

Optimized Health™

*A Proactive, Lifestyle Coaching Program
from the Global Leader & Recognized Leading Authority in Proactive Health*



Beyond the conventional.
Employees to top executives . . .
optimized health for maximized productivity & living



CENEGENICS®
m e d i c a l i n s t i t u t e



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Measurable ROI

Optimized Health™ is the right strategy to transform the health and vitality of your workforce—a lifestyle coaching process you can trust, backed by research and global experts in preventive medicine.

Poor lifestyle behaviors—unhealthy nutrition, little exercise, smoking, stress—are costing American employers well over \$300 billion annually.

- 80% of cardiovascular disease, 40% of varied cancers and 91% of diabetes are preventable with diet, exercise, healthy lifestyle habits.
—World Health Organization
- Annual healthcare costs are \$2,000 higher for smokers, \$1,400 for overweight people, \$6,600 for diabetics.
—National Prevention, Health Promotion, Public Health Council
- Medical costs are reduced by \$3.27 for every dollar spent on healthier lifestyle programs.
—National Prevention Strategy

A single, positive behavioral change can make substantial differences in your workforce—and your P&L. Research shows a comprehensive corporate health program can equate to a 30% reduction in medical and absenteeism costs as well as an ROI of approximately \$1.40 - \$4.70 for every \$1 invested.

Optimized Health™ goes beyond conventional “employee healthy lifestyle” programs. It’s an executable plan that educates, offers 24/7 access and optimizes employees’ health potential so your company can better handle the competition and shifting demands of our 21st century marketplace.

What Does Optimized Health™ Look Like?

- lowered costs & healthcare benefits use (20%-55% per stats)
- lower Workers’ Comp/disability, up to 30%
- less short-term sick days (32% per stats)
- healthier, stronger, happier work culture
- greater work capacity
- better work performance
- better stress management
- restored energy, less daytime fatigue
- sharper thinking
- more fit, healthier nutrition
- reduced risk for disease
- stronger immune system
- better quality sleep
- enhanced recruitment, employee retention

stats per studies & Ceridian Prop ROI Tool

Who We Are

Cenegenics® Medical Institute stands focused on helping people get fit, healthier and more productive.

Since its 1997 inception, Cenegenics has championed a proactive medical approach centered on evidence-based protocols for optimized health—hailed as “next generation medicine” and garnering worldwide media attention.

We pioneered the medical specialty of age management medicine and are the recognized global leader and authority in the field.

Headquartered in Las Vegas, Cenegenics serves patients worldwide, from the U.S. to over 30 foreign countries. We established centers nationwide in major metropolitan cities to meet the rising demand for healthy aging solutions. We’ve partnered with a major healthcare organization to serve corporations, from employees to spouses, dependents and life partners.

University Affiliation

Cenegenics is affiliated with two medical schools, teaching family practice residents and medical students the medical and business aspects of our medical specialty.

Our nonprofit Cenegenics Education and Research Foundation (CERF) provides evidence-based education in age management medicine for ongoing research and affiliation expansion, aimed at improving science and medicine.

CERF has published scientific review papers conducted via our collaborative investigative research with esteemed professors at UCLA’s David Geffen School of Medicine and the University of Miami - Miller School of Medicine.



Better Health. Better Work Performance.
Call Cenegenics now.
877.730.2922.

Optimized Health™: The Cenegenics Difference

We take your employees to a new level of preventive intervention—inspiring, motivating, educating and guiding them so they can take control of their health with an individualized approach for positive life- and work-transformations.

How do we do that? By giving your workforce continual, confidential interaction with our lifestyle coach specialists, 24/7 access to the resources they need to succeed and the many benefits of our expertise as global leaders in proactive medicine.

Optimized Health™: The Basics

- Lifestyle assessment: confidential online questionnaire
- Biometric screening: collected on site, results available online
- Expert consultation: series of one-on-one sessions with a trained lifestyle coach
- Action plan: strategies outlined for improved health/productivity
- 24/7 online access: lifestyle tips, educational health resources, medical research
- Cenegenics Living On-Line (CLO): employees have ongoing interaction with our expert team, log daily health activities, get alerts when they go off track and tap into a huge support resource, from grocery list planning and recipe/food recommendations to daily diary, personalized fitness logs, sleep tracking and hundreds of exercise demonstrations

79 million adults
(age 20 and older) have prediabetes.

Millions of these high-risk people can prevent/delay onset of type 2 diabetes by modifying their diet, exercising and losing weight.
—Diabetes Prevention Program



Optimized Health™: Annual Biometric Evaluation	Optimized Health™: Customized Employee Plan	Optimized Health™: Lifestyle Coaching	Optimized Health™: Mid-Year Progress Report
evaluate for readiness to change	evaluation of readiness to change	biometric result consultation	evaluate for readiness to change
height, weight, waist circumference	biometrics results	Cenegenics Living On-Line with access to vast educational resources, coach and more	height, weight, waist circumference
BMI	health improvement opportunities	ongoing communication—telephone, Skype, social media	BMI
body composition	risk stratification	nutritional counseling	body composition
blood pressure	mid-year progress check report	exercise program planning	blood pressure
cholesterol (LDL, HDL, triglycerides, total cholesterol) and glucose	confidential data retrieval	diabetes education	cholesterol (LDL, HDL, triglycerides, total cholesterol) and glucose
		medication compliance education	measurable outcomes
		smoking cessation	corporate reports

Cenegenics® Medical Institute . . . Beyond Medical Excellence.



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