

Subject: May 2010 WellNews

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BWI HEALTH PROMOTIONS™
Workforce & School Wellness
COMPREHENSIVE WELLNESS MANAGEMENT

BWI Health Promotions

May 2010



BWI's WellNews

Dear Colleague,



If you've been with us since our roots 16 years ago, you probably know me as "The Battle Lady." Before BWI Health Promotions was even a thought, employees of businesses came together in the spirit of competition.

Since then, we have expanded to provide full-service worksite and school wellness solutions in Western New York, offering everything from health risk appraisals to health coaching to afterschool children's programs.

We have evolved over the last seven years especially, as we push to be the area's leader in helping companies of all types and sizes begin or continue to manage their own wellness program.

I invite you to see what we're about. Discover how the promotion of better health will lead to a positive return on investment for your company.

Save the date for our BWI Comprehensive Health Management Showcase on June 18. Maybe it's been a while since we've last connected, or maybe you're ready to take your program to the next

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BWI Staff Highlight

We welcome Dr. Ronald Santasiero, MD, DABMA, as BWI Health Promotions' medical director. Dr. Santasiero, co-founder of Sedona Holistic Medical Centre in Hamburg, will oversee health risk appraisals and biometric screenings that BWI provides to worksites, schools and the

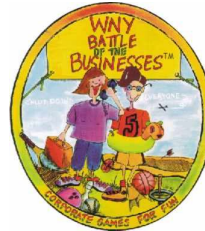


level. Learn about our new services (health risk appraisals, health coaching, executive wellness consulting), hear from some of our partners and experience a slice of what we do.

Healthfully yours,

Shawna

Shawna R. Dosser, MS, CWPM
President, BWI Health Promotions
Health Education and Exercise Physiologist



PS: After a six-year break, we're bringing Battle of the Businesses back by popular demand this fall. Stay tuned for more details on this region's premier health promotion and team-building event.

What is Comprehensive Wellness Management?

All too often, companies that step into wellness make similar mistakes. Information is disseminated through a health fair for one day. An employee is handed the responsibility to develop a program and hits the ground running with good intentions, but little experience or knowledge, to steer the way.



So behaviors change, right? Ideally: yes. Realistically: not likely.

Any company that is serious about improving and sustaining the health of its employees and sustaining it, while aiding the bottom line through a positive return on investment, needs a well-rounded, planned approach.

At BWI, we know that comprehensive wellness management is the answer. Implementing a results-oriented behavioral health program is the best way to create a new culture focused on improved health.

It begins with data. You can't pinpoint what needs to be done without knowing where your employees are on the health spectrum. Obtaining "real-time data" provides a snapshot of an employee's health on the day that an assessment is administered, from blood pressures and glucose levels to flexibility and strength.

But anyone can collect data. It's what you do with it - and how you empower employees, through education and health coaching that speaks directly to personal needs - that matters. It is individuals who make true change happen and subsequently cut a company's health care expenses.

Do you want the apple to be the popular choice over the donut in your lunch room? The best way is through a thoughtfully planned model that uses data to pinpoint needed interventions, all while focusing on the individual.

community, as well as data pertaining to employee health. He will supervise the training of nurses and health professionals in testing protocols, ensure that screening licenses and certifications are up to date, and monitor changes in regulations. He has served BWI as a speaker on acupuncture and pain management, alternative vs. traditional medicine, nutritional and biological treatment of cardiovascular disease, and alternative nutrition/stress management.

Educational Tip

May is National Physical Fitness and Sports Month. Why not embrace spring with a walk outdoors or a bike ride?

Want more ideas? Check out [The President's Council on Physical Fitness and Sports](#) to take an Adult Fitness Test, and learn about [The President's Challenge](#).

Or, promote [National Employee Health & Fitness Day](#) on May 19 at your place of employment.

Talk to us!

Let us know what you like about BWI's WellNews, or what you would like to see. Your feedback is valuable to us. Send an e-mail to battleworks@verizon.net with your thoughts.

Choosing a Health Promotion Company

Your organization has made the decision to invest in a wellness program for its employees, but you need outside help in determining the plan and providing program components. So how do you choose a resource?



Consider the following, adapted from the Wellness Councils of America's "Checklist for Selecting Health Promotion Vendors" by John Harris and James McKenzie.

- Initial experience with the vendor: Was the vendor professional? Did the vendor adequately explain the product/service? Does the vendor have a good reputation in the field?
- Product quality: Can the vendor provide documentation of its product/service health or cost impact? Will the vendor tailor the product to meet your needs?
- Professionals involved: What is the education and training of the professionals involved with product/service delivery? Does the vendor complete performance reviews of its staff?
- Product/service delivery: Is the vendor willing to establish a contract? Can the vendor provide service at the times desired? Does the vendor have event management experience?
- Evaluation/reporting: Is the vendor HIPPA certified/compliant? Can the vendor adequately convert data into meaningful reports and accommodate customized data and reporting requests?
- Product cost: Is the vendor's cost competitive with that of others? Are there any hidden costs? Do results of the service justify the price?
- Other: Does the vendor carry adequate liability insurance for both on- and off-site?

Among these questions and others, perhaps most important is determining if a vendor is trustworthy and has the potential to build a strong relationship with your organization.

BWI in the Community



Quick Link

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BWI Services



An advocate of giving students real-world experience in the health promotion field and supporting community

events, BWI President Shawna Dosser brought 12 D'Youville College students to the April kickoff of the 4th annual [Buffalo Wellfest](#). The three-part series is billed as Western New York's most comprehensive healthy living exposition.

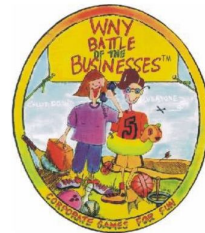
Dosser is an adjunct faculty member in the college's Exercise and Sports Studies Department. In exchange for extra credit, her students served as volunteers for the fair's first stop at UB Alumni Arena. Dosser believes that practical experience can open the door to opportunities, and has regularly exposed her D'Youville and Buffalo State College students to similar events over the years.

Dosser will attend the other two events, May 15 at the Buffalo Bills Field House and June 2 at the Buffalo Convention Center, and is looking for recruits to help.

Contact us today to learn how we can help you and your employees/co-workers develop the knowledge and tools necessary for making lasting lifestyle and behavior changes for living a healthier life.

BWI Health Promotions
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Shawna Dosser, center, poses with D'Youville College students at the Buffalo Wellfest. (Photo provided by Harmony Expositions)



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