



# Benessere organizzativo

Dalle linee guida alle applicazioni pratiche

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The Wellness Company™



**Il concetto di Wellness**



**I benefici dell'attività  
fisica**



**I programmi di Corporate  
Wellness**



**Case studies**



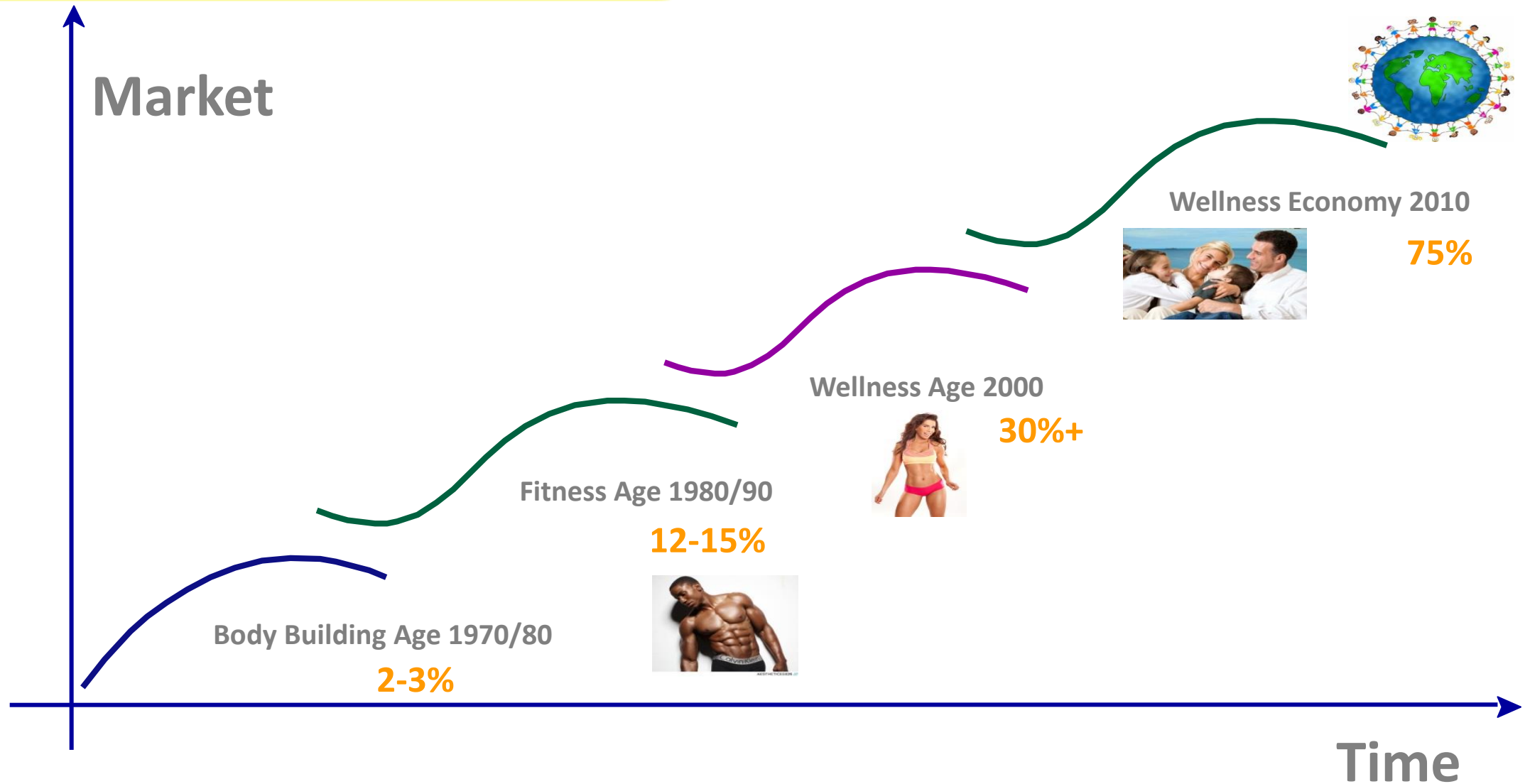
**TECHNOGYM<sup>®</sup>**

**The Wellness Company™**

# WELLNESS LIFESTYLE



# L'EVOLUZIONE DEL SETTORE







...alle strategie pubbliche

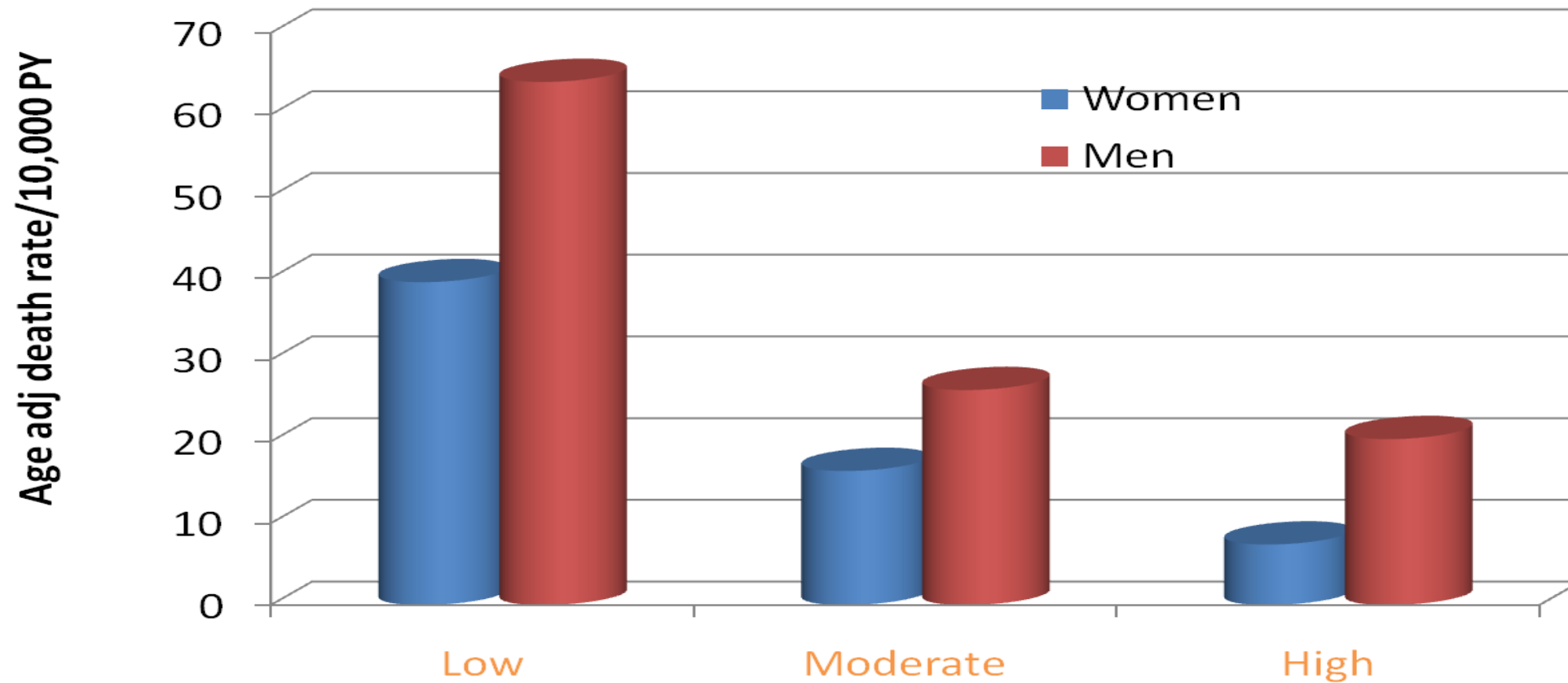
*1996*

## Surgeon General's Report



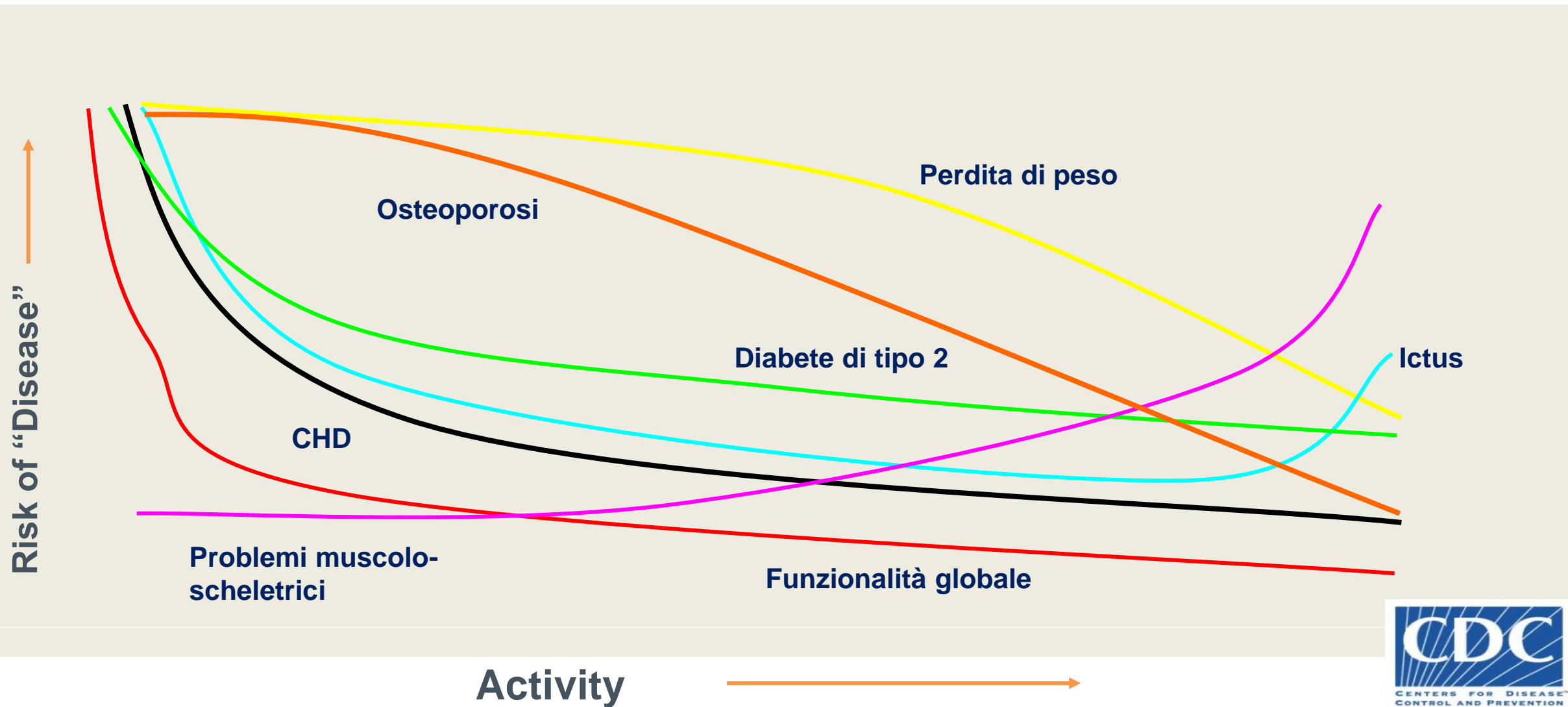
The Surgeon General  
has determined that lack  
of physical activity is  
detrimental to your health.™

# Uno studio fondamentale





# Inattività fisica e salute





# Il corporate wellness, una soluzione?



# Alle aziende conviene investire in wellness?

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

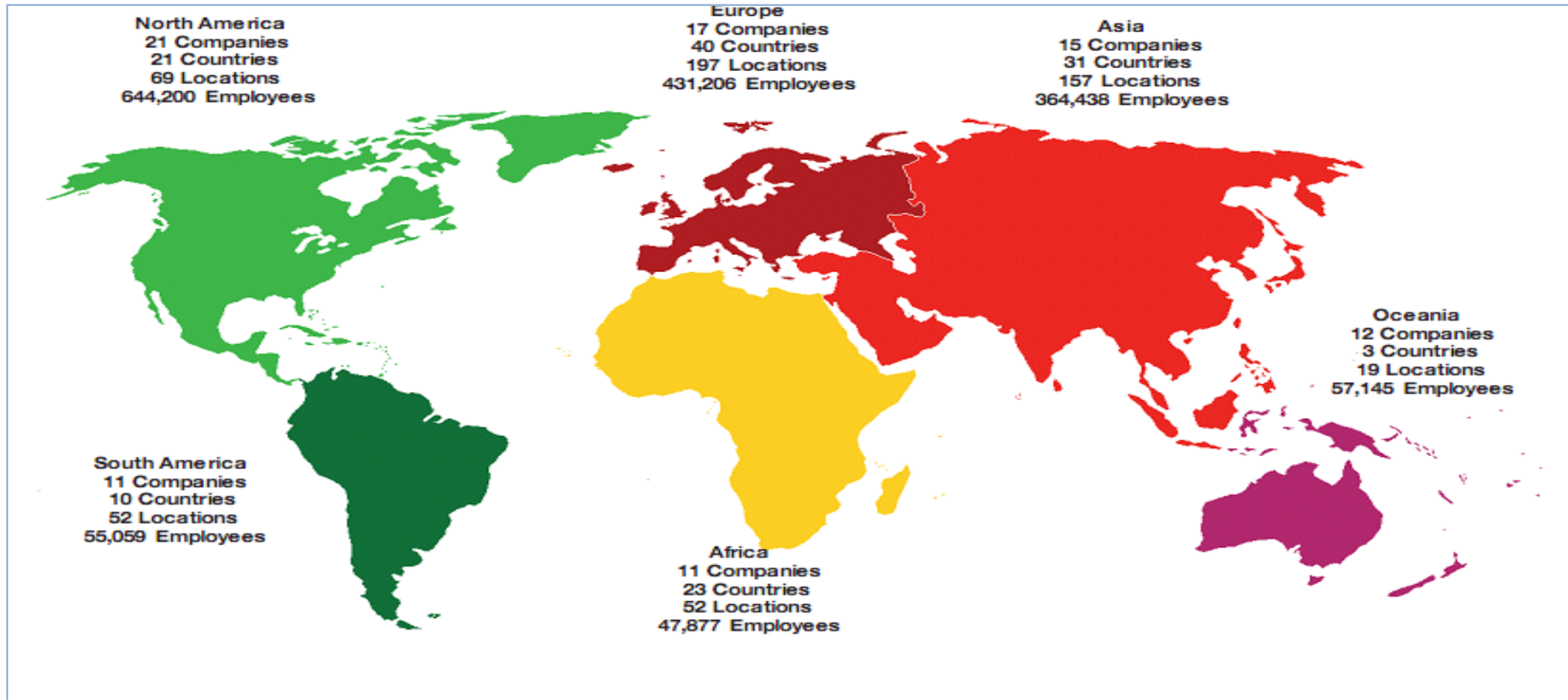
(Alliance for Wellness ROI, Inc. 2008)

# 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





# A Case Study: CERNER



# A Case Study: CERNER – Il progetto





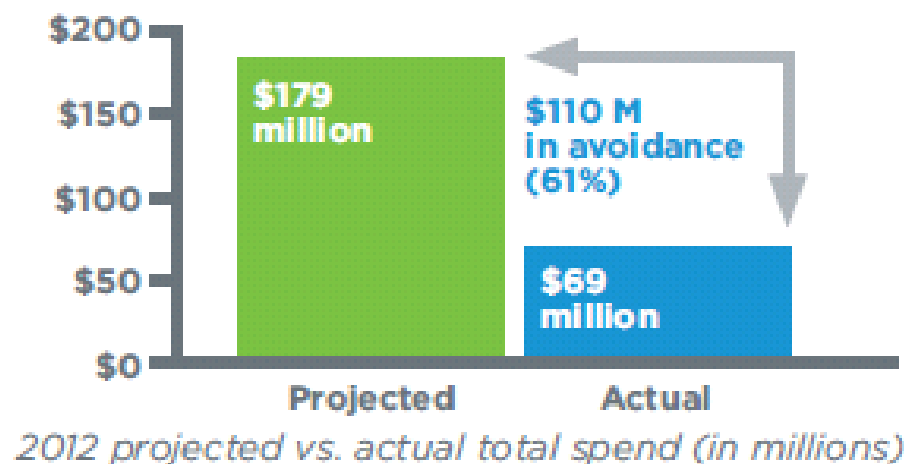
# A Case Study: CERNER – Le attività



# A Case Study: CERNER – I risultati [www.CernerHealthBrief.com](http://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

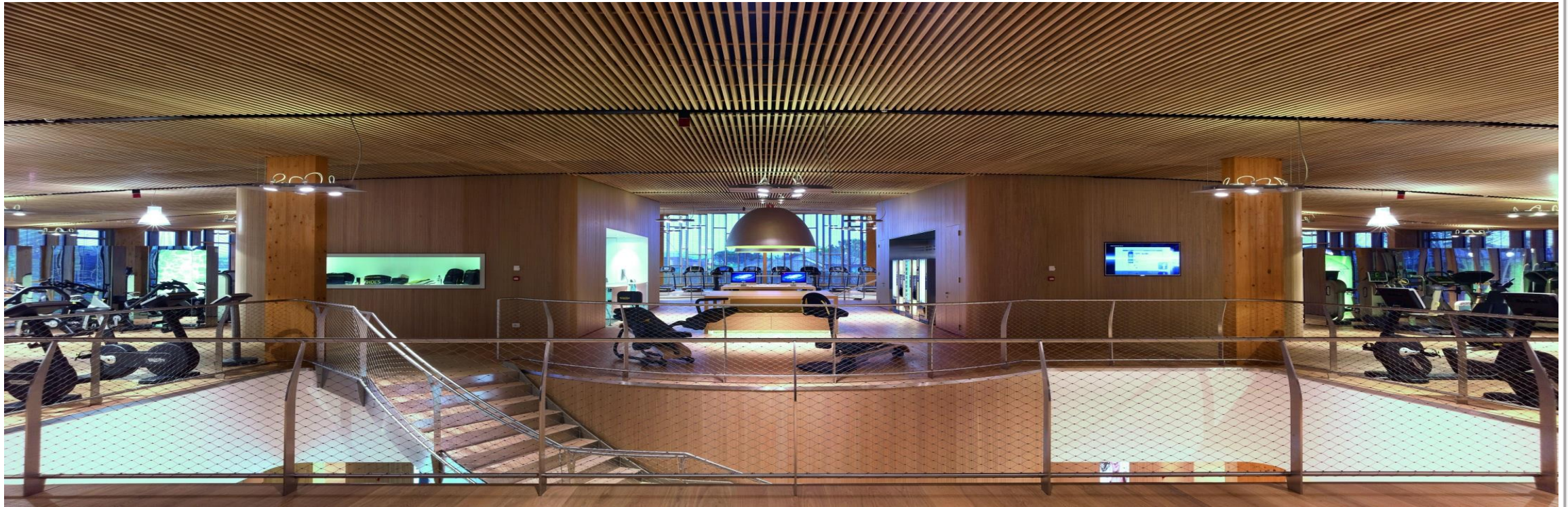


# Visita medica





# Visita medica





# L'esercizio Aerobico





# L'esercizio di forza





# Gli esercizi funzionali





# L'esercizio all'aperto



## II Wellness Restaurant





## II Wellness Restaurant





# Office workout





# Office workout





# 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.



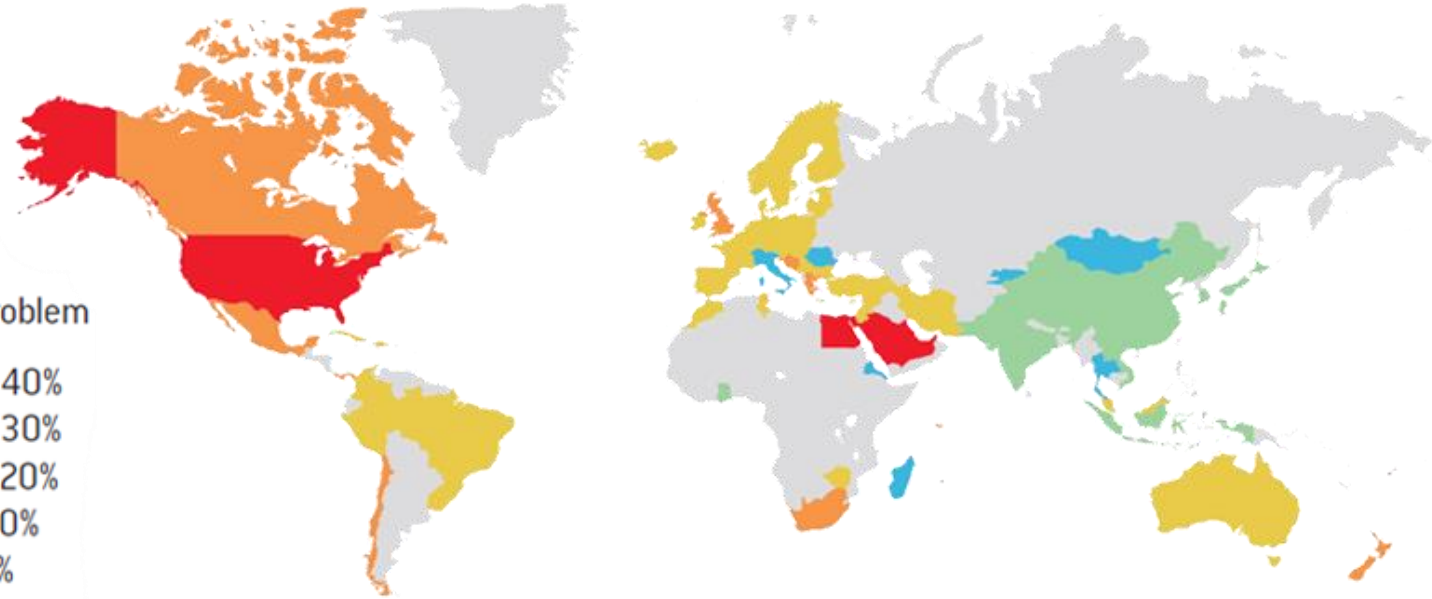
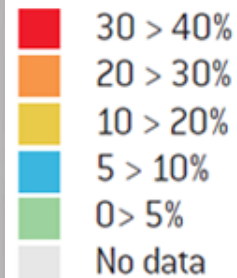
**INFORMATIVE SPACE** Promote healthy living throughout the company making use of our educational material and marketing tools.



# Star Bene Convienne



The Global Obesity Problem



Human beings were **born to walk and move**

**Technology** and **automation** have made the world's population far **more sedentary**

**Obesity, hypertension, heart diseases** are global social issues

**"Globesity"**: in 2008 the number of overweight people exceeded those suffering from malnutrition



**GRAZIE PER  
L' ATTENZIONE**



**The Wellness Company™**