



Corporate Health Improvement

A strategic and sustainable approach through education

For healthier, more satisfied and more productive employees



HEALTH IS NOT
A RESULT OF CHANCE
BUT A RESULT OF
EVERYDAY DECISIONS
WE MAKE

HEALTHIER EMPLOYEES: MORE SUCCESSFUL COMPANY

A comprehensive, strategically designed investment in employees' social, mental, and physical health pays off ¹ and can even turn into a powerful competitive advantage:

- 🧬 **Voluntary attrition** may significantly decrease.
- 🧬 The company may become more attractive **for potential new candidates**.
- 🧬 **Cost of sick days** may decrease by as much as 50%.
- 🧬 **Employee productivity** will increase.

¹What's the Hard Return on Employee Wellness Programs?, by Leonard L. Berry, Ann M. Mirabito, William B. Baun, Harvard Business Review, December 2010.

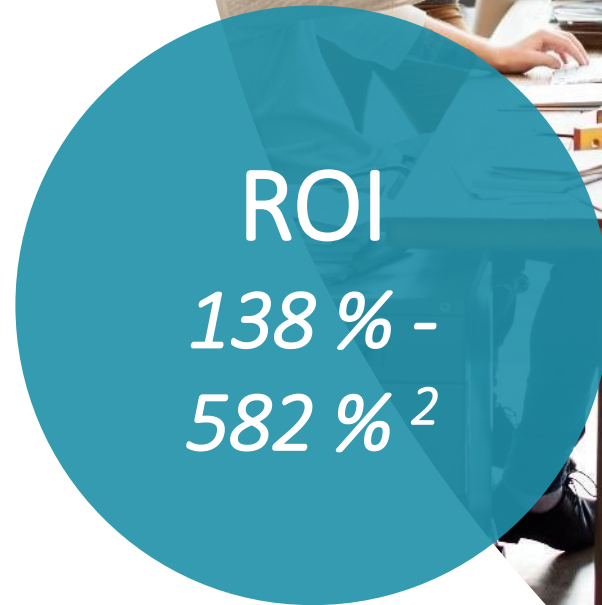


WHY SHOULD YOU INVEST IN YOUR EMPLOYEE'S HEALTH?

Salaries paid after sick leave days
Cost of substitution for sick employees
Loss of work productivity

Comparing the yearly decrease in these costs to the yearly cost of the company's health improvement program can result in considerable return on investment

International studies suggest that the productivity effect of good health improvement programs is long-term and can last much longer than a year.



² ROI 1:1,38-5,82 (=38%-482%), „Cost savings per 1 dollar spent on wellbeing programs (ROI approach)” – from Dr. Szabó Ágnes's international systematic review on the measurement of the effectiveness of corporate health programs



WHY SHOULD YOU INVEST IN YOUR EMPLOYEE'S HEALTH?

Other areas affected by wellbeing programs:

- 🌿 Decrease in arbitrary attrition
- 🌿 Increase in productivity
- 🌿 Improved employee satisfaction
- 🌿 Higher employee engagement
- 🌿 More attractive employer brand
- 🌿 Development of employees' resilience
- 🌿 Lower risk of excessive stress, burn-out and depression



EFFECTIVE AND SUSTAINABLE HEALTH IMPROVEMENT BUILDS ON EDUCATION

INSPIRE

employees by making them aware of how big an effect they can have on their own health and wellbeing through their lifestyle choices

EDUCATE

them on healthy lifestyle habits based on medically correct, scientifically proven, evidence-based information

MOTIVATE

them to turn healthy lifestyle practices into habits that they can build into their everyday life

SUSTAIN

corporate health by building it into your corporate culture: become a company where healthy choices are regarded as the cool choices



WHAT IS THE LONGEVITY HEALTH IMPROVEMENT PROGRAM?

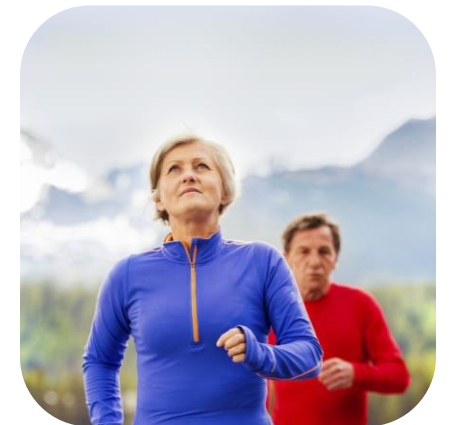
Our health improvement program is built based on the principles of evidence-based lifestyle medicine*. The program is based on group work. During 12 weeks, we meet with the group in 18 sessions, each lasting 60 minutes. We work with them on two levels: improving their knowledge about health and lifestyle, while placing great emphasis on establishing health promoting habits in their everyday routines.

Areas addressed:

- ✧ Healthy **nutrition** centred predominantly around whole plant foods
- ✧ Systematic **exercise**
- ✧ Relaxing and regenerating **sleep**
- ✧ **Stress** and **energy management**
- ✧ The importance of quality **relationships** for health
- ✧ Understanding the real destruction caused by **addictions** such as tobacco or alcohol

The fee of the Longevity Health Improvement Program for individuals at our open courses is net **200.000 Ft / participant.**

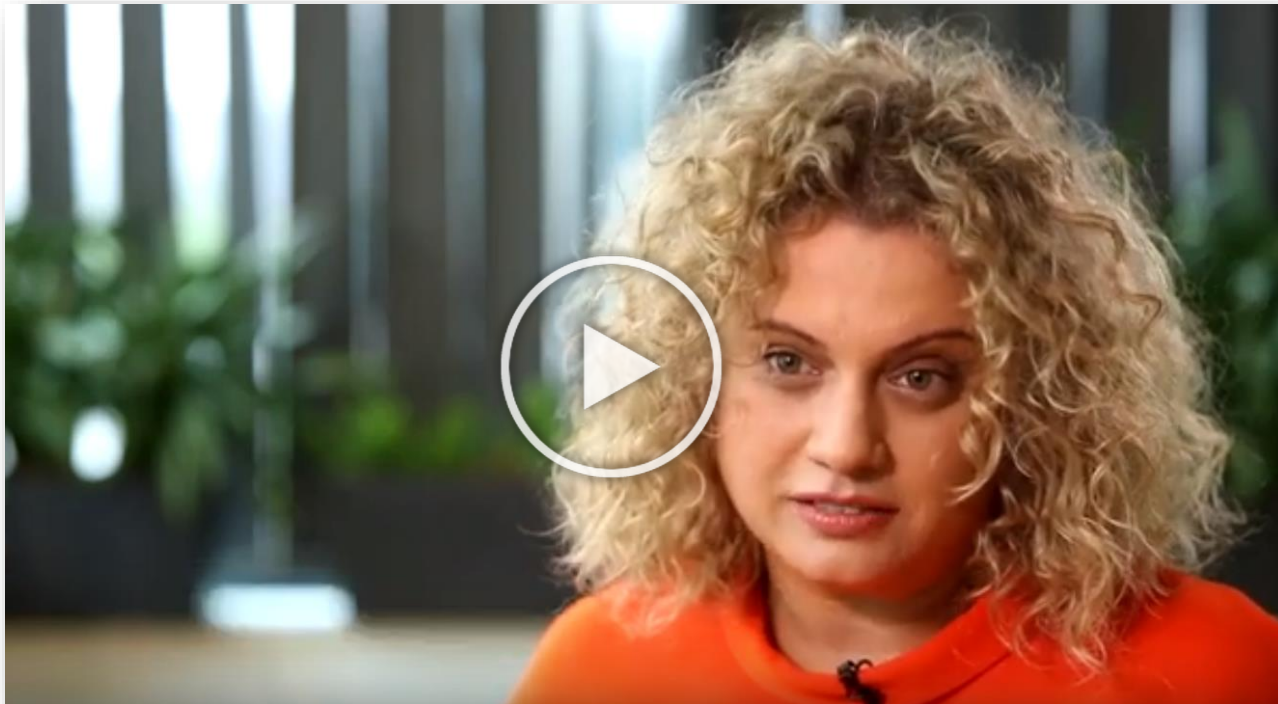
*Our program is built on the principles of the [Lifestyle Medicine Global Alliance](#), the [American College of Lifestyle Medicine](#) and the [International Board of Lifestyle Medicine](#).



WHAT ARE THE RESULTS OF THE LONGEVITY HEALTH IMPROVEMENT PROGRAM?

This is what our participants said

(English subtitles can be turned on by clicking on the „Settings” sign):



Results:

(participants' average during the 12 weeks of the program)

- 2,6 kg

(- 5,5 kg in those, who started the program overweight)

- 4,9 / - 4,3 points improvement in blood pressure

- 0,8 points improvement in blood glucose

- 0,2 mmol/L improvement in LDL cholesterol
(- 0,34 in those, who started the program with high LDL)

- 0,1 mmol/L improvement in total cholesterol
(- 0,4 in those who started the program iwth high total cholesterol)

Meaningful and measurable results require time and continuous support,
which can be costly.

The individual fee of our open courses at 200.000 Ft / participant is not
sustainable for a corporation.

The effective solution is to develop internal mentors.

LONGEVITY MENTOR PROGRAM:
KNOWLEDGE TRANSFER
WITH CONTINUOUS PROFESSIONAL SUPPORT

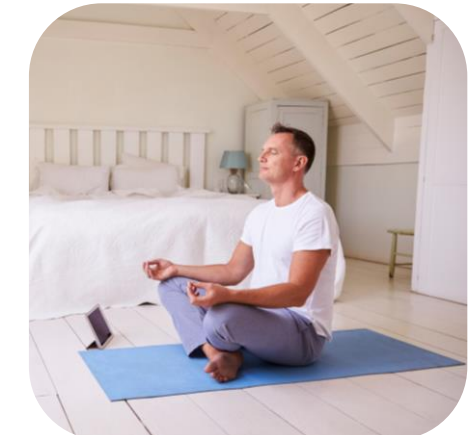
LONGEVITY MENTOR PROGRAM: COST-EFFECTIVE HEALTH TRAINING WITH KNOWLEDGE TRANSFER AND CONTINUOUS PROFESSIONAL SUPPORT

Do you have some employees, who would volunteer to help their colleagues live healthier lives?

- ✧ In our Longevity Mentor Program we can train and prepare them to be able to credibly and effectively deliver Longevity Health Improvement Trainings.
- ✧ We provide them with all the necessary education, presentation and communication tools.
- ✧ We offer continuous motivation, training and professional support to them to always be up-to-date with science in the area of lifestyle medicine.

Do you have employees, who would like to learn to handle stress better? Who would like to improve their health, lose excess weight, normalize their blood pressure, their cholesterol or their blood glucose levels? Who would like to sleep better? Who need motivation to exercise more?

- ✧ Your Longevity Mentors can help them through the 12-week group-based Longevity Health Improvement Program to achieve their health and wellbeing goals.
- ✧ Our Longevity Community will provide continuous motivation, mental and emotional support to help them sustain their newly acquired healthy lifestyle habits.



OUR OFFER

Longevity Mentor Training Program

- ✧ 4-month training program (16 x 3-hour workshops)
- ✧ Longevity Mentor diploma

net 390.000 Ft
/mentor

SPECIAL OFFER

We give you the first year's license fee as a gift

after those mentors, who are registered before 31st August 2019 to the Longevity Mentor Program.⁵

Gift value: *net 190.000 Ft*

Longevity Health Improvement Program participants' fee

- ✧ All supporting materials for the 12-week (18-hour) Longevity Health Improvement Program (handbook, workbook)
- ✧ Online support materials (hands-on how-to video library)
- ✧ Free of charge access to our online support group Longevity Community

Instead of the net 200.000 Ft fee for individual participants at open courses,

net 39.000 Ft
/participant,

paid by the company, or the employee, or co-financed between company and employee, (based on company's decision)

Corporate Longevity Mentor yearly license fee

- ✧ Access to the videos, facilitator and presentation tools needed to deliver the Longevity Health Improvement Program
- ✧ Access to the communication tools necessary for organizing Longevity Health Improvement Programs
- ✧ Continuous motivation and training for cutting edge knowledge:
 - ✧ Participation at a 1-day Longevity mentor conference (1x / year)
 - ✧ Participation at an intensive Longevity Mentor health immersion and training weekend (1x / year)
- ✧ Continuous professional support by the Longevity Project team (monthly online mentor meeting + Q&A chat)

net 190.000 Ft
/year /mentor

⁵ The Longevity Mentor Program starts on 4th October 2019.

WE COMBINED OUR UNDERSTANDING OF CORPORATE CULTURE AND OUR MEDICAL BACKGROUND

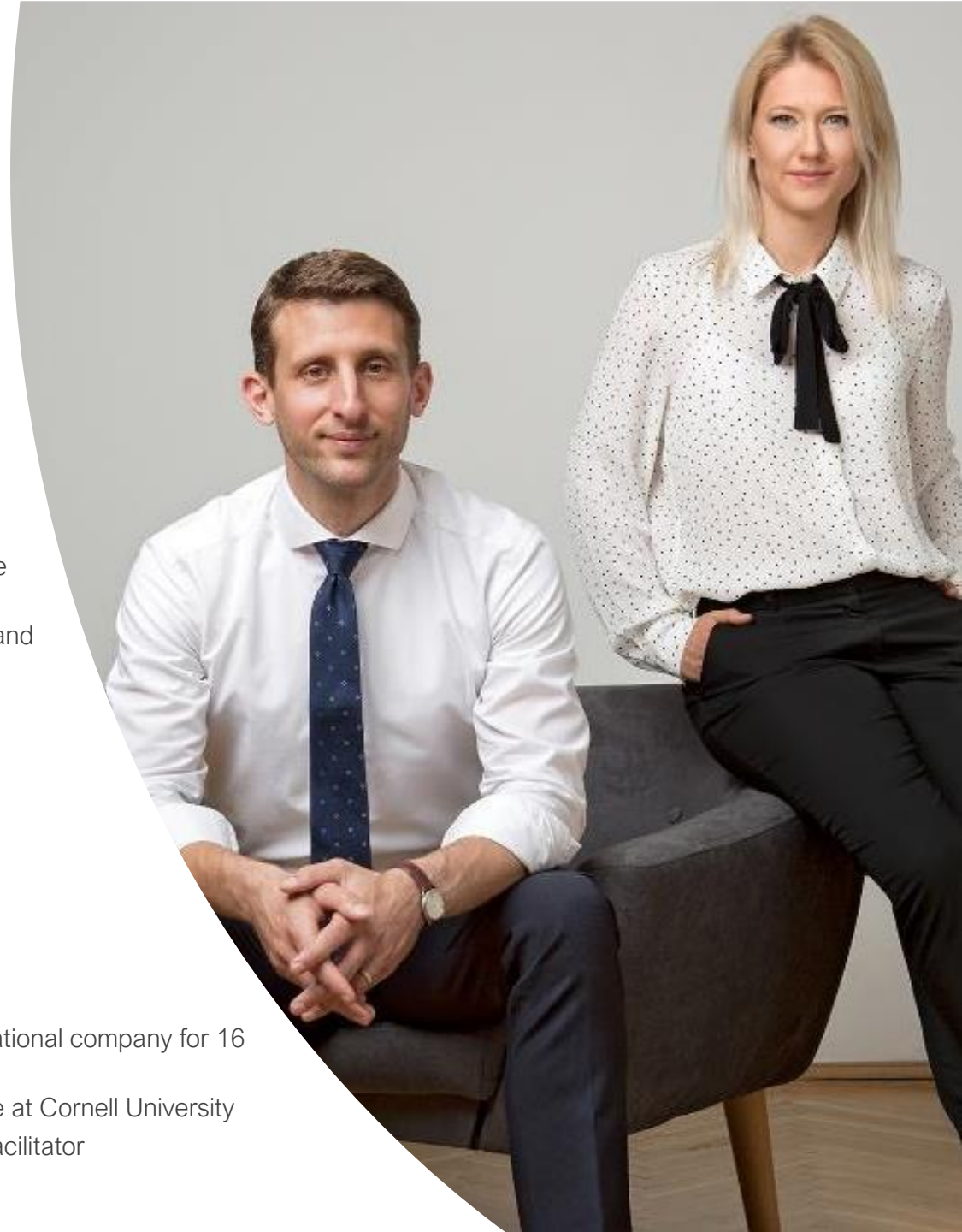
Developers of the Longevity Health Improvement Program
and main facilitators of the Longevity Mentor Program:

Dr. Márky Ádám

- 🌿 I am 32 years old, father of 3 girls
- 🌿 I graduated as a medical professional at the Semmelweis School of Medicine and now I teach there as well as at BME as a guest lecturer
- 🌿 I am the first and so far only Hungarian health professional who has been certified by the American and the International Board of Lifestyle Medicine
- 🌿 I completed the course of "Improving Your Business Through a Culture of Health" at HarvardX
- 🌿 I worked as a paramedic for 6 years, at present I am a part-time emergency medicine physician
- 🌿 I studied autogenic training for 6 years, I lead corporate mindfulness programs since several years

Länger Jelena

- 🌿 I am 39 years old, mother of 2 girls
- 🌿 I graduated as an economist and international marketing specialist at Budapest Business School
- 🌿 I am a graduate of the Executive MBA program of Central European University (CEU)
- 🌿 I worked as a regional marketing, market development and education manager in a leading multinational company for 16 years
- 🌿 I completed the "Plant Based Nutrition at the T. Colin Campbell Center for Nutrition Studies" course at Cornell University
- 🌿 I am a licensed CHIP (Complete Health Improvement Program at the Lifestyle Medicine Institute) facilitator
- 🌿 I am a volunteer Hungarian translator at Nutritionfacts.org



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BUILDING THE CULTURE OF HEALTH

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