



The REFRESH BUTTON™

Validation Points for a New Health Industry

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The REFRESH BUTTON™

Validation Points for a New Health Industry

The Health & Productivity Costs Challenge

- Despite doubly higher spending, the USA ranks only #28 in successful health outcomes – near bottom of thirty OECD countries.¹
- Healthcare's share of GDP is projected to expand from its current 16% to 20% in ten years.²
- Job-based health insurance may increase 100% by 2018, costing employers \$25,000/year/family of 4.^{3,4}
- Health insurance premiums are increasing in double digits after doubling in the five years before 2005.

Not yet factored in is impact of illness increases on utilization costs and productivity losses from people who cannot afford timely medical treatment. Treatment delays increase costs exponentially as unresolved symptoms develop into illness and disease.

- Current "presenteeism" losses from employees physically on the job but too unhealthy or too stressed to produce are now three times more costly than absenteeism.⁵

Two disquieting results emerged from a recent CFO survey:

- A. Health plan cost control has little success on costs, productivity, health or absenteeism.
- B. Lost work time is at or past the critical point where it has impact on business performance.

The Business Value of Health, Integrated Benefits Institute 2006 survey of CFOs

Business profitability now also requires successfully competing with companies from countries where health is less costly as social policy.

Employers Two Needs

America's business community has two primary needs from the healthcare system:

1. Healthy people to work
2. Lower total illness costs

The current healthcare system does not and will likely never meet these needs. Its conflicting incentive is to reduce/manage illness at increasing shareholder value – not produce healthy people at lower costs. Physicians and nurses are trained to reduce pathology, not produce health.

Regardless of insurance plans and who pays medical care:

- Employee poor health directly erodes profitability and productivity.
- Healthy people directly cut lost work time costs, optimize productivity and lower utilization.

Health Production – A New Industry

Employers have financial and operational incentives to produce healthy employees. Employers and their employees share vital interest to progressively decrease costs by producing an increasingly healthy population that requires fewer medical services, short-term to long-term. How?

A new health-producing sector is needed to complement the healthcare system's work to reduce and manage illness. The long-term solution for healthy economic growth is to make optimal health the goal. The best illness costs defense is an optimal health offense. **The result is healthy people who can work better, focus better and produce better at lower costs.**

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“Health production” is qualitatively different from imprecise wellness, prevention, health promotion and illness reduction. A new breed of health-producing methodologies achieves health goals with methods similar to manufacturing “process improvement” and quality control. It answers:

- A. How healthy can humans become?
- B. What knowledge, tools and practices produce optimal health?
- C. What prevents and destroys optimal health?

Health Production’s Immediate Highest Impact

Executives competent to translate physiology into financial savings will gain strategic benefit by addressing this physiological fact:

The single source of most doctor visits and absenteeism costs is stress damage chain reactions.

Much of today’s healthcare costs and medical services are used to merely repair second, third, and fourth generation consequences of failing to stop stress damage chain reactions:

- 60% - 90% of all primary care doctor visits are now stress related
Harvard Business Review, Perkins, A. (1994). Saving money by reducing stress. 72(6):12
- 50% of all absenteeism is stress-related.
NIOSH - study of USA workers by the European Agency for Safety & Health

Four stress damage pathways⁶ produce 60% - 90% of doctor visits:

1. Cardiovascular (hypertension, atherosclerotic plaque formations, heart attack, strokes)
2. Metabolic (insulin resistant diabetes, obesity)
3. Immune (flu, infections, auto-immune, cancer)
4. Psychological (anxiety, depression, insomnia, negativity, overwhelm)

Today’s single most valuable health opportunity stops stress damage to health and productivity.

Enter The REFRESH BUTTON™

The REFRESH BUTTON™ methodology is a health innovation that eliminates stress damage. This dominant illness source can now be prevented with lifelong skills to better operate the body, mind, focus and energy. **The REFRESH BUTTON™** skills simultaneously produce optimal health, improve focus, sustain top performance, successfully navigate change and appreciate human capital.

The REFRESH BUTTON™ Foundational Skills for Health Production

- DYNAMIC CALM™** – for healthier productivity & better focus all day
- GENIUS FOCUS™** – for solutions, innovation, teamwork & optimal psychological health
- ENERGIZING™** – for vibrant awareness, immune strength & healthy energy

The REFRESH BUTTON™ Potential for Savings & Benefits

- Cut absenteeism in half
- Reclaim 50% of lost time costs
- Prevent 60% - 90% of primary care doctor visits
- Increase productivity by 3 weeks per employee
- Eliminate stress damage so there’s no stress to “manage”
- Make health a lower cost productivity driver
- Produce optimal health with top performance
- Translate physiology into financial savings
- Appreciate people capital with lifelong health production skills

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BIOGRAPHY



Robert Simon Siegel, Founder of the Global Optimal Health Group, is nationally known author of “*Six Seconds to True Calm: Thriving Skills for 21st Century Living.*” Psychophysicologist, corporate trainer, qigong instructor and stress specialist with over 20 years clinical experience in hospitals, medical centers and private practice, Robert’s articles have been published internationally, nationally and in various local Seattle magazines. He was selected to speak at the National Wellness Conference in 2010 and 2008.

CORPORATE CLIENTS (partial list)

- Chevron U.S.A. Inc
- Pritikin Longevity Center
- Davis, Wright, Tremaine
- TRW
- Port of Seattle Police Dept.
- Washington Athletic Club
- King County, Dept. Natural Resources
- Providence Health System
- National Semiconductor
- NBC

MEDIA APPEARANCES (partial list)

- Chicago Tribune
- Savvy
- Woman’s Day
- Fit
- FOX -TV Good Day New York
- CBS-TV Up To The Minute
- Spa
- Mademoiselle
- KTLA Noon News
- Seattle Magazine

TESTIMONIALS

What People Say About Optimal Health Trainings with Robert Simon Siegel

“Swift, effective and simple techniques that anyone can use anytime.”

*Paul J. Rosch, MD, F.A.C.P. President, The American Institute of Stress
New York Medical College, Clinical Professor of Medicine & Psychiatry*

“This is it! Streamlined, easy to learn, rapid results and totally effective against daily stress build-up. Robert’s work is really cutting edge. We are lucky to have him here in the Pacific Northwest.”

Tamela Thomas, Wellness Manager, Washington Athletic Club

“Participants raved about these techniques to eliminate stress damage, resulting in a groundswell demand for more classes. Our governmental organization is under increasing pressure to respond to growing & changing work demands with ever-decreasing staff resources. It makes sense to incorporate stress elimination techniques like Optimal Health Trainings into health care management strategy. Calm employees make better decisions & fewer mistakes.”

Mary Wohleb, Training Program Manager, King County Water & Land Resources Division

“Your skills can be used anytime to provide a clear, improved mental focus. This small investment has long-term benefits & payback. I encourage others to invest time in this training to better address the increased demands of law enforcement officers’ work. One can use these practical techniques to better serve one’s community.”

*Lieutenant Gerald Alexander, Criminal Investigation Unit,
Port of Seattle Police Department*

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TESTIMONIALS

What People Say About Optimal Health Trainings with Robert Simon Siegel

“Great, compact and time-saving.”

Omar A. Askari, President & CEO, United Technical Services, United Arab Emirates

“Staff response was extraordinarily positive.”

Catherine Tracy, Chief Deputy, LA County Dept. of Children’s Services

“In my 17 years at Pritikin I have found the approach provided by Robert Siegel to be the only tangible stress management tools that have successfully worked in my personal life.”

Kevin Wisner, President, Pritikin Longevity Center

“I recommend his program highly. Robert’s deep knowledge impressed me greatly.”

Toshihito Hasegawa, MD, M.P.H., Co-Founder: Japanese Association of Stress Research

“It is rare to find such a wonderful learning experience in today’s world.”

A.K. Zebdi, Software Engineering Consultant, Insightful Corporation

“If you’re not satisfied with your physical, mental or emotional health, this program is for you. All you have to do is try it. It works.”

*Elmer E. Green, Ph.D., Formerly Founder & Director Emeritus,
Menninger Clinic, Center for Applied Psychophysiology, Topeka, Kansas*

“This very special class has helped me so much I’ve sent friends & coworkers, all of whom have benefited enormously. I’m here to tell you, you’re not even aware of how much stress you carry, nor how easy it is to remedy.”

Doug Hotei Rice, Program Manager, King County Dept. Of Natural Resources

References

- ¹ Carey, D., B. Herring and P. Lenain (2009), “*Health Care Reform in the United States*,” OECD Economics Department Working Papers, No. 665, OECD publishing, © OECD.
- ² Keehan, S. et al. “*Health Spending Projections Through 2017*,” Health Affairs Web Exclusive W146” 21 February 2008.
- ³ Congressional Budget Office, *Taxes and Health Insurance*, February 29, 2008.
- ⁴ *Health Reform: The Cost of Failure*, May 21, 2009, Robert Woods Johnson Foundation and The Urban Institute.
- ⁵ Kessler, Ron, MD, *Health and Work Performance Questionnaire (HPQ)*, Harvard Medical School & World Health Organization in The Business Value of Health, 2006 survey by CFO Research Services and Integrated Benefits Institute.
- ⁶ Sapolsky, Robert M., *Why Zebras Don’t Get Ulcers*, Henry Holt and Company, NY, 2004.