

**CORPORATE
IMPACT** 
PROGRAM

**EMPLOYEE'S HEALTH
IS
COMPANY'S HEALTH**

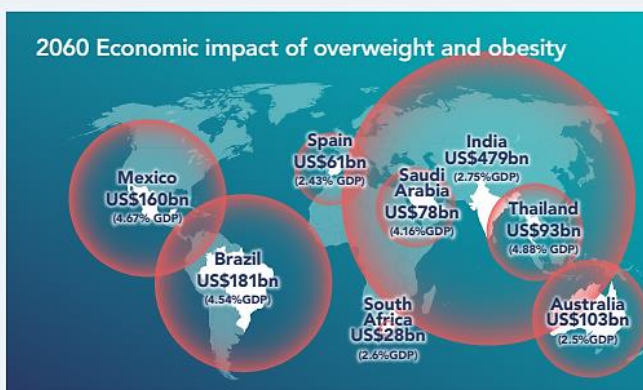
THE HEALTH MATH

	Men		Women	
	Urban	Rural	Urban	Rural
Overweight or obese (BMI ≥ 25.0 kg/m ²) (%)	29.8	19.3	33.2	19.7
High risk waist-to-hip ratio (≥ 0.85)	50.1	46.4	59.9	55.2
Age 15-49 yrs who are anemic (<13.0 g/dl) (%)	20.4	27.4	53.8	58.5
Age 15-19 yrs who are anemic (<13.0 g/dl) (%)	25.0	33.9	56.5	60.2
Blood sugar level (>140 mg/dl) (%)	17.9	14.5	16.3	12.3
Hypertension (Systolic ≥ 140 and/or Diastolic ≥ 90 mm of Hg) (%)	26.6	22.7	23.6	20.2
Age >15 years who consume alcohol (%)	16.5	19.9	0.6	1.3

India is gripped with an endemic situation where approx. 25%¹ of the population is suffering from lifestyle diseases for which there is no cure in modern medicine & the rate is projected to increase exponentially. As per WHO 22% of the Indians are projected to die from any of the 4 NCDs (CVD, Diabetes, Cancer & Chronic Respiratory Disease) in India between ages 30-70.

¹As per as per National Family Health Survey-5, 2019-21

According to UNICEF'S World Obesity Atlas for 2022, the economic cost for India due to obesity alone is likely to increase from USD 23 Billion to USD 479 Billion (approx. 20 times) from 2019 to 2060.



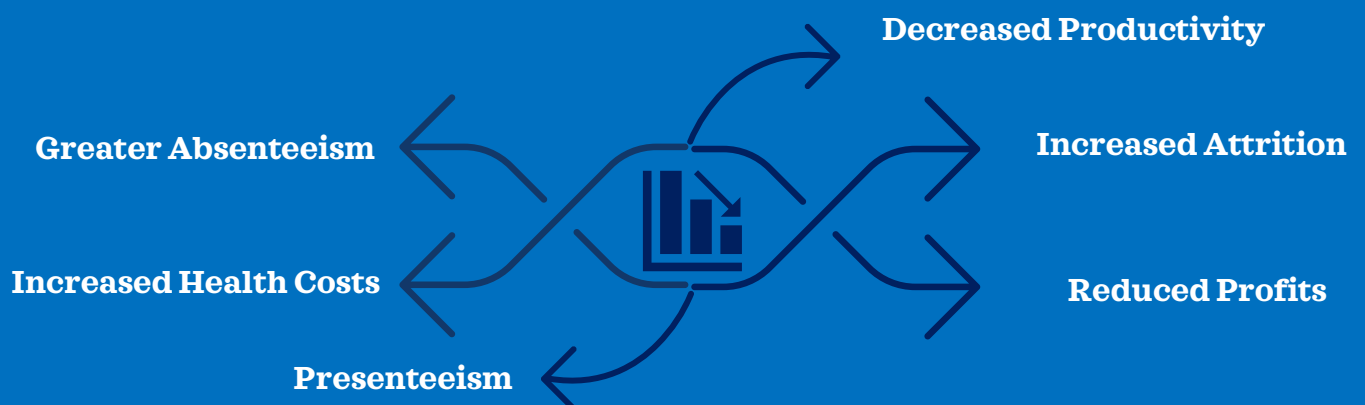
In a nutshell, the working population of India is increasingly getting unhealthy, and it will have a direct impact on employer's costs.

Employer Costs Pertaining to Poor Health of Its Employees

Chronic health conditions are on the rise across all age groups in India, and it is expected that in the near future, conditions such as diabetes, heart disease, and cancer will add an enormous burden to already high costs of health care. Employers will bear direct costs in terms of medical benefits and indirect costs in terms of other outcome derivatives such as presenteeism (present at work but functioning impaired), absenteeism (lost time, productivity loss, continuity loss), the productivity loss that results, and costs for disability benefits.

The employers urgently need to address the current and emerging situation to reduce costs and increase profitability.

Corporate Costs Accrued



Employee Perspective

Emerging from the COVID-19 pandemic and facing an uncertain economic, social and political climate, employees want to improve their wellbeing and increase flexibility in their lives. Employees are looking to employers for help with timely, connected, personalized health, wealth and wellbeing solutions. This is so that they can better engage with their benefits and ensure they feel seen, known, supported, protected and valued. The competition for workers is fierce. Very few employees consider their current work experience to be 'great' or 'awesome' (31%) and as a result, too many employers are failing to attract, retain and engage their people in ways that inspire real loyalty. A 2022 Mindset Study¹ conducted on 10,000 employees in 05 countries viz. The U.S., U.K., Germany, France and The Netherlands reported that-

1. **Employee experience:** 55% of employees think about leaving their current employer.
2. **Productivity:** Fewer than one in four (24%) employees say they are always or almost always able to be fully productive while working.
3. **Stress:** 73% report moderate to high stress levels.
4. **Wellbeing programs:** More than one-in-three (35%) say employer wellbeing benefits and programs make the company more attractive to potential employees.



¹ https://www.alight.com/getmedia/3a2d9f36-fe6a-429e-94ca-faca65db9811/2022-Alight-international-workforce-and-wellbeing-mindset-study_1.pdf

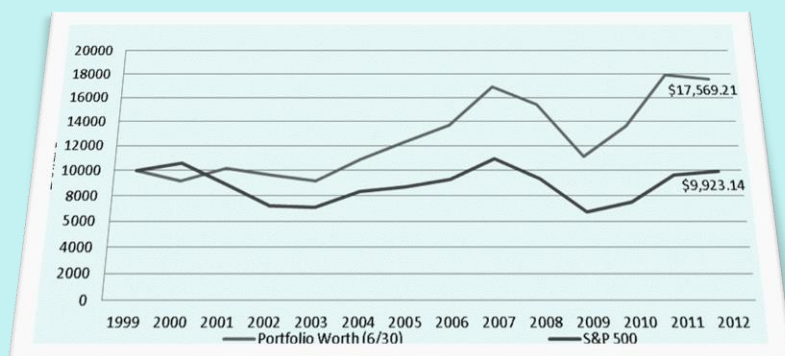
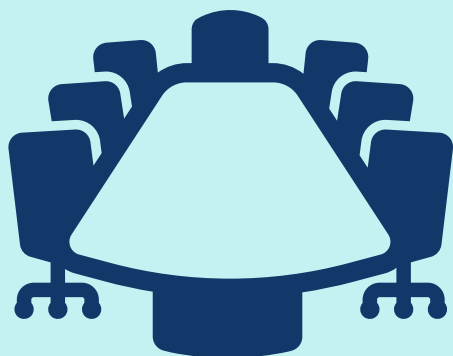
Benefits of Employee Health Programs for Corporate

The mounting evidence clearly shows that the health of the workforce is inextricably linked to the productivity of the workforce and the health of the nation's economy. Some significant studies conducted to map the impact are listed as follows:

A Harvard analysis of the literature on costs and savings associated with prevention programs in the workplace in US found that for every \$1.00 spent on comprehensive workplace wellness and prevention programs, medical costs were reduced by \$3.27 and absenteeism costs were reduced by \$2.73.²

Another US study on a systematic review of return-on-investment of corporate health and productivity management initiatives has shown that for every \$1.00 invested in health promotion over a 3-year period, return-on-investment for employers' ranges from \$1.40 to \$4.70.³

A study by US based researchers in 2015 measured the stock market performance of companies who won the C. Everett Koop National Health Awards with that of average S&P 500 index performance. The result showed that for companies achieving a score greater than 175 in the health and wellness category from 2001 through 2014, the portfolio's return was 325% compared with the S&P 500, which had a return of 105% during the same period.⁴



² Baicker K, Cutler D, Song Z. Workplace wellness programs can generate savings. Health Aff. 2010;29:1-8.

³ Goetzel RZ, Juday TR, Ozminkowski RJ. What's the ROI? a systematic review of return-on-investment studies of corporate health and productivity management initiatives. AWHP's Worksite Health. 1999;6:12-21.

⁴ Raymond Fabius et.al Published in JOEM, Volume 58, Number 1, January 2016

Corporate Engagement Options

1



IMPACT MULTIPLIER PROGRAM

- + Applicable for all Corporate Employees
- + Knowledge Sharing Series
- + Predictive Modelling for Employees
- + Employee Assessments & Reports
- + Monitoring & Follow Up
- + Corporate Dashboard
- + Productivity Analysis
- + Corporate Scorecard
- + New Employee Orientation & Onboarding
- + Dedicated Corporate Health Coach

2



IMPACT PLUS PROGRAM

- + Applicable for Interested Corporate Employees
- + Knowledge Sharing Series
- + Predictive Modelling for Employees
- + Employee Assessments & Reports
- + Corporate Dashboard for Enrolled Employees

3



IMPACT NUDGE PROGRAM

- + Knowledge Sharing Series

Knowledge Sharing Series (Basic)

Module	Topic	Time
Module 1	Understanding Lifestyle Diseases	35 mins
	Break	05 mins
Module 2	Reversing Lifestyle Diseases	35 mins
	Break	05 mins
Module 3	Q&A Session	40 mins
Total Session		02 Hours

Knowledge Sharing Series (Advance)

Module	Topic	Time
Module 1	Understanding Biomarkers	30 mins
	Break	05 mins
Module 2	Taking Back the Control	
	a. Understanding Obesity	20 mins
	b. Reversing Obesity	20 mins
	Break	10 mins
	c. Understanding Atherosclerosis	20 mins
	d. Reversing Atherosclerosis	20 mins
	Break	10 mins
	e. Understanding Hypertension	20 mins
	f. Reversing Hypertension	20 mins
	Break	10 mins
	g. Understanding Heart Disease	20 mins
	h. Preventing Myocardial Infarction	20 mins
Break	10 mins	
Module 3	Turning Back the Clock	
	Understanding Ageing	20 mins
	Reverse Ageing	20 mins
	Break	10 mins
Module 4	Q&A and Feedback	25 mins
Total Session		06 Hours

About YUVAM

YUVAM is a health-tech start-up by alumni of Indian School of Business, Hyderabad. It is not only rooted in modern science, but it also incorporates the essence India's age-old wisdom which propagated health and wellness in the form of customs and traditions, transcending social status and educational backgrounds of individuals.

The world and especially India is today burdened by increasing instances of poor health which is largely due to poor choices made by individuals leading to poor lifestyle.

YUVAM is an attempt to get back the vigor, health, and innate energy which our body is capable of by introducing simplistic solutions backed by science.

Our corporate solutions are beneficial both for the employees and the corporate since they target Total Health for the participants through various levels of engagements thereby not only significantly improving personal wellbeing but also increasing productivity at work.

Partnership with YUVAM helps in achieving higher standards of corporate excellence!

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