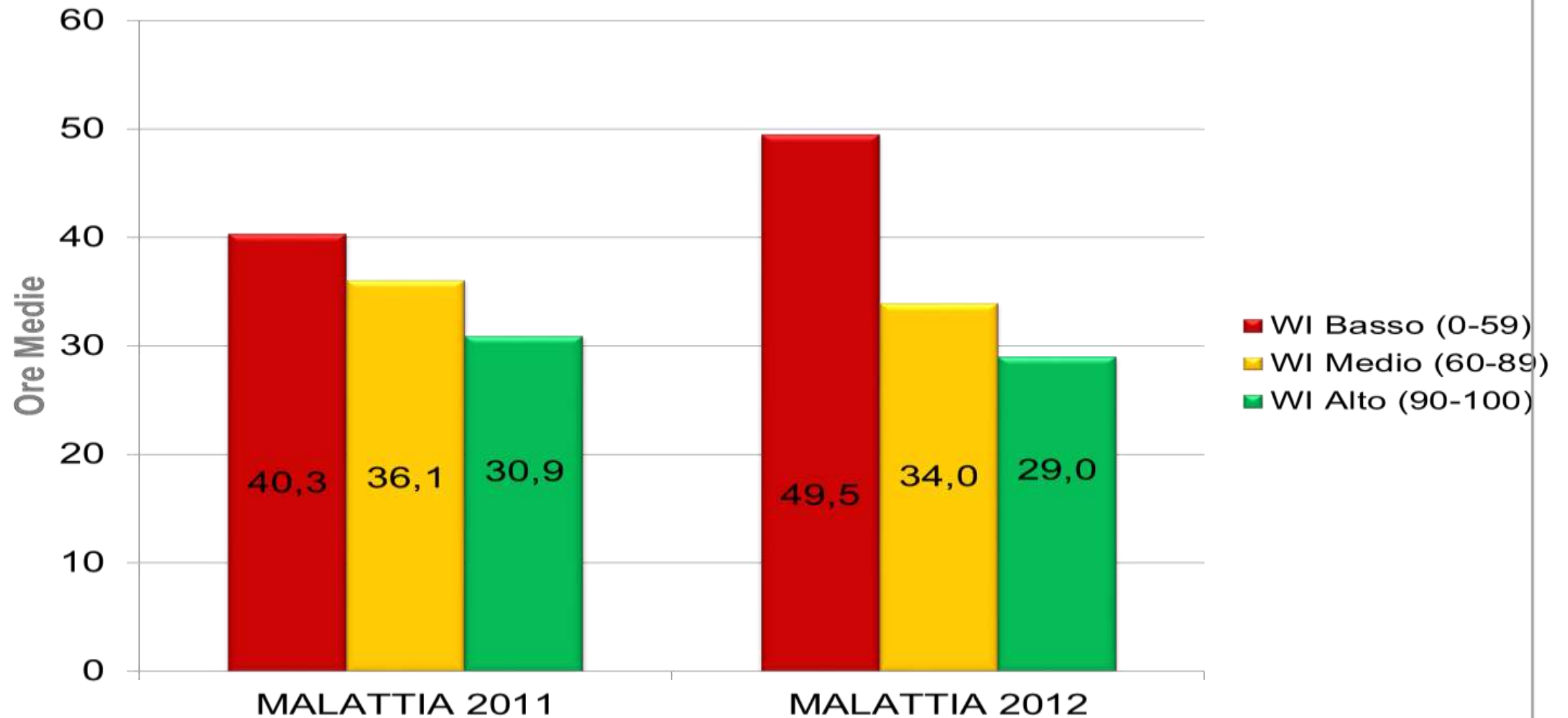
Relax and Wellbeing

Nutrition

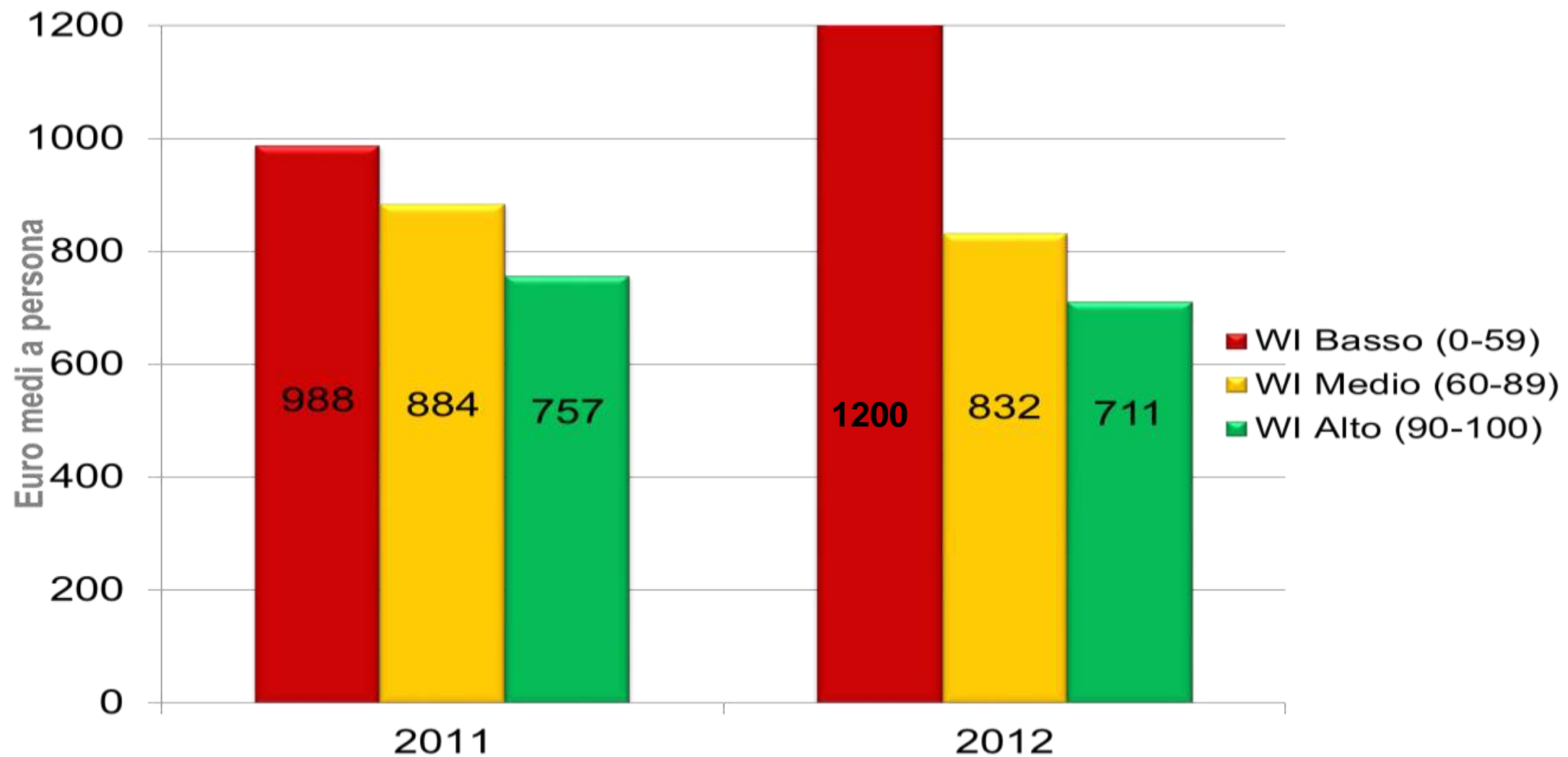
Wellness Index: Validazione vs dati clinici

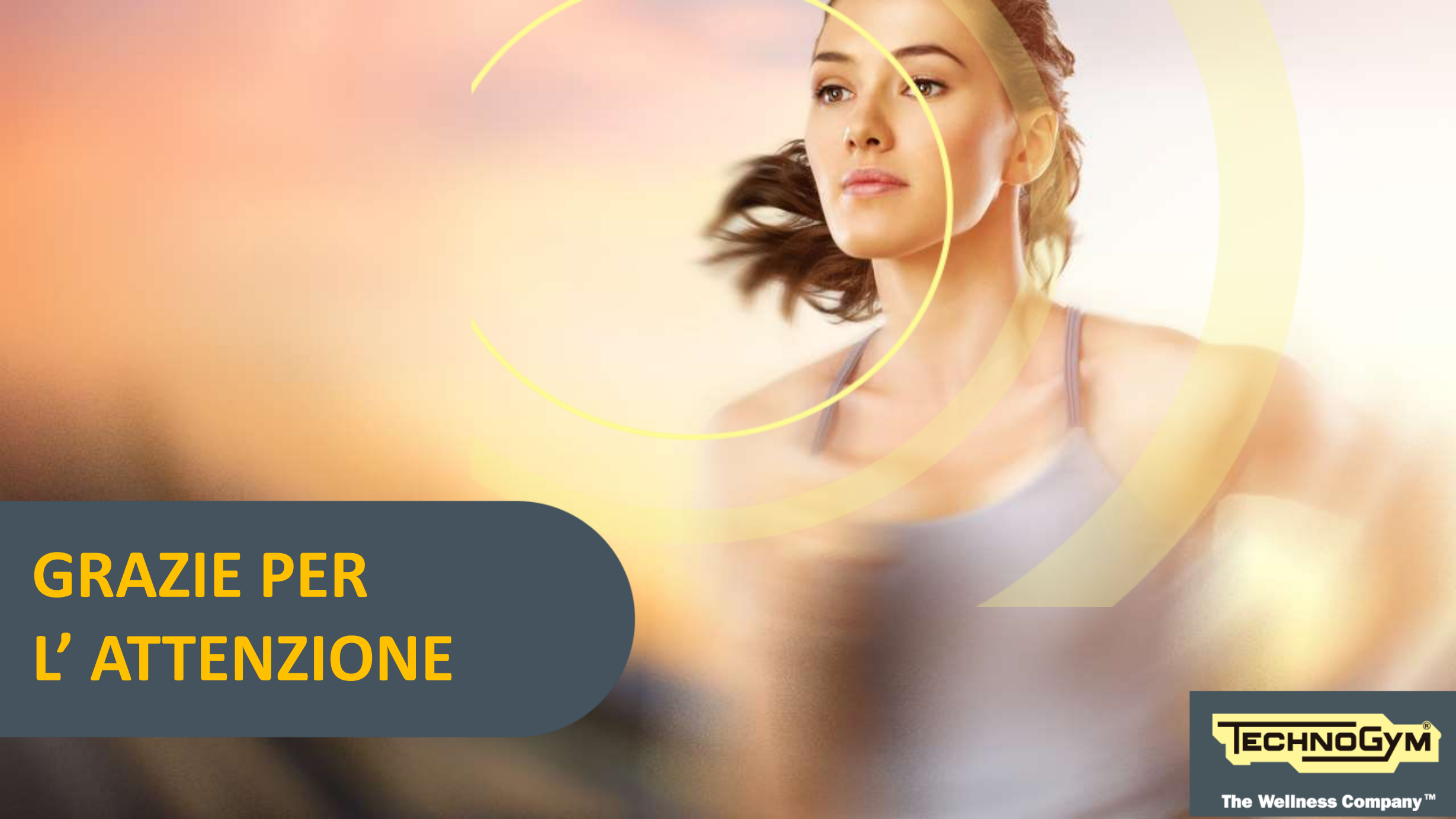


Wellness Index vs ore di malattia



Wellness Index vs costo aziendale per assenteismo





**GRAZIE PER
L'ATTENZIONE**

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