



Optimal Health Trainings *The Heart of Wellness*

Today's most important health & productivity tools

The Value Breakthrough

Proactive Wellness Solutions

Produce Health

Save Costs

Drive Productivity

- **Eliminate (not “manage”) stress damage to health, productivity & quality of life**

The effective wellness methodology that stops major productivity losses from this #1 source of lost work time costs, doctor visits & illness.

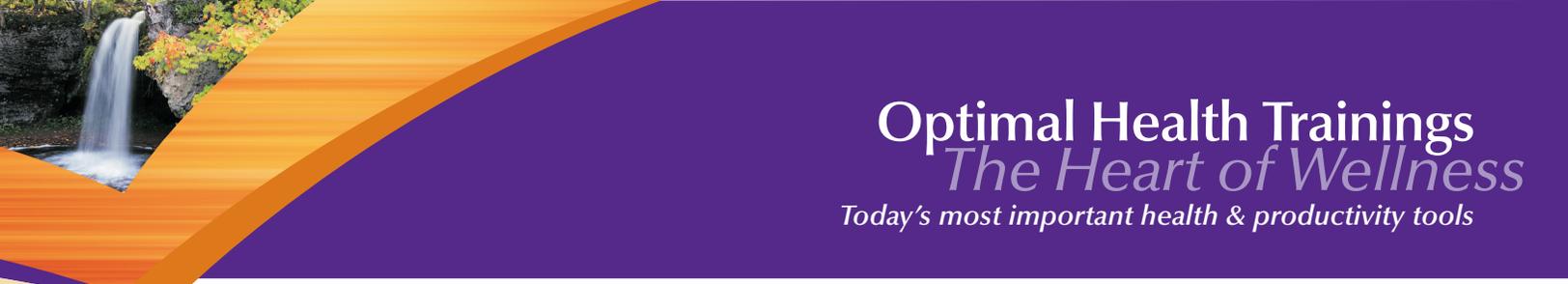
- **Produce sustainable optimal health**

Appreciate and protect your people capital with lifelong skills for optimal functioning, lasting benefits and exceptional ROI.

FAQs About Optimal Health Trainings

1. What are Optimal Health Trainings?
2. How do Optimal Health Trainings drive productivity?
3. What makes Optimal Health Trainings so effective and deliver exceptional value?
4. What is the Optimal Health Principle?
5. Why is producing optimal health the missing “upside” to our health spectrum.
6. Why is it necessary to produce optimal health to lower healthcare costs?
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11. What is the bottom line?
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13. What is our proactive strategy?





FAQs About Optimal Health Trainings Continued

1. What are Optimal Health Trainings?

Optimal Health Trainings teach hands-on practical skills that apply knowledge of physiology, science, clinical effectiveness and practical wisdom – ancient and modern - to produce a full spectrum of optimal health. These lifelong skills produce optimal physical health, optimal mental health, optimal emotional health and optimal energy health.

Our three main programs provide the necessary wellness foundation to be well: eliminate stress damage, move well and eat well.

2. How do Optimal Health Trainings drive productivity?

These are the main ways:

- A.** People are healthier and can work more – less absenteeism and less presenteeism – once they eliminate stress damage: the single primary source of most lost work time, illness conditions and doctor visits. This can add 1-3 weeks more worker output company-wide.
- B.** People have the mental skills to clear their mind of distractions in seconds and focus powerfully on their job, undistracted by emotional upset, muscle tension, mental overwhelm and worries with faster recovery from stress events. For example, you can increase productivity by 50 - 125 hours per person per year simply from regaining the productivity lost by each person too stressed to focus for 12 - 30 minutes per day.
- C.** People have the mental focusing tools to produce new solutions, innovate, create and improve operations continuously versus common “problem-solving”. This way of operating the mind also boosts immune strength and develops teamwork by generating more efficient, positive communications. Your company gains competitive advantage in a global marketplace where rapid change and innovation now greatly determine success.

3. What makes Optimal Health Trainings so effective and deliver exceptional value?

Optimal Health Trainings produce outstanding results because they teach people LIFELONG skills to better operate their body, mind and personal energy. You do the skills, you get the results. Once learned and applied, they work – for life. This gives excellent bang for the buck!

Like manufacturing processes of “process improvement”, “doing it right the first time” and “defect prevention” these skills succeed because they utilize the body’s design. They are not theoretical. You do the skills, you get the results. Simple, easy-to-learn skills can serve people for life. Lifelong use provides continuous ROI.

4. What is the Optimal Health Principle?

The cutting edge movement to proactively produce optimal health is guided by The Optimal Health Principle. This states that: “Knowledge is continually applied to the goal of developing lifelong skills that improve health and performance by better operating the body, mind and personal energy – without pills and external agents.”



FAQs About Optimal Health Trainings Continued

5. Why is producing optimal health the missing “upside” to our health spectrum.

The best illness defense is an optimal health offense. Businesses need healthy people to work. However, nobody in the healthcare system – HR, insurance, pills, doctors – produces optimal health. They are in the business of health's downside - modifying symptoms, reducing illness, managing disease and attempting to contain costs. The healthcare industry's domain is pathology, not optimal health, it's needed complement.

Our healthcare system is reactive, not proactive. Operationally, it's reactive stance means that medical treatment can engage only after illness has developed enough to be diagnosed. High deductibles further delay treatment because people avoid going to doctors for as long as possible to avoid paying. Treatment delays are expensive opportunity costs. Treatment delays increase costs exponentially when symptoms develop unnecessarily into illness, then disease and organ deterioration.

We Americans have become totally dependent on after-the-fact illness reduction. We've been trained to go to doctors with a “fix me” attitude and no sense of responsibility for how we got ourselves there.

While we cannot mandate that people apply the tools and knowledge that sustain optimal health, we can indeed teach those skills and provide incentives. There is no getting around the fact that people must take responsibility for their own health. Fortunately, most people want to enjoy good health. They often simply do not know how.

6. Why is it necessary to produce optimal health to lower healthcare costs?

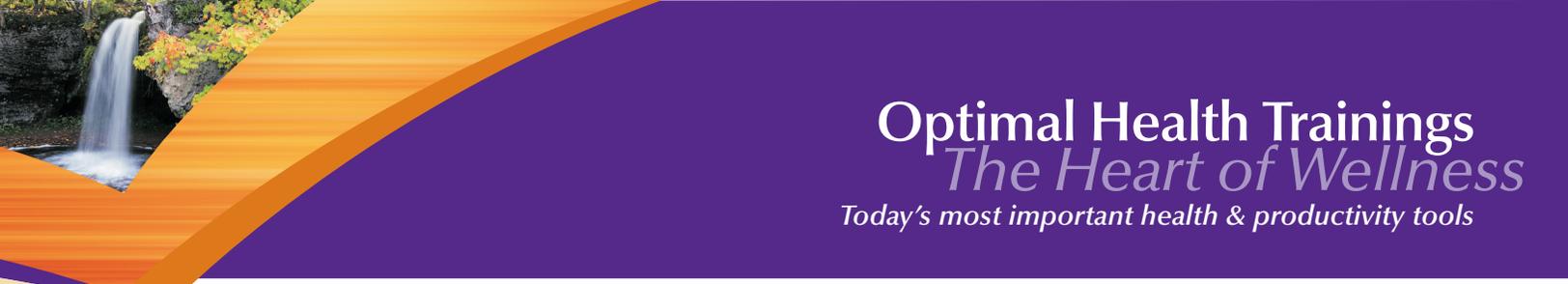
For people, for businesses and for the nation, the single best way to lower healthcare costs is to be healthy. Unfortunately, our healthcare system does not produce health. It only tries to reduce illness. 74% of American health care costs are due to preventable lifestyle-related behaviors, according to a 2006 study by Purdue University.

Optimal Health Trainings produce optimal health. This proactive goal is the next step beyond disease management, illness prevention, health promotion and wellness. The long term Return On Investment is exceptional because Optimal Health Trainings skills are designed for lifelong use.

7. What are the productivity benefits of an optimal healthy workforce?

1. Optimal healthy people **come to work more often** – less absenteeism.
2. Optimal healthy people **work better and focus better** – less presenteeism.
3. Optimal healthy people **need fewer medical services** – less illness costs.

Healthy people directly decrease lost work time costs. Decreased utilization of medical services must be a financial incentive that can also lower insurance premiums contractually. Carriers benefit from the reduced risk and lower payouts. Business needs to gain these competitive advantages and have this financial incentive to inspire innovation.



FAQs About Optimal Health Trainings Continued

8. Where do optimal health skills come from?

Producing optimal health is an innovation born of necessity. It supplies the missing leg – the upside – to our health spectrum. This proactive strategy requires new thinking. Yet it promises an unprecedented opportunity for business to achieve the financial and health goals we value.

We at GOHG are developing a growing body of skills, knowledge and best practices from around the Earth that produce optimal health and optimal human functioning. All Optimal Health Trainings teach skills that are science-based, clinically effective and produce exceptional results because they utilize the body's design. You do the skills, you get the results.

9. When do benefits begin?

Benefits begin immediately – as soon as you use the skills. Benefits last a lifetime because they are skills, not pills. You put the skills to work and you gain the benefits.

10. Why are healthcare costs and lost work time costs not going down?

A recent survey of nearly 500 Chief Financial Officers concluded that: "Health plan cost control has little success on costs, productivity, health or absenteeism."¹

Yet the dominant focus of corporate efforts is on health plan cost control, the area of "little success". Tactics shift costs, decrease benefits, raise deductibles, increase co-payments and premiums, transfer responsibility and annually shop new plans because... poor results. This commonly shared outcome suggests that a solution key is absent.

But... even if healthcare insurance costs decrease somewhat, total illness costs won't lower significantly. Why? Here is another fact we cannot ignore from the same CFO survey. Half those CFOs reported their businesses were at or above the critical point where: "Lost work time from poor health has meaningful impact on business performance."²

Lost work time is serious business. Regardless of health insurance plans, employee poor health directly erodes profitability and productivity. Only when we shift our focus to producing optimal healthy people that need fewer medical services can costs truly decrease.

11. What is the bottom line?

No matter who pays, here's the bottom line: Because it does not produce optimal health, our healthcare system does not fully meet the business need for a healthy workforce.

We need a proactive complement – the upside – to pathology reduction and health plan cost control. In practice even prevention is still reactive. Diagnostic tests and health risk appraisals are designed to give advance warning of impending illness and disease. They help delay illness onset. But without producing health, the illnesses are rarely avoided. The best illness defense is an optimal health offense.



FAQs About Optimal Health Trainings Continued

12. What is our proactive goal?

Our proactive goal at GOHG is to transform health from a cost into an investment that drives productivity.

The end result is an optimal healthy, energized workforce of people who can focus, innovate solutions, improve operations, communicate positively and contribute their talents. Your organization can compete well in a global marketplace. Your business can thrive with change because your people have the tools to succeed.

America's businesses must define and achieve a genuine proactive goal in order to gain sustainable global competitive advantage. This is particularly challenging when the governments of competing countries, not their businesses, now pay the lion's share of their employees' healthcare costs. Slowing rate hikes, modifying symptoms (pharmaceutical speak) and reducing illness after they develop are not proactive goals.

13. What is our proactive strategy?

We can start accomplishing this worthy goal with a simple, straightforward three-step proactive strategy:

1. Translate physiology into finance to identify high priority wellness interventions that work
2. Eliminate stress damage as the primary source of most illness and lost work time costs
3. Continuously produce optimal health as optimal human functioning

References

^{1,2} *The Business Value of Health*, 2006 survey by CFO Research Services and Integrated Benefits Institute.