

How Will You Avoid Health Incidences in 2011?

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Who wants the added cost and effort of replacing a key player on your executive team? No one. Key players take time to groom and once they become pivotal in your day-to-day operations you can't afford not having them there. What are some ways you can avoid losing a key management member to health issues?

"Plan" to be healthy in 2011

What do successfully healthy people do to get and stay fit?

They have a system that works for their unique needs. They've refined the healthy things to do to a small list that fits their personal likes, budget, schedule and most importantly, their capabilities. They also have eliminated from the list things that don't work like being on diets-- which causes low energy and hunger. And they do not become distracted by the newest and latest fads promising miraculous change. Instead they set a doable course and stick to it consistently.

Communicate Your "Investment Belief" in Your Team

Think about your team of key people. When was the last time you communicated how valuable they are to you? And not just the value of their contributions, but do you regularly communicate your care and concern about their personal health?

Small things you can do to communicate your investment belief in your team are:

- Provide fresh fruits and healthy drinks at the office
- Cater smaller, healthier meals at meetings
- Organize more physically-oriented outings for the company like bowling or paintball
- Consider health insurance packages that offer more preventative programs
- Offer stress-relieving services at work like chair massages or Reiki

Try New Approaches for Getting Healthy

Are you aware of new innovative tools and services that support healthy living? The predictions for 2011 anticipate seeing increased ROIs through the use of comprehensive wellness programs with the fastest-growing components being technology-driven tools.

Limiting health incidences may not be as impossible as you think. Adding just a few of these small health practices to your daily operations could help recruit and retain a highly productive and sustaining workforce. And that adds up to a win/win for the entire company.

Special Offer for Bridgeway Capital Borrowers

Parallax Health, a Pittsburgh based metabolism assessment and program matching company, offers specialized employee assessment packages geared toward increasing employees' ability to live healthy and productive lives. They perform personalized metabolic assessments that identify what a person needs to eat and do to get healthy. And the service connects employees to programs that match their metabolism and needs eliminating the guesswork and burden of knowing what to do and where to look.

Until the end of February **Bridgeway Capital borrowers will receive a 20% discount** on any assessment package. Each package provides a customized eating and exercise plan based on an employee's metabolism and optional coaching sessions that connect employees to lifestyle change programs. With the 20% discount, packages start as low as \$239 each—less than the cost of one employee's monthly health premium.

For more information on the Parallax Health Bridgeway Capital Special go to www.myparallaxhealth.com/bridgeway