



HEALTH & WELLNESS ASSOCIATION  
CREATING A CORPORATE CULTURE OF ENGAGEMENT

# THE CORPORATE HEALTH & WELLNESS ASSOCIATION



2011 - 2012

## OUR MISSION

### The Corporate Health and Wellness Association

The Corporate Health and Wellness Association is the first national non-profit association focused on health, wellness, prevention and disease management for employers, employees and their families. Our goal is to promote health and wellness in the workplace and to foster an atmosphere of education and engagement with health and wellness programs in the workplace.

We are in a serious healthcare crisis. The rate of Americans that are unhealthy is climbing significantly each year. Many Americans do not live lifestyles that promote health and wellness, and many are not focusing on managing their diseases and preventing diseases or preventing diseases from becoming worse. This rising problem of Americans becoming more unhealthy is a major contributing factor to the rising and unaffordable healthcare costs.

Corporations in the US are in a unique position to promote health and well-being for their employees. As we know, Americans spend about 36% of their waking hours at work, and 83% of Americans 15 and over are active in our workforce. Our corporations, therefore, are natural conduits of information for our working population, and they have the ability to not only impact the individual, but our health care system in general. Employee health promotion programs have been provided to reduce absenteeism, improve morale, and slow the rise of health care costs. The CHWA was created to help promote these said programs and to help foster a community of health care change and improvement.

- To raise awareness of the benefits of employers implementing health and wellness programs and the importance of living a healthy lifestyle.
- To provide a reliable source of information, statistics and research data on health and corporate wellness to employers, affinity groups, insurance companies, insurance agents and consultants through research and surveys.
- To serve as a central point for communication in the corporate wellness industry for employers, affinity groups, insurance companies, insurance agents, consultants and worksite research community.
- To allow the Corporate Wellness industry to come together to find more efficient and effective ways to educate, implement and enroll Corporate Wellness programs. To identify improved methods to “engage” employees in corporate wellness programs.
- To disseminate information about the return on investment and successful results for employers who implement corporate health and wellness programs.
- To identify the most effective which corporate wellness programs.
- To identify new corporate wellness plans and products that Members seek and identify companies to create them. To produce a monthly trade publication in corporate wellness to educate employers, employees, and plan members on corporate wellness.
- To host an annual meeting where all those industry participants in corporate wellness can come together and network.

## SOME OF THE BENEFITS OF CHWA MEMBERSHIP



# CORPORATE HEALTH & WELLNESS ASSOCIATION

### **Purpose: To provide a single authoritative source of information for the Corporate Wellness Industry**

The Health and Wellness Association's purpose is to grow the Corporate Wellness Industry in a positive direction and to facilitate knowledge transfer and networking opportunities for those in the industry.

### **Who does the Corporate Health and Wellness Industry (CHWA) represent?**

We represent the Corporate Wellness Industry and we are the only non profit trade association in Health and Wellness. The association represents employers, affinity groups, insurance companies, Third Party Administrators (TPA's), health insurance agents, consultants, corporate wellness companies, enrollment firms, technology companies, worksite health promotion researchers and other industry participants.

**If you are involved in the Health and Wellness industry you should be a member of the Health and Wellness Association.**

## **Annual CHWA Membership Fees**

(Membership is annually, NOT based on the Calendar year):

<b>Government/Country Membership</b>	<b>\$25,000</b>
<b>Corporate Premier</b>	<b>\$5,000</b>
<b>Insurance Company</b>	<b>\$2,000</b>
<b>Employer Membership</b>	<b>\$2,000</b>
<b>Corporate Wellness Company</b>	<b>\$1,000</b>
<b>Government Agency</b>	<b>\$500</b>
<b>University/Academic Center</b>	<b>\$500</b>
<b>Health Insurance Agent</b>	<b>\$500</b>

### **Introductory Email**

We will send out to existing members and advisory board members an email introducing your company and providing your contact information.

### **Company Profile on the Corporate Health and Wellness Association Website**

We will add your company profile and contact information along with your logo on the CHWA website.

### **Discounts at Corporate Health and Wellness Conferences around the country**

CHWA Members will receive discounts to CHWA negotiated discounts to conferences around the country. Members will also receive 20% off attendance to the CHWA's officially endorsed conference, the Wellness Conference, October 27th and 28th, 2009 in Los Angeles, [www.corporatewellnessconference.com](http://www.corporatewellnessconference.com).

### **Building Brand Awareness of your company**

By being a member of the Corporate Health and Wellness Association, you will increase awareness and branding of your company. The CHWA will be promoted through an exclusive partnership with Corporate Wellness Magazine, [www.corporatewellnessmagazine.com](http://www.corporatewellnessmagazine.com), where the magazine will promote the CHWA and CHWA members. Corporate Wellness Magazine is the largest and only dedicated magazine to corporate health and wellness.

### **Exclusive Workshops and Networking Events**

CHWA members will have access to special workshops in corporate wellness, marketing and branding, plus special invites to networking events.

### **Use of Corporate Health and Wellness Association (CHWA) Logo on Your Website**

Members can use the CHWA logo on their own website, if linked properly back to the CHWA website.

### **Branding your company and protecting your Reputation**

Our CHWA members separate themselves from others in the industry and show a commitment to the growth of the industry and operating by the best practices by being a member of the CHWA.

### **Committees**

CHWA members can participate in CHWA committees.

### **Direction of the Corporate Health and Wellness Industry**

Members are able to give insight, advice and guidance as to the direction of the industry and the direction of the CHWA.

### **Networking Opportunities**

CHWA members received advanced networking opportunities. All of the CHWA members contact information is provided on the website for any interested in the Corporate Wellness industry to contact them. Also, the CHWA will refer any corporate wellness inquiries from it's website to it's members.

