



Corporate Fitness and Wellness Program



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About iBodyFit.com

Since 2006, iBodyFit.com has pioneered the online fitness community by offering professional fitness tools to everyone with internet access. iBodyFit members have access to a large variety of online workout videos, instructional exercise videos, custom diets, online yoga and Pilates classes as well as support and advice from fitness professionals. iBodyFit.com is an all in one shop providing individuals everything they need on their journey to living a healthier and more active life.

Recently, iBodyFit.com launched a Corporate Fitness and Wellness Program to help increase company's morale and productivity while improving the individual health of all employees. The iBodyFit Corporate Fitness and Wellness Program gives employees the opportunity to lead healthier lives all while decreasing the overall health costs of corporate healthcare. Our program gives members the ability to access all iBodyFit resources from any device, at any time. This helps eliminate the excuse of inconvenience and fatigue that most corporate employees feel after a long day at work. Our program is also specifically designed to engage and motivate employees through tools proven effective by the iBodyFit trainers including fitness challenges and daily health trackers.

The Corporate Program offered by iBodyFit is a unique and effective wellness tool for any company. We are constantly improving, updating, and adding new and exciting videos all while providing state of the art support from fitness professionals during all hours of the day. By partnering together, iBodyFit.com will be able to create the most personalized and effective wellness program for your companies specific needs.

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Project Proposal

Executive Summary

According to the Center for Disease Control, companies spend over 154 billion dollars in health care costs, absenteeism and lost productivity due to overweight, obese and chronic health conditioned employees annually. The average company spends an extra \$1800 per year per unfit employee. The numbers are startling and the costs are escalating year over year. iBodyFit online fitness program will help your corporation cut unnecessary health care costs while promoting good health, motivation, morale and team work.

Project Proposal

iBodyFit understands that it is difficult to get in shape while keeping the demands of a full time job. iBodyfit online corporate fitness plans offer tools and motivation skills to get employees fit and accountable. Online workouts, custom diets, professional fitness advice, tutorials challenges and rewards.

Project Overview

We know you're busy with work. iBodyFit online corporate fitness plans let you focus on work while we motivate your employees through online workouts, exercises, diets, fitness trainer advice, yoga, Pilates & more. Plans are designed to keep workers informed, accountable and fit...and save you money

iBodyFit.com Corporate Program Strengths



Online Workout Videos

- Over 400 online workouts
- 1,000 exercise demo's
- Fitness for all levels
- Equipment &
- Body weight workouts
- Yoga and Pilates
- Travel Workout

(Project Proposal Cont'd.)

Custom Diet Plans

- Over 40 diets
- Low fat / weight loss
- Gluten Free
- Vegetarian, Organic & Vegan
- Customizable



Professional Trainer Support

- You're never alone
- Email, text call a trainer
- Specific, sound and professional advice
- Daily responses

Continuous Evolution

iBodyFit.com's Corporate Fitness and Wellness Program is constantly improving, growing and evolving to keep pace and sometimes be one step ahead of the fitness industry. This continues to keep employees abreast of the latest fitness facts and studies as well as excited to workout, unlike crowded gyms and repetitive workout DVDs. It is as if users have their very own personal trainer in their living room every single day. This unique opportunity cannot be matched in a gym and is available in the comfort of one's home.

iBodyFit.com Motivational Tools

Fitness Challenges

iBodyFit.com's Corporate Fitness and Wellness Program comes with tools designed specifically to help motivate employees. Our fitness challenges are intended to support teamwork, timely goal achievement and self motivation skills. We design each Fitness Challenge personally. Princess Cruises is welcome and encouraged to add additional goals for their employees to each fitness challenge.

iBodyFit30 Calendar						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
Welcome #1 The 50	#2 Abs & Core	#3 The 60	#4 10 Mins Arms	#5 Abs Day	#6 Endurance Day	#7 Beginner Yoga

FitPoint Rewards

Every iBodyFit member will have an individual profile that tracks their *fitness challenge* movements. Each resource used, including accessing a workout video, reading a professional health article, or submitting for a customized diet plan will give users FitPoints. FitPoints are tallied up and used to recognize employees by offering prizes for their hard work. This unique tool offers Princess Cruises the ability to personally motivate each and every employee with a competitive yet friendly challenge to win rewards such as gift cards, custom personal training workouts, vacation days and more, all while helping save you thousands of dollars in healthcare costs.



Health Trackers

iBodyFit offers health trackers including a BMI Calculator, Recommended daily caloric intake calculator, target heart rate calculator and weight tracker. Users can fill in their prescribed medications such as blood pressure, cholesterol, etc. to make all trackers as accurate as possible. Trainers will also be available to answer any questions regarding these trackers including individual's targeted numbers.

Health Articles and Blog

iBodyFit.com is proud to offer its users free health articles and a health and wellness blog written by our professional trainers. Here, employees can find additional resources including fitness tips, weight loss advice, motivational messages, contests and more.

Discounts on Fitness Products and Supplies

Another way to motivate and promote good health is with discounts on trusted fitness products. iBodyFit has partnered with some of the top fitness brands in the country to make deep discounted popular items available to your employees.



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Benefits of Corporate Fitness

Corporate Wellness is an issue that every company should address. The typical American is averaged to work roughly 47 hours every week, a rate that is continually increasing. While employee performance expectations continue to rise, individual health has rapidly declined. The simple reason is employees are becoming more focused on their work and less on their overall health. iBodyFit.com offers a program that increases both employee performance as well as individual health by offering convenient wellness options including home workouts and in depth diet plans.

Corporate benefits for providing a wellness program include lower healthcare costs, reduced absenteeism, greater productivity and increased morale. Returns on investment include double-digit decreases in sick leave, hospital admissions, disability days and per capita workers compensation costs.

Lower Health Care Costs

The Center for Disease Control estimates the total annual expenses of obesity related health care costs in the United States are \$117 billion, \$13 billion of which is directly paid by corporations.



Researchers from the Mayo Clinic found that people who are obese increase their health care costs an extra \$1,850, on average, per year compared with normal weight individuals. For people considered morbidly obese, costs increase over \$5,500 extra per year. More than 85 percent of workers are obese, overweight or have a chronic health condition, the study also found.

Obese workers cost companies 42 percent more in medical expenditures. There are ways, however, that businesses can mitigate the costs. For every \$1 companies invest in wellness programs, they earn back \$3 to \$6, the Southeast Missourian reports.

Decreased Absenteeism

Full-time workers with chronic health conditions miss 450 million more days of work each year than would healthy workers, costing businesses \$153 billion annually in lost productivity. By implementing a program that promotes healthier living, Princess Cruises can expect to see the number of employee absences decrease heavily.

Increased Productivity and Morale

Obesity has also been linked with reduced worker productivity (Center for Disease Control). As we say often here at iBodyFit, “Healthy employees are Happy employees.” Happy employees work harder, stay focused and are much more productive. iBodyFit aims to improve the health of every employee, ultimately increasing overall production.

Corporate Fitness Rates

We look forward to structuring a deal that meets the specifications of your company.

Final Proposal and Goals

Averaging a 10% - 30% reduction in overweight, obese and employees with chronic health conditions, iBodyFit will save your company money in the first year.

While it is difficult to measure increased morale, productivity and teamwork, we ask to you assess or survey your employees before we begin our corporate fitness program.

With workout videos, exercises and classes, as well as a large variety of in depth diet plans and professional trainer support, iBodyFit.com truly is the first one stop source for all corporate wellness needs. iBodyFit proposes to be your companies health and wellness partner and is excited to customize a professional package that meets the standards and qualities of your hard working employees.



Your Company.

iBodyFit.com Management Team

Management

iBodyFit.com is managed by founder and president, Franklin S. Antoian. Franklin is a nationally Certified Personal Trainer with the American Council on Exercise. He has been recognized in INC.com as a top start up company in 2009 and has been featured in numerous websites and newspapers, including SHAPE.com, USA Today, iVillage, Real Simple, the Palm Beach Post and more.

iBodyFit.com Trainers

iBodyFit employs a team of 20 trainers from around the world. iBodyFit Trainers specialize in many fields in the fitness industry including weight loss, running, triathlons, cycling, body building and more.

iBodyFit.com Support

You're never alone at iBodyFit. Your employees will have a dedicated account support team ready to assist you and your employees with any fitness, administrative and technical questions you may have.

Employee Costs Attributed to High BMI

averages based on 1,000 employees earning an average of 50k annually. Source: CDC.

Costs	BMI 25.00 - 29.9	BMI 30.00 - 34.9	BMI 35.00 - 39.9	BMI 20 - 24.99	Totals
# of employees	350	350	50	250	750
Medical Costs					
Prescription costs	\$35,200	\$100,800	\$17,300	\$0	\$153,200
Inpatient costs	\$10,400	\$35,200	\$31,000	\$0	\$76,600
All other Medical Costs	\$60,500	\$163,000	\$27,800	\$0	\$251,400
Annual Medical Costs	\$106,100	\$298,900	\$76,200	\$0	\$481,200
Work Lost Costs					
Work days lost	133 days	396 days	76 days	0 days	605 days
Annual Work Loss Costs	\$28,300	\$84,300	\$16,100	\$0	\$128,700
Total Medical and Lost work	\$134,500	\$383,200	\$92,300	\$0	\$609,900

Cost per Employee

Costs	BMI 25.00 - 29.9	BMI 30.00 - 34.9	BMI 35.00 - 39.9	BMI 20 - 24.99	Totals
	350	350	50	0	
Medical Cost	\$303	\$854	\$1,524	n/a	\$642
Work loss Cost	\$81	\$241	\$322	n/a	\$172
Total cost per employee	\$384	\$1,095	\$1,846	n/a	\$813