2017 Better Wellness Conference
*Wellness Platform Sponsor Offer*

September 25, 2017
Presentation Overview

- Clinemetrica - profile
- Goals of partnership
- nVIGORus overview
- Offer details
- Next steps
Multi-disciplinary team at the McGill Comprehensive Health Improvement Program (CHIP)

- 20 years’ experience in directly helping people sustain lifestyle changes

Published many articles in the field

Develop customized wellness programming & challenges for the public, employers and health professionals

Focus on keeping it simple, making it fun, and engaging with others
Some of our clients and friends include:

- ASSOCIATION MÉDICALE CANADIENNE
- CANADIAN MEDICAL ASSOCIATION
- Joule
- Forces.ca
- Centre universitaire de santé McGill
- McGill University Health Centre
- Merck
- McGill Faculty of Medicine
- Woodview
- Morneau Shepell
- Pfizer
- Bristol-Myers Squibb Canada
We are partnering with the CBoC to:

Build **knowledge** and **know-how** among conference attendees;

- improve employee participation (2017)
- promote healthy eating (2018)
- reduce workplace stress (2019)
Fall 2017 – Phase 1 – focus on engagement

Format:
• Challenge runs Nov 6 – Dec 16
• Fall exercise challenge - 3 teams of 5 employees per attendee
• Focus: tools & techniques to engage employees through captains

Questions to be answered: To what extent;
• did the use of engagement tools drive participation?
• did the participants improve their health metrics?
• would participants recommend the challenge to others?
What is nVIGORus and why is it different?

- Fun 6-8-week exercise challenge, comprised of teams of 5
- For participants of all activity levels & virtually all types of exercise
- Includes techniques to build and sustain engagement
- Provides participant-specific and consolidated feedback on how exercise improved their health, happiness, and vigour
Previous success drove the design of nVIGORus

<table>
<thead>
<tr>
<th>Participation Rate</th>
<th>Changes in Physical Activity</th>
<th>Changes in Health (happiness, health, vigour)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFB Halifax¹</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26% (1,506 participants)</td>
<td>+ 30% Weekly Activity (METs)</td>
<td>Happiness - High Stress 9% 5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health - Blood Pressure 123/7 122/77 9</td>
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<tr>
<td></td>
<td></td>
<td>Vigour - Poor Sleeper 40% 23%</td>
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<tr>
<td></td>
<td></td>
<td>- High Fatigue 11% 1%</td>
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<tr>
<td>Merck Canada²</td>
<td>Ideal Weight +12%</td>
<td>Changes in</td>
</tr>
<tr>
<td>73% (532 participants)</td>
<td>Overweight +19%</td>
<td>Happiness - Stress - 6% -19%</td>
</tr>
<tr>
<td></td>
<td>Obese +32% Increases in</td>
<td>Health - Systolic BP (mmHg) - 3 -17</td>
</tr>
<tr>
<td></td>
<td>activity varied by weight.</td>
<td>Vigour - Insomnia -8% -18%</td>
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<tr>
<td></td>
<td></td>
<td>- Fatigue -5% -20%</td>
</tr>
</tbody>
</table>


All results P<0.05
Access your Resources through the Coordinator Control Panel

Announcements

Dorothy: Welcome to the team everyone!
Example of Your Resources

Recruitment and On-Boarding of Captains

Ideally, you will be one of the captains, leaving you two more captains to recruit.

What to look for in a captain:
- nVIGORus was designed to support all activity levels, so it is not important that the captains be super athletes. In fact, having a broad spectrum of athletic ability among your captains is more likely to be representative of the employee population overall. What is important is that each captain:
  - has a strong desire to actively participate in the activity challenge
  - is passionate about health
  - has positive social skills
  - is someone you can work with easily

The role of the captain is to:
- recruit their teams
- ensure teammates know how to navigate the nVIGORus challenge platform
- keep their teammates informed and motivated
- give you feedback

Finally, use the Captain and participant recruitment deck to help structure your discussion of the opportunity with them. The captains need to be recruited by October 23rd and they need to recruit the participants by November 2nd.

Resources
- Captain recruitment resource
Participants complete their baseline

<table>
<thead>
<tr>
<th>Evaluate your habits!</th>
<th>Score</th>
<th>Actions</th>
<th>Baseline</th>
<th>Follow-Up</th>
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</thead>
<tbody>
<tr>
<td><strong>Happiness</strong></td>
<td></td>
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<tr>
<td>Mood</td>
<td></td>
<td><img src="image" alt="Icon" /></td>
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<tr>
<td>Stress</td>
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<td><img src="image" alt="Icon" /></td>
<td><img src="image" alt="Check" /></td>
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<tr>
<td><strong>Health</strong></td>
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<tr>
<td>Heart/Diabetes</td>
<td></td>
<td><img src="image" alt="Icon" /></td>
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<tr>
<td><strong>Vigor</strong></td>
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<td></td>
</tr>
<tr>
<td>Sleep</td>
<td></td>
<td><img src="image" alt="Icon" /></td>
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<tr>
<td>Fitness</td>
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</table>
...and see where they stand
Participants track their activity and gain points
...and see their contribution to team success
How you benefit from participating in the free challenge

• Greater participant happiness, health and vigour
• Deepen know-how in deploying captains
• Consolidated report for organization (>10 participants)
• Free assessment of n VIGORus
• …and an opportunity to contribute to the body of knowledge among conference attendees
Want to be part of it?

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