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STRESS AND PAIN RELIEF EXPERTS

In-Person and Online Group Programs for...

**Relief of Chronic Pain and Stress,
Improving Employee Performance, and
Reducing Health Care Utilization and Costs**

**Corporate Wellness Resources, LLC (CWR)
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Executive Summary

Corporate Wellness Resources LLC (CWR) offers online and in-person programs to the employees and other covered individuals of self-insuring companies that can reduce healthcare utilization and costs by dramatically improving health and wellness.

CWR programs use research-proven approaches that can be conveniently delivered in-person, over the internet, or to smart phones. Program approaches have been proven through 6 years of rigorous clinical data collection to be effective at reducing and eliminating many chronic pain conditions including back, neck, hip, shoulder, knee, arthritis, among others. CWR approaches are also effective at relieving stress and the symptoms of stress-related conditions, such as sleep disturbance, anxiety, chronic fatigue, depression symptoms, high blood pressure, stomach and intestinal disturbances, among others. All of these pain and ill-health conditions can be dealt with in the same program using a unified strategy that positively impacts nearly all of them. Programs also benefit those healthy individuals who want to improve their health toward what is optimum for them. The details about how we accomplish this remarkable feat are discussed in the remainder of this document and the associated Appendix.

Whether companies have employees in a centralized location or spread out over a wide geographical area, CWR's online programs offer the ability **for all corporate employees anywhere in the world with internet or smart phone access** to engage in our health improvement programs. Online programs are the most cost-effective, efficient, and convenient way to deliver CWR health improvement approaches. Improving health is the most effective way to reduce healthcare utilization and costs and improve employee performance. This is what we at CWR deliver, which makes our value proposition compelling.

High Conventional Care Costs are Unacceptable and Unsustainable: CWR Programs Can Help

- Reducing medical care costs and improving employee health and performance are a few of the top goals of self-funding corporations.
- Many companies strive to engage with wellness programs that have evidence of producing desired behavioral change and sustained health and performance improvements, since this is critical for achieving cost savings.
- CWR uses evidence-based proprietary technology in online and in-person group programs to produce rapid behavioral change and high employee engagement.
- CWR programs are not typical; our approaches have been proven through employee survey data to help some of the most expensive ill-health conditions:
 1. **Chronic pain:** Our approaches can eliminate nearly 40% of chronic pain conditions (e.g. back, neck, hip, shoulder, knee, headaches); these results are proven to be sustainable long-term (see page 5 and Appendix Section A).
 2. **Stress-related conditions** (e.g. sleep disturbance, anxiety, depression, chronic fatigue, high blood pressure, gastrointestinal disturbance, etc.): CWR approaches have also been documented by survey results to relieve and sometimes eliminate these and other chronic stress-related conditions.
- CWR programs are inexpensive compared to what corporations are paying for conventional care, which is not working as well as any of us would like.
- For example, an employee with chronic back pain has often already tried many interventions, such as physical therapy (~\$1,500 per prescription), physician office visits (~\$150 ea), MRIs (~\$800 ea). Nerve blocks, surgeries, etc. raise costs even more. One corporate client spent \$1.25M on failed physical therapy alone for 220 employees (\$5,680 each) before they entered a group program.
- Stress-related conditions are also unacceptably costly, particularly with high medication costs (e.g. for gastroesophageal reflux-GERD; sleep aids, anxiolytics, antidepressants, anti-hypertensive drugs, diabetic medication, etc.). The loss of productivity and performance on the job (presenteeism) from stress-related conditions may be higher than medical claims costs for these conditions.
- Programs that have evidence of sustained health improvement will likely have a higher return on investment (ROI) than programs having no such evidence; some wellness programs will produce negative ROI due to lack of health improvement.
- See more on the ROI for CWR programs on page 5 and Appendix Section B.

CWR Vision and Mission

Vision

- CWR's proven-effective approaches employed in online webinar-based and in-person group programs rapidly and dramatically improve participant health and performance.
- The rapid and sustainable improvement in health, well-being, and performance achieved by participants in the programs results in:
 - decreased health care costs through reduced utilization of health care services by participating individuals.
 - decreased absenteeism and increased performance on the job (reduced presenteeism).
 - a healthier, more stress-free, and more financially sound workplace and corporate community.

Mission

- Provide efficient and cost-effective in-person and on-line group programs for corporate employees and other covered individuals to:
 - produce rapid and sustainable reduction and elimination of chronic pain, stress, symptoms of stress-related conditions, and excess medication usage.
 - significantly decrease health care costs for payers of health care services, including corporations, governments, and health insurance companies.
 - improve the health status of the U.S. population and reduce the burden of high U.S. health care costs by spreading CWR technology nationwide.

Pain and Stress-Related Conditions Helped by CWR Programs

- Participant surveys using validated health outcome measures have shown that many chronic pain conditions can be relieved and often eliminated, including:
 - back
 - neck
 - hip and sciatica
 - shoulder
 - knee
 - arthritis
 - headaches
 - other neuromuscular and neurological pain conditions

- As stress is relieved, reduction or elimination of symptoms and medication usage occur in a wide variety of stress-related conditions including:
 - sleep disturbance
 - fatigue
 - depression symptoms
 - anxiety
 - high blood pressure and other cardiovascular diseases
 - diabetes
 - obesity
 - stomach/intestinal disturbances

CWR approaches are effective at improving and resolving such a diverse set of conditions in the same program because our approaches help people interrupt and be free of fixed behaviors and patterns that have kept them locked into their unique pain and/or stress-related conditions. How this is accomplished is explained in Appendix Section C.

Return on Investment (ROI) From CWR Programs

- It is commonly accepted that reducing total health care costs in the short and long term requires health improvement to reduce utilization. A major benefit of improving health is increased performance and productivity. CWR program approaches have been proven to improve health (see Appendix Section A).
- Conventional health care costs for corporations are too high because: 1) the overall poor health status of many employees requires high utilization of services, and 2) conventional services are often unable to resolve chronic illnesses (pain and stress-related conditions). This explains, in part, the high incidence of chronic pain, stress, and symptoms of stress-related illnesses in the population.
- Regarding costs, a physical therapy prescription for a single chronic pain condition, such as back pain, can cost \$1,500 per diagnosis (for chronic back pain, clinical trial results from Dr. Levine demonstrated only a 5% pain elimination rate; a very poor return on investment). Add in physician visits, pain medications, MRI's, procedures (e.g. nerve blocks, pain pumps, etc.) and the cost skyrockets and dwarfs the cost for an individual to participate in a CWR program. This alone can provide the financial justification for those employees having pain, stress, and/or symptoms of stress-related conditions to participate in CWR programs.
- The one-year return on investment (ROI) for the approaches used in CWR programs is calculated at 2.3 (\$2.30 ROI for every \$1.00 invested) based on mapping the results produced by CWR approaches to recent research by Johns Hopkins University showing that health care costs for people with moderate pain are \$4,610 higher than those without pain. Assuming health improvement lasts five years, the ROI would be 11.7 (\$11.70 ROI for every \$1.00 invested).
- These ROI calculations are conservative in that they only include direct health care cost savings from improving moderate pain and stress conditions, and exclude several factors that would increase the calculated ROI. The ROI would likely be much higher if calculations included relief gained from relieving severe and debilitating pain conditions and the indirect cost savings associated with improved performance and reduced absenteeism.
- Appendix Section B includes the basis for these conservative calculations.

Proven Effectiveness of CWR's Approaches and High Acceptance by Employees

- The group program approach pioneered by Dr. Levine is gaining traction in corporate America. Dr. Levine and his team delivered the first group program for relieving chronic back pain at Chrysler Corporation in 2007 while he was working at Henry Ford Health System (HFHS). Fifty-five percent of reporting participants achieved chronic back pain elimination by the end of the “We’ve Got Your Back” program. Many other pain conditions were also eliminated. Stress, sleep disturbance, depression symptoms, and disability were also reduced. Nearly all individuals reporting being free of back pain maintained a pain-free state 8 months after the end of the program. The other measures mentioned above remained significantly reduced. The program was so successful that Dr. Levine received the Detroit Crain’s Health Care Hero award for Corporate Achievement.
- Other group programs, delivered from 2008 through 2012, were expanded beyond back pain to include all musculoskeletal pain conditions as well as to provide relief from stress and symptoms of stress-related conditions.
- The aggregate data on several thousand people enrolled in these group programs demonstrate the consistent and remarkable success achieved by the end of the programs (see program design on page 8), including:
 - elimination of 37% of all chronic pain conditions.
 - reduction of chronic pain in 79% of conditions.
 - stress elimination in 18% of the reporting population.
 - stress reduction in 75% of the reporting population.
 - significant reduction in sleep disturbance, fatigue, depression symptoms, anxiety, and physical disability.
- Surveys taken as long as 16 months after the end of programs indicated that improvements in health outcomes were maintained (see Appendix Section A).
- Recruitment is fast and efficient when using corporate email, dashboards, newsletters, etc. Employees with challenging symptoms of pain and stress-related conditions are looking for answers; they are receptive to trying new approaches, such as CWR programs. Surveys indicated that between 85-95% of participants enjoyed group programs, would take more and recommend them to others.

Approaches Used in CWR Programs

The biggest breakthrough that has been achieved by CWR group program approaches is that a diverse set of ill-health conditions, both pain and non-pain-related, can be helped in the same program using the unified approach of Automatic Pattern Interruption©.

- Automatic Pattern Interruption© technology used to achieve these results includes:
 - having individuals identify their unique automatic habits and patterns that are at the core of causing, maintaining, and/or worsening chronic ill-health conditions of all types, and
 - having participants interrupt those automatic patterns, which frees them to make rapid changes that improve health, performance, and productivity.
- Specific approaches used in our group programs include:
 - **Future Visioning:** to shift the focus from past results to achieving rapid health improvement moving forward.
 - **Guided Relaxation:** to recognize and interrupt automatic patterns that contribute to pain and stress and unwanted results in other areas of life.
 - **Effective Muscle Release©:** to identify and release overly contracted muscles to relieve pain and stiffness and increase mobility and postural alignment.
 - **Optimizing Physical Activities of Daily Living:** to have participants correct dysfunctional movement patterns that may be reinforcing pain, postural misalignments, and fatigue. Dysfunctional movement patterns that total in excess of 10 million repetitions per year include walking, sitting and standing, bending and reaching, among others. Correcting these may be essential for many people to be liberated from chronic pain.
 - **Effective Communication Skills:** to eliminate miscommunication stress, since a large proportion of stress can be triggered in communication.
 - **Health Activities at Home/Work:** to empower participants to take responsibility and accomplish sustained improvement in health and performance.
 - **Long-term Support Tools:** to maintain and enhance long-term health improvement far beyond the end of programs (a key component driving sustained cost savings).

Detailed results from prior programs and how these results are produced are explained in the Appendix, Sections A and C.

CWR Group Program Design

- In-person group programs are generally delivered onsite or at a nearby location for maximum convenience and efficiency. We also provide options for online programs or a combination onsite and online programs, depending on the special needs of clients.
- HIPAA compliant, secure, online health outcomes surveys taken before and after programs provide anonymous grouped data to clients for demonstration of program effectiveness. Nearly all outcome measures are validated and include:
 - Acute and chronic pain reduction and elimination (0-10 Numeric Rating Scale-NRS; 0 score equals pain elimination)
 - Stress relief (Perceived Stress Scale and 0-10 NRS)
 - Oswestry Disability Inventory
 - Sleep quality (Pittsburgh Sleep Quality Index and 0-10 NRS)
 - Anxiety (0-10 NRS)
 - Depression symptoms (PHQ-9 and 0-10 NRS)
 - Fatigue (0-10 NRS)
 - Work Life Quality
 - Changes in medication usage
- Support materials and services provided during and after programs may include:
 - All online programming is recorded and available for unlimited viewing during and after the program. Whenever in-person sessions are delivered, they are also recorded and made available for unlimited viewing.
 - Workbooks with step-by-step instructions and photos guide participation in the program and are available online for viewing/printing/downloading.
 - Educational audio tracks (mp3 files) are available online for listening/downloading to support rapid learning and retention of the material.
 - Guided Relaxation audio tracks are available online for listening/downloading to reinforce the material taught in the webinars. Regularly reviewing program content in a relaxed state helps in the retention of information and is a critical part of achieving behavioral change through Automatic Pattern Interruption©.
 - Instructional videos demonstrating all of the Effective Muscle Release© movement routines that help relieve muscle tension and pain are available online for unlimited viewing during and after the program.
 - Online support is provided through support ticketing, FAQ's, knowledge base, and the ability to submit questions that are answered on regularly scheduled webinars.

CWR Custom and Specialty Programs

- CWR can also provide focused programs that target specific client needs in their employee population, such as:
 - general stress relief.
 - focused programs on selected stress-related conditions, such as cardiovascular disease and high blood pressure, sleep disturbance, headaches, diabetes, fatigue, depression symptoms, anxiety, and gastrointestinal disturbance, among others.
 - focused programs on selected pain conditions such as back, neck, hip, shoulder, knee, arthritis, among others.
 - orthopedic surgery prevention for pain patients who may be facing imminent surgery.
 - individuals who are excessively high utilizers of care.
 - individuals receiving workers compensation benefits (see below).
- **Supporting specific wellness initiatives.**

CWR can work with existing company-offered wellness initiatives. Two examples where this would be appropriate are:

 - for a weight loss challenge; CWR would conduct a program to support employees in interrupting automatic patterns that drive unwanted eating and exercise habits, and inhibit achieving desired results.
 - for a walking challenge; CWR could provide a program addressing proper walking so that employees are not creating or exacerbating pain conditions through dysfunctional walking (which is the case with many people). This would also support employees in walking their way out of pain if dysfunctional walking contributes to ongoing pain.
- **Programs for workers compensation claimants.**

CWR group programs for relief of chronic pain, stress, and symptoms of stress-related illnesses provide a great opportunity to improve the health of the company's employees who are receiving workers compensation, get them back to work, and create dramatic cost savings for the company in this expensive population. While some employees may have secondary gain issues, many want to get back to work and are limited by their ill-health condition. Delivering programs to this population should prove to be a very valuable addition to the company's existing cost-savings approaches.