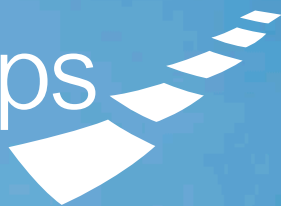


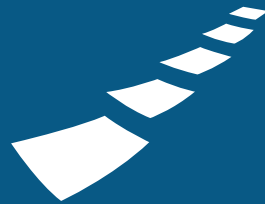
WellSteps



**Kurisko  
& CO**

TRUSTED AND EFFECTIVE  
WELLNESS SOLUTIONS

[www.wellsteps.com](http://www.wellsteps.com)



EMPLOYEE WELLNESS IS VITAL  
TO YOUR BOTTOMLINE.

**Kurisko & co**

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A woman with dark hair tied back, wearing a bright neon green tank top, dark blue shorts, and orange running shoes, is running away from the camera on a red running track. A white dashed arrow points from the text area towards the runner. The background features lush green trees and a tall, multi-story apartment building.

AN OBJECT IN MOTION  
STAYS IN MOTION.

**kurisko & co**





WELCOME TO

# Kurisko & co

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Kurisko and Co have partnered with WellSteps to bring you a corporate wellness program fine-tuned to the most relevant, science-based nutritional research. Together, we support facilitators tasked with employee wellness by providing corporate-based programs and employee change initiatives.

Our WellSteps program promotes positive health changes and continual improvement at an individual level as well as an organizational level by focusing on the six pillars of wellness: Physical, Mental and Emotional, Social, Nutritional, Financial, and Occupational.

WellSteps is a cyclical program that consists of three separate steps: awareness, engagement, and results that support the six pillars of wellness.

## **We believe that:**

The level of awareness determines engagement. The level of engagement determines results. The level of results increases awareness.

We partner with our clients to improve employee awareness, enhance employee engagement and produce positive results that enhance wellness in the individual life and throughout the organization.



WELLNESS, MORE THAN  
ILLNESS FREE.



## OUR CORE PHILOSOPHY

---

**Wellness is more than the absence of disease or illness. It requires an active engagement in all aspects of life.**

Innovative organizations understand that positive wellness contributes to organization and employee success, vitality, and happiness. However, most organizations fail to pay attention to or improve the quality of health.

Kurisko & Co partners with our clients to create or help improve their company culture and increase the overall well-being of employees. Together we produce a work environment that advocates wellness and encourages employees to proactively make wiser choices as they become actively involved in their health.

We know that everyone's wellness journey is unique; that is why we have partnered with WellSteps. Together we have designed our programs to support all participants, no matter their current lifestyle.





## HOW WE IMPROVE BEHAVIOR

We utilize both client directed wellness coaching and the AMSO model (Awareness, Motivation, Skills, and Opportunities) designed to help wellness at work actually improve employee health behaviors.

The four components are pretty easy to understand. Awareness and education is the “what” of behavior change. The motivation is what drives us to change. The skills and tools portion is the “how do I do this?” part, and the culture and environment part is a conglomeration of environmental changes, policy changes, and support from others that all help us to be successful.



Healthy  
Behaviors

Fewer  
Health  
Risks

Less  
Chronic  
Disease

Higher  
Performing  
Companies



## AWARENESS & EDUCATION

*Workplace wellness programs use health risk appraisals, biometric screening, posters, flyers, videos, books, email notifications, text messages, payroll stuffers, Internet sites, magazines, lunch and learns, special speakers, company newsletters, blogs, and many other forms of communication to create awareness of wellness at work.*



## SKILLS & TOOLS

*This is the “how” of behavior change. It is one of the most important aspects of successful behavior change, and it is the one that we perhaps neglect the most. For example, Biometric screening is great at helping people understand their current health risks but unless that screening helps people with the skills and tools they need to reduce their elevated health risks, the screening won’t do much to improve employee health.*



## MOTIVATION & INCENTIVES

*It is vital to have the right kinds of motivation in wellness programs in the workplace. Most workplace health programs encourage employees to participate in a variety of health promoting activities. The use of incentives is just one strategy that can be used to motivate employees.*



## CULTURE & ENVIRONMENT

*The last step of the behavior change process is the most important one. It’s not just about changing the culture and environment, it’s about altering policies of the worksite, creating social support, and changing the physical environment.*

# WELLSTEPS SOLUTIONS WORK



THE EVIDENCE SHOWS that WellSteps employee wellness solutions are effective. That is why we guarantee employee engagement, health improvement, and a return on investment.

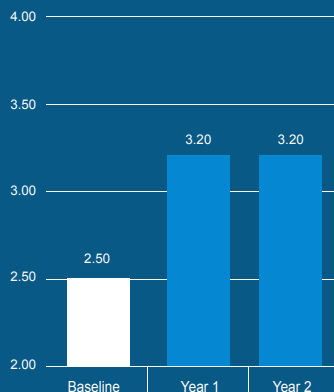
Employee related expenses due to health care, absenteeism, and poor productivity are caused by unhealthy employee behaviors, elevated health risks, and chronic diseases such as diabetes. Independent research indicates that our solutions improve each one.

## WellSteps Improves Unhealthy Employee Behaviors <sup>1,2,3</sup>

The charts below show improvements are sustained for at least two years. When employees improve behaviors they cost less because they have fewer health risks and less chronic disease.

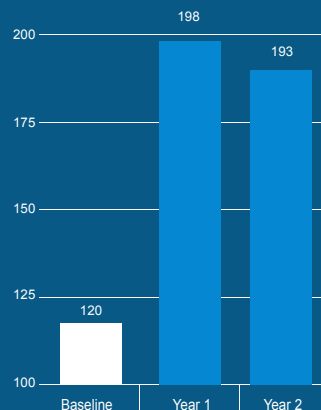
**+23%**

DAYS OF EXERCISE  
PER WEEK



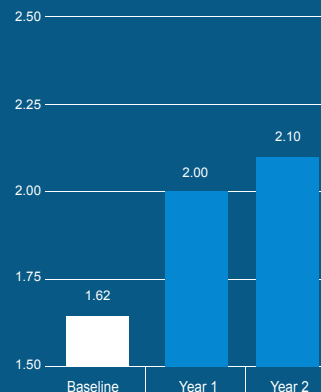
**+53%**

MINUTES OF  
EXERCISE PER WEEK



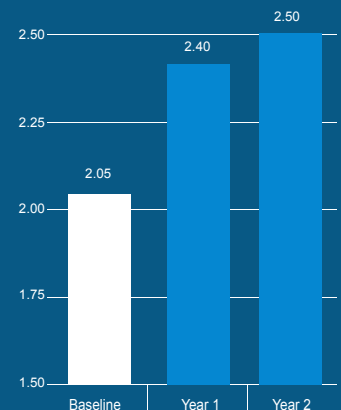
**+15%**

FRUIT SERVINGS  
PER DAY



**+9%**

VEGETABLE  
SERVINGS PER DAY





# WELLSTEPS LOWERS CHRONIC DISEASE RISK

Employees who participate in WellSteps learn to adopt and maintain healthy behaviors, which lowers chronic disease risks as recently demonstrated.<sup>4</sup> WellSteps solutions are based on science that has been documented to reverse diabetes<sup>5,6</sup> and stop the risk factors that cause heart disease.<sup>7</sup> In one study, the number of employees diagnosed with diabetes was cut from 44 to 26 after just one year.<sup>5</sup>

# YOUR 150% RETURN ON INVESTMENT IS GUARANTEED

The WellSteps model has been shown to reduce absenteeism. One employer saved \$15.60 per dollar invested due to reduced absenteeism.<sup>8</sup> A WellSteps client saved \$3.32 per dollar invested due to reduced cost of claims.<sup>9</sup> With this type of evidence, we can comfortably provide a performance-based guarantee that every WellSteps client will return a minimum of 150% on their wellness investment.

The entire body of scientific evidence on the ROI of wellness programs was used to create the WellSteps ROI calculator.<sup>10</sup> With this free tool, any worksite can accurately estimate the financial impact of using WellSteps wellness solutions.

## DECREASED RISK AFTER ONE YEAR OF WELLSTEPS

	% Change
Decrease Body Mass Index	-46.0%
Decrease Systolic Blood Pressure	-34.7%
Decrease Diastolic Blood Pressure	-56.3%
Decrease Blood Glucose	-65.6%
Decrease Blood Cholesterol	-38.6%

## PERCENT NO LONGER HIGH RISK AFTER ONE YEAR OF WELLSTEPS

	% Change
Body Mass Index	11.6%
Systolic Blood Pressure	39.4%
Diastolic Blood Pressure	70.7%
Blood Glucose	38.9%
Blood Cholesterol	40.7%

REFERENCES ARE FOUND AT THE BACK OF THIS BOOKLET



## YOUR HEALTH AND WELLNESS GUIDE

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When you choose Kurisko & Co., your dedicated WellSteps Guide will work with you to create a plan.

Think of your Guide as your dedicated wellness partner.

We do all the heavy lifting. With the help of your Guide, your wellness program will start with an aggressive communication and marketing plan.

With tailored mailings, emails, webinars, and posters, all employees will learn about your wellness program and want to participate.



## WHAT YOUR GUIDE WILL DO

### Overall Program Management

- Track implementation progress using a strategic roadmap
- Schedule Wellness Committee meetings
- Lead the worksite culture audit and change process

### Build a Tailored Online Program Center

- Utilize your logo
- Your CEO's image
- A custom "Welcome" message prepared for you (or you can write your own)

### Prepare | Deliver Materials for Campaigns | Marketing

- Print and deliver branded posters and fliers to you locations
- Execute a robust communication and marketing plan designed to reach employees in multiple ways
- Manage incentive distribution process

### Manage All Technological Requirements

- Process and upload your employees into our system
- Enable the Personal Health Assessment
- Schedule behavior change campaigns and associated emails
- Facilitate development of wellness activity list then program it into our system

### Evaluation

- Provide campaign outcome reports with employee comments
- Prepare and deliver an aggregate Personal Health Assessment report
- Provide an executive summary of program outcomes





## THE SIX PILLARS OF WELLNESS

---

**It is crucial to foster the six pillars of wellness.**

This approach addresses the whole person by acknowledging that a lack of well-being in one area of a person's life affects their overall sense of wellness.

Kurisko & Co. works with corporations to establish an inclusive environment that opens multiple doors to wellness. All employees can create personal and organizational momentum that translates into sustained health behavior changes as they build a strong future and grow personally and professionally. At the same time, they enjoy their work and make meaningful contributions.



## PHYSICAL WELLNESS

*Maintaining a healthy quality of life allows employees to get through daily activities without undue fatigue or physical stress.*



## MENTAL & EMOTIONAL WELLNESS

*Develop the awareness, understanding, and acceptance of present emotions and the ability to manage stress, relate to others, and make healthy mental choices.*



## OCCUPATIONAL WELLNESS

*Balance work and leisure in a way that promotes health, a sense of personal satisfaction, and feelings of accomplishment at the end of the day.*



## NUTRITIONAL WELLNESS

*Our program focuses on education of cooking and healthy food choices, their impact on mental health, and exploring the physical and emotional relationship humans have with food.*



## FINANCIAL WELLNESS

*Take control of personal financial health now and into the future by enhancing financial wellness in various aspects of personal finances.*



## SOCIAL WELLNESS

*Build healthy, supportive, genuine relationships and foster connections with peers and colleagues.*



WHICH DESCRIBES YOUR  
WELLNESS NEEDS?

**Kurisko  
& CO**





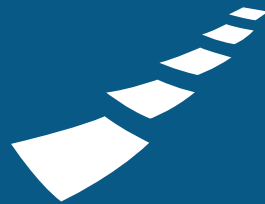
## 1 I NEED AN EMPLOYEE WELLNESS PROGRAM THAT...

- Improves the health of employees.
- Is affordable.
- Improves employee productivity.
- Is easily deployed.
- Improves workplace health culture.
- Lowers our medical insurance rates.
- Focused programs aimed at reversing heart disease, diabetes and other chronic conditions.



## 2 I HAVE A WELLNESS PROGRAM BUT NEED HELP...

- Engaging employees.
- Increasing participation.
- Tying participation to outcomes.
- Improving health culture.
- Measuring outcomes.
- Delivering wellness.



3 STEPS TO CREATE A SUCCESSFUL  
WELLNESS PROGRAM.

**Kurisko**  
**&CO**



## STEP I: AWARENESS

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Awareness to change and employee buy-in are two of the most crucial steps when a company implements a wellness program.

At Kurisko & Co., we believe that involving all employees in healthy habits creates a happier work environment and a healthier bottom line.

As you will see, we are not like most solutions. Most health solutions target only the high-risk employees and leave you to deal with the rest. We partner with you in creating and maintaining a healthy culture for all employees, a culture that will thrive.

Our program promotes and maintains healthy behaviors by implementing evidence-based campaigns driven by population priorities. In doing this, WellSteps stimulates readiness through competition, collaboration, and peer support.



## STEP 2: ENGAGEMENT

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After awareness, the next and most challenging step is engagement; this is where we thrive. The core of the WellSteps solution is our behavior change tools.

### **Our Approach**

Campaigns

Support

Incentives

Assessment

Your dedicated guide will work with you to create a targeted plan to engage your employees. Once the plan is in place, we will do all the heavy lifting with aggressive communication and an internal marketing plan.

We specialize in corporate engagement and have tailored mailings, emails, webinars, and posters to excite your employees and encourage them to take control of their well-being.





## CAMPAIGNS

*WellSteps campaigns promote positive, healthy behavior change. Whether alone or in a group, employees begin to eat healthy, improve emotional health, engage in physical activity, and change unhealthy lifestyles. Campaigns are developed with a specific tempo and are usually three to eight weeks long.*



## SUPPORT

*Wants, needs, and support lie at the heart of all goal-directed human behavior, and our app stimulates the sensory processes of behavior change. Inside the WellSteps app, we generate anticipated stimulus that drives action. We create an environment that prompts desired behavior through support and motivation.*



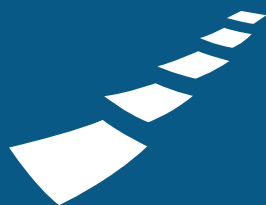
## INCENTIVES

*We help encourage employees to be healthy by incentivizing them to complete wellness activities. Each employee earns points with every completed activity. At the end of campaigns, points can be redeemed for rewards selected by your company. These incentives energize, direct and sustain behavior.*



## ASSESSMENTS

*Everyone enjoys the feeling of accomplishment. That is why WellSteps has focussed on providing instant feedback in dynamic dashboards that offer tips for improvement. WellSteps also provides aggregated reports, program recommendations, and yearly comparison reports.*



## SAMPLE CAMPAIGNS



### Move It!

Encourage enjoyable physical activity with friends, family, or even pets.



### Grocery Guide

Helps participants find the healthier foods in their local grocery store.



### Tech Time-out

Promotes replacing technology use with enhancing relationships.



### Circuit While You Work It

Participants will learn exercises they can do in a circuit at work.



### Food Makeover

Encourages participants to prepare more healthy foods at home.



### Mindfulness At Work

Helps participants be more focused while at work.



### **Stress Free**

Promote effective ways to cope with stress.



### **Island of Health**

Participants build healthy behaviors and environments at work and home.



### **Financial Fitness**

Promotes smart money practices that help reduce stress.



### **Train Your Brain**

Use your brain to stay active and to learn new skills for success.



### **Earth Wise**

Apply actions to save money and the environment.



### **Balance It All**

Learn and apply simple strategies to balance work and home life.









## STEP 3: RESULTS

All along the way, your program provides small win opportunities daily and acknowledges them with simple rewards, helping employees stay motivated and experience daily success along their wellness journey.

As for results, we provide health progress cards that help your employees see their gains as they progress to better health.

Our goal is to help people create and maintain a healthy lifestyle because they have personally experienced wellness benefits.

## RESULTS TO EXPECT

We are so confident that our WellSteps Solution will create change that we back it with the WellSteps Performance Guarantee. Our three-year performance guarantee addresses three key metrics: employee engagement, behavior | risk change, and cost trend.



### Employee Engagement

Program participation will exceed 50% of all eligible participants.



### Behavior & Risk Change

At the end of year two, participants will demonstrate an improvement in health behaviors or health risks of no less than 7%.



### Cost Trend

At the end of year three, participants will have fewer medical expenditures than non-participants. The savings will total at least 150% of the cost to deliver the WellSteps solution.

A man with a beard and short brown hair, wearing a blue t-shirt, is focused on blending ingredients in a clear blender jar. He is holding the jar with his right hand and the base with his left. The jar contains green leafy vegetables and sliced cucumbers. In the foreground, on a white countertop, there is a glass of orange juice, a green cutting board with a halved kiwi and an avocado, a glass of water, and a white bowl filled with fresh spinach leaves. The background is a bright, modern kitchen with a window and some kitchenware.

BRINGING IT TOGETHER

**Kurisko &co**

# THE WELLSTEPS PROGRAM



WellSteps is an annually renewed program developed to support companies as they change their culture of health and help employees adopt and maintain healthy behaviors.



## COMMUNICATION AND MARKETING

- *Kick-off Webinar for all employees*
- *Sites receive posters*
- *Participants receive tailored emails*
- *Coordinators receive support*
- *Campaign Webinars*



## BEHAVIOR CHANGE CAMPAIGNS

- *Employee & spouse online programs*
- *Structured behavior tasks given weekly*
- *Incentives*
- *Tracking and distribution of incentives*
- *Campaigns available offline on request*
- *Checklist to Change*
- *Cultural Change Consulting*



## EMPLOYEE HEALTH EVALUATION.

- *Reports available 24/7 in real time*
- *Aggregate reporting on health behaviors*
- *Rewards reports by location and category*
- *Annual reporting utilized to plan successive years*
- *Data consistently utilized to strategize, evaluate and improve program*

# CLIENT TESTIMONIALS

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“As a Reseller of WellSteps, we get to explore the unique customization options that WellSteps has to offer. We can create each of our clients wellness program to be their very own. Every detail is tailored specifically to each individual company, which creates a seamless experience for the WellSteps user. We really enjoy the ease and convenience of administering the Rewards program. Clients can choose activities that align with their mission and values, while users can upload proof of completing activities. This is a great way to incorporate all dimensions of wellness into a program. It definitely goes beyond tracking steps and pounds and offers something for each individual user, regardless of where they are in their wellness journey. Our clients have had great success with the WellSteps Health Coaching program. The health coaches are kind, compassionate and challenge the participants. Participants are able to form action plans and reach goals with the guidance and expertise of their health coach.”

**Whitney LaMar**

*Genesis Occupational Health*

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“Straight up amazing. The most repeated compliment/statement from our employees is, “I didn’t know it was so easy”. For myself as the Wellness Coordinator, it is not about the innovation, it is about the fundamentals of basic healthy lifestyles. If the population does not know what proteins and vegetables are, the amount of fancy trackers and challenges is negated. BUT, if the tracker is letting people know what a vegetable is, what it does for the body and helps them to see they are not getting any and they start tracking intake with the tracker, that is a worthwhile tracker. The beauty of the program is much of it is customizable to the user. My job is to help them see what they need and WellSteps provides the resources to do that. We have had the pleasure of working with a few different Guides. Each one of them have been amazing humans, very flexible and adapting, and truly awesome. I’m not sure what your onboarding process is but it has allowed us to receive a consistent product and service with each Guide. I do not think about program management because WellSteps is set up to manage itself. It is possible the Guides do a lot on the back side I am not aware of but always thankful for their time and effort.

**Tayna Flanagan**

*Corporate Wellness and Safety Coordinator*

*Glacier Bancorp, INC.*



“Wellness has become a part of Fransen Pittman’s culture. Shared experiences and events bring people together to celebrate and improve their health as well as provide social bonds and friendships. Several people in the company were extremely passive about their health prior to joining Fransen Pittman, however after joining the program, they have taken an active role in their health and set out to accomplish new healthy activities and experiences. Employees have experienced successes such as weight loss, improvement in healthy values of bloodwork, tobacco cessation, etc. Without a doubt, these employees are setting themselves up for a healthy future.”

**Cassie Scott**

*Fransen Pittman General Contractors*

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“WellSteps has helped us create a well-rounded and meaningful employee wellness program. They provide us with materials, videos, and campaigns that are focused on helping individuals make lifestyle changes. We have seen positive results in the first year on our lipid profiles and overall health of our employees.”

**Keli Royal**

*Shenandoah Medical Center*

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“We love the WellSteps platform because it is adaptable to our population. Our WellSteps Guide, Nadja provides care and attention to our employees. She is always there to help guide our team on new and innovative ways to craft our program. She has been instrumental in helping us communicate with team members to keep them engaged.

**Gail Bennett**

*Phoenix Lighting*

---

“WellSteps has elevated our program. The number one thing that has helped is the frequent communication which keeps all of us on track. Our guide has been easy to work with, brings innovative solutions and has become part of our team. The varied resources that WellSteps provides means that there is something for everyone to enjoy. We have infused the parts of our program that we created and melded them with the additional material and knowledge that WellSteps has brought. It has been a fantastic partnership!”

**Cameron Black**

*Wellness director/Strategic Advisor Ollis/Akers/Arney*



CHECK THE FACTS

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