



Well-being not Wellness – Why Now?

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- 2014 MFA Program Director of the Year



Well-being not Wellness - Why Now?

Learning Objectives

1. Identify the difference between well-being and wellness and the importance of distinguishing between the two.
2. Learn how the medical wellness industry may assist in filling the gaps in providing well-being programming and education on the heels of the pandemic.
3. Learn which programs may be added to your current offerings to increase well-being offerings to engage more of our local communities in our centers.



1. Definitions

Wellness

The Global Wellness Institute defines wellness as the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health.

Wellness is multi-dimensional and may include tenets of physical, mental, spiritual, emotional, social and environmental health.

Relates to intention, action, activities often starting with physical health.



Definitions

Well-being

Having a perception of a state of being. It is associated with feelings of happiness, satisfaction, and a sense of fulfillment.

Well-being is defined as a sense of health and vitality that arises from your thoughts, emotions, actions, and experiences. When we have well-being, we feel happy, healthy, socially connected, and purposeful most of the time. (Berkeley 2021, The Berkeley Well-Being Institute, LLC)

Wellness Continuum



**The continuum concept is adapted from Dr. Jack Travis' Illness-Wellness Continuum. Travis is one of the pioneers of the modern wellness movement in the late 1970s.*

Wellness vs. Wellbeing

The terms "wellness," "wellbeing" and "happiness" have often been used together or interchangeably by businesses, researchers and the media. This graphic outlines what they share in common and how these terms differ in concept, usage and association.

Sample Well-Being Manifesto for an Organization

Google's manifesto →

Do you have a personal well-being manifesto?

Homework – What does YOUR manifesto look like?

It's ok to...

have dodgy wifi
stand, sit or lie down for meetings
switch off your camera to have a stretch or eat an apple
have your pets, partner, housemates or children gatecrash your video conference
turn (another) video conference into a walk and a phone call instead
not check email or ping out of hours
add some gaps and pauses to your day to think and rest
put your family before your work
not know everything
be confused
say "I don't know"
ask for help
have a cry
talk about it
not talk about it
challenge things you're not comfortable with
feel like these are crazy times, because they are crazy times
have a crappy day
have a great day
share things that have helped you
smile
say you're not OK



Why Now?

There is a \$648 billion explosion in the care economy...

- How do we become part of the care solutions and get our piece of this billion \$\$\$ market?
- Find partners outside of our industry who need our expertise!
- Healthcare, Hospitality, Real Estate, Hollywood, Travel, Employers, Older Adult Living Communities etc...

Why Now?

- Consumer Interest is ripe!
- America has never been more unhealthy
- Trillions are being invested in the wellness market
- Cost of sick care is not sustainable – 80/20
- Behavior change starts with believing
- We are the experts to make it happen



McKinsey & Company
4,141,082 followers
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1. Health 📄
2. Fitness 🏋️
3. Nutrition 🍌
4. Appearance 🧘
5. Sleep 🛏
6. Mindfulness 🧘

These are the top categories that define the \$1.5 trillion wellness market.

Discover more here: <https://lnkd.in/dmq4EQp>

Today's consumer views wellness across six dimensions.

 Better health	 Better fitness	 Better nutrition	 Better appearance	 Better sleep	 Better mindfulness
Extends beyond medicine and supplements to include medical devices, telemedicine, and remote healthcare services, as well as personal health trackers.	Was steadily increasing over time before experiencing some upheaval over the past year, with many consumers struggling to maintain pre-COVID-19 fitness levels.	Has always been a part of wellness, but now consumers want food to help them accomplish their wellness goals in addition to tasting good.	Primarily relates to wellness-oriented apparel ("athleisure") and beauty products (skincare and collagen supplements), but also includes service-oriented offerings like	Now goes beyond traditional sleep medication, like melatonin, to app-enabled sleep trackers and other sleep-enhancing products.	Has gained mainstream consumer acceptance relatively recently, with meditation-focused apps and meditation-oriented offerings.

Why Now?

As reported in the Inc Newsletter, the world is on systemic burnout. Six (6) main causes:

1. Excessive workload
2. Perceived lack of control
3. Lack of recognition, value
4. Poor relationships, lack of social connection at work
5. Lack of fairness
6. Values mismatch

***Run it through again – EXERCISE, formative experience

Why Now?

- Consumers spend \$109 billion yearly at gyms, fitness studios, fitness clubs
- 3.7% of the world population is a member of a health club and/or participate in a fitness class regularly
- 103 million participate in home fitness
- 33.8 million people use a public/free fitness facility
- 21,000 outdoor gyms offer free classes and more
- (Source: FIT SUMMIT 2021)



Why Now?

AND YET... we have an ongoing public health crisis.

Obesity is forecasted to exceed 50% in Americans by 2030.

What is wrong with this picture?



Why Now?

The masses need us right now – to teach healthy living!!!!

We need to create environments in which individuals believe that we genuinely hear their needs, meet them where they are without judgment and create safe, welcoming educational opportunities/programs that allow for behavior change over time.

We need to create environments that are inclusive, diverse, pristine, age encompassing, using appropriate language, communications and marketing to reach a vast audience in need.



Why Now?

The Pandemic has highlighted disparities in health.

The Universe has been in a constant state of flux for almost two years taking its toll on all of us.

The Pandemic has put a strain on employee mental well-being with increased levels of stress, anxiety, and depression.

Health has been prioritized by many who may not have ever been concerned with the value of good health. Interest in prevention has escalated to a new level both by consumers and investors. It is a perfect storm, it is our time to shine!

Why Now?

- Healthcare spending in America is not sustainable
- Employer insurance will fill the gap for only so long and then employees will shoulder the burden
- Employees may elect to avoid getting healthcare coverage due to cost
- Non monitored employees become sicker and more costly
- We need integrated health and wellness hubs that deliver a full suite of well-being offerings such as Nutrition, Behavioral Health, Movement, and the appropriate staff with the necessary credentials

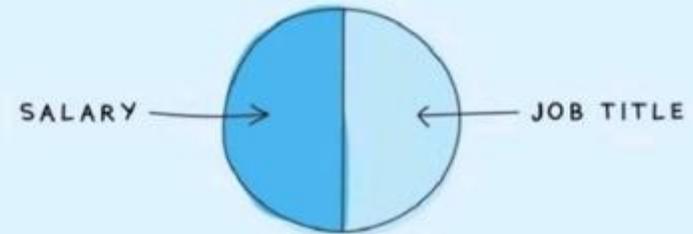


Why Now?

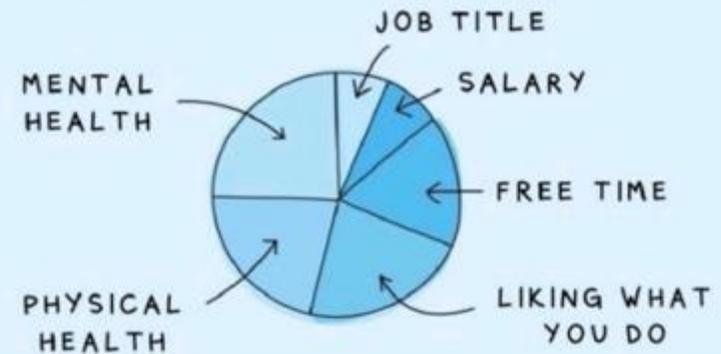
- The conditions of pre-COVID will never return
- Where do the masses go to learn, be motivated, to make changes in health and improve their health journey?
- It is not about technology. It is about experiences and making the customer the center of that experience. Using technology may be part of that solution.
- We need to be ready to receive and remove barriers for consumers.
- Our industry needs us to step up and create step down offerings for our patients or is it now, “step up” offerings?

Pre-Pandemic and Post Pandemic

HOW WE'RE TAUGHT TO MEASURE SUCCESS



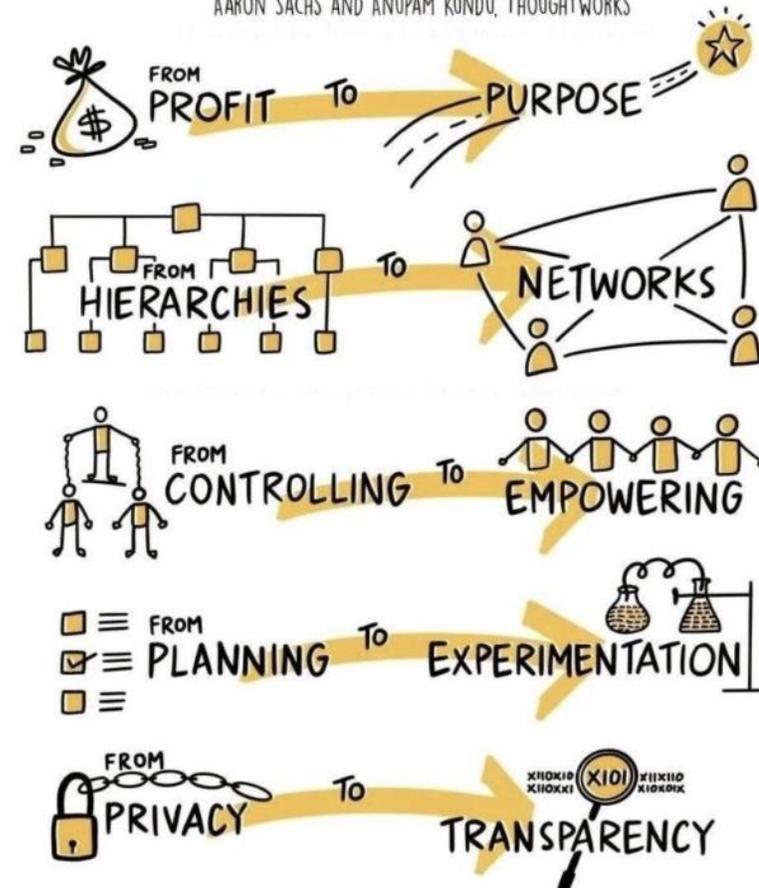
A BETTER MEASURE



Paradigm Shifts Post Pandemic

MINDSET SHIFTS for organization transformation

AARON SACHS AND ANUPAM KUNDU, THOUGHTWORKS

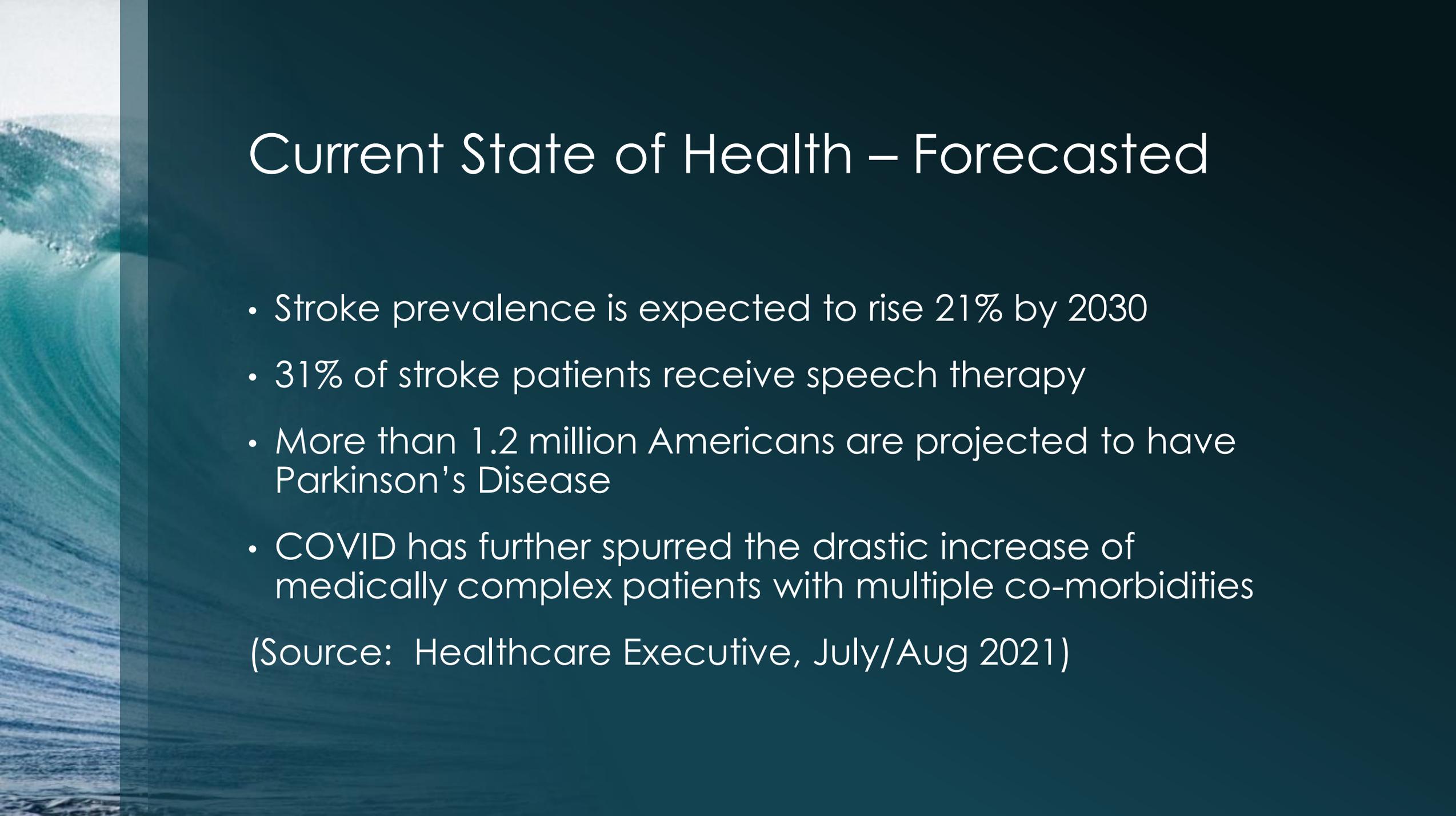


Ideas Drawn by: Tanmay Vora | @tnvora | QAspire.com



Current State of Health in the US

- CDC reported that Obesity worsened outcomes from COVID
- CDC forecasts Obesity to exceed 50% in Americans by 2030
- APA reports 47% of Americans delayed or cancelled health care services since the start of the pandemic
- APA reports 53% of Americans have been less active than they wanted
- Increased cost of employee with a chronic disease on average = \$3,600/year/employee

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Current State of Health – Forecasted

- Stroke prevalence is expected to rise 21% by 2030
- 31% of stroke patients receive speech therapy
- More than 1.2 million Americans are projected to have Parkinson's Disease
- COVID has further spurred the drastic increase of medically complex patients with multiple co-morbidities

(Source: Healthcare Executive, July/Aug 2021)



Current Trends

2021 Global Wellness Trends

1. Hollywood and Entertainment in the wellness industry
2. Future of Immune Health
3. Spiritual Health
4. Breath Therapy
5. Self Care Renaissance

(Global Wellness Institute, 7/2021)



Current Trends

1. Rebranding of large name brands adding lifestyle, wellness, healthy living to their tag lines. ie Weight Watchers, Lifetime Fitness
2. Wellness in Real Estate
3. Wellness in Tourism
4. Insurance partnering with Fitness Brands – Peloton/United
5. Employer Sponsored benefit plans are investing in mental well-being, support services such as telehealth, childcare
6. The Great Resignation vs the Big Quit

Current Trends

In a Healthcare crisis, leaders work for well-being for all:

1. Pandemic Hastens Cleveland Clinic's Unified Well-being Strategy
2. Atrium Health created Live Well program for their teammates. Burnout calls – Code Lavender
3. Texas Health Resources – Individuals Caring for Individuals
4. Behavioral Health in the Pandemic: Making the Shift from Mental Illness to Mental Well-being

(Frontiers of Health Services Management, Vol 38, Number 1, Fall 2021, [ache.org/journals](https://www.ache.org/journals) – 4 different articles)



2. Where are the gaps?

- Solutions for de-motivated, de-conditioned, de-sensitized, fearful, distrusting
- Group instruction creates the community, culture and sustainability that is needed in ongoing behavior change
- In person education - virtual education mostly 1:1 offerings or DIY model
- Affordable education opportunities in self pay space
- Insurance coverage for health education for the masses
- Connection to provider in lifelong journey of health



Where are the gaps?

- Programming – specialty groups such as overweight, out of shape, post covid patients, fear filled consumers who want health opportunities
- Gender neutral programming
- Age-appropriate programming
- Inclusive programming
- Multi-generational programming

Where are the gaps?

- Fitness Club model is broken. Profit driven. Memberships do not improve health outcomes.
- Focus on products that improve health
- Focus on more than exercise as an option to get started
- Providers have limited time with patients to provide necessary health education
- Who is creating safe spaces for non exercisers, new exercisers, COVID recoverees, overweight and out of shape individuals, special populations etc?



Where are the gaps?

- Affordability
- Marketing body ideals vs health improvements
- Inclusivity vs exclusivity – boutique everything
- Customization vs one-size-fits-all
- Personal training often delivered without outcomes to track improved health metrics
- Lack of integration with primary care providers to create a more robust care of individuals in fitness clubs



Are we **READY** for the **TRANSFORMATION** needed?

It is our time to make **MAGIC** happen...

be the Disney of well-being, be the Ritz Carlton of well-being, be all things well-being!



A) Become a Health Hub

- Continuum of care model
- Referrals from providers
- Health improvements are key
- Data is everything
- Sharing of data with providers
- Creating outcomes that may lead to reimbursable events
- Long term relationships to monitor health over time



B) Become an Education Center

- Become a Healthy Living Center
- Become the known provider in your community to provide quality education for healthy living with corollary programming
- Become the real live breathing library with the best team in town that are known as the resident experts
- Hire specialists – behavioral health therapists, counsellors, dietitians, social workers, care coordinators, Parkinson's instructors, older adult instructors, health coaches
- Create a book nook in your center for an exchange of quality health education books, resources
- Seek endorsement from your local healthcare systems and lean on their experts to attain credibility



C) Become a Social Club

- Be the Starbucks of your community
- Offer spaces for individuals to work remotely
- Change the focus from exercise to being connected
- Offer your center to local employers for team building events, open enrollments, health fairs, special events
- Invite local artists to put their art on your walls
- Invite local schools to schedule healthy living field trips to your center

D) Become an Advocacy Hub

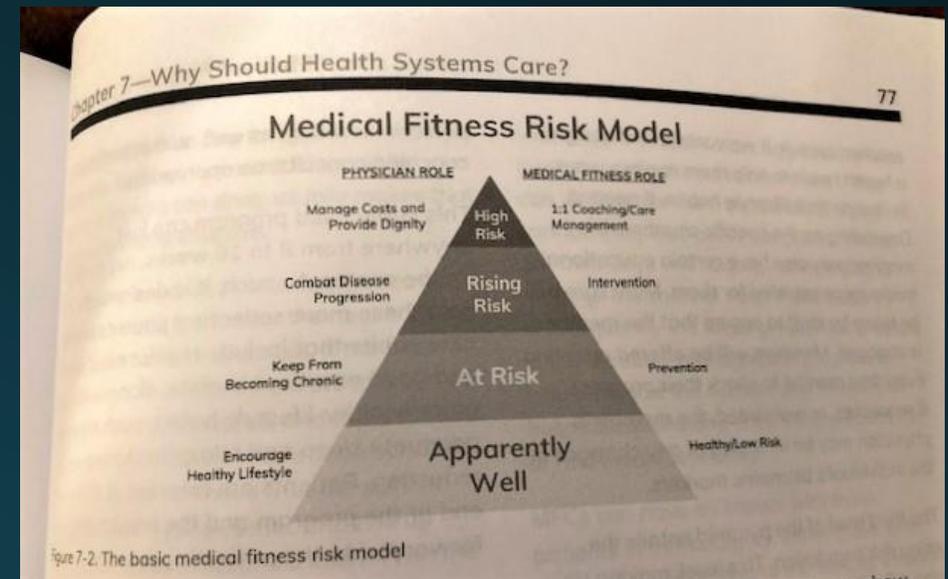
- Be the connector in your community
- Be the expert in your community
- Form a Wellness Advisory Council for your city
- Partner with your local healthcare agencies
- Form a Well-being Committee for your center
- Show up for health and wellness policy change and innovation at the local, state, federal level
- Be the voice for all things health, well-being and healthy living in your community

3. Programming Model

Identify your group:

- Employers
- Employees
- Members
- Uninsured
- Communities
- Medicaid/Medicare
- Well, at risk, rising risk, high risk, specific disease state

(Bob Boone, Medical Fitness Essentials, 2021)





Program Planning

- Identify your audience, research best practices
- Identify the tool to gather data
- Identify referral sources
- Communication/Outreach plan
- Close the loop
- Report outcomes
- Publish outcomes
- Celebrate success(es)

Programming Strategy

1. Offer Healthy Living Programs – social, cognitive, spiritual, environmental
2. Offer Healthy Living Programs without requiring a membership
3. Offer Intro Level classes and Disease specific type GX classes
4. Only offer Personal Training that includes pre and post metrics
5. Partner with local healthcare experts to support education in your fitness center
6. Host an annual health fair and offer annual flu shots – partner with local employers
7. Host a Know Your Numbers event in partnership with a local vendor
8. Add a Registered Dietitian, Social Worker, Care Navigator to your team, even if part time to begin
9. Co-mingle services with other vendors in your community
10. Create a 12-month wellness calendar with themes and Lunch and Learn series



Ideas for Sample Programs - Meet the world where it is!

Offer Programs that focus on the following:

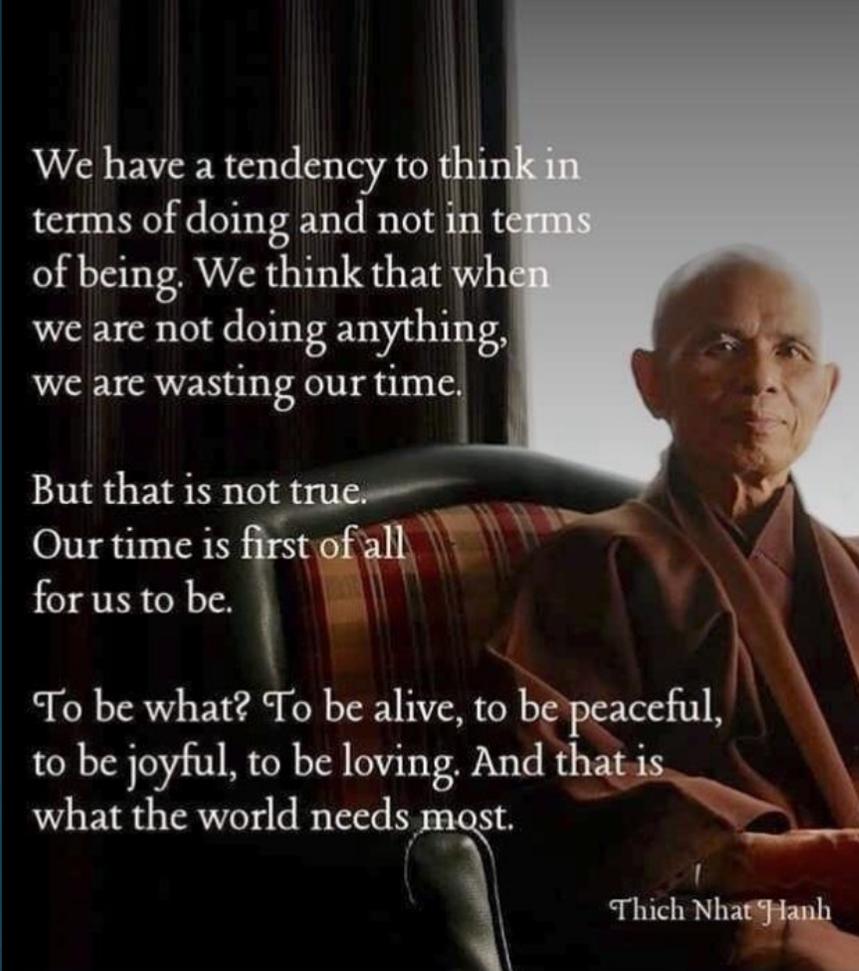
1. Increase socialization
2. Decrease fear
3. Increase trust
4. A safe place (sanitized, expert staff) to be whatever that means to our visitors
5. Provide education
6. Diminish myths
7. Offer solutions
8. Offer joy, hope, fun, laughter in the human interactions
9. Create affinity groups
10. Cover all ages and stages, if possible

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Sample Program Ideas

1. Sanitization 101
2. Immunity 101
3. Reset Your Health Post Pandemic
4. Lose the Pandemic Pounds
5. Eat for Health
6. Stress Less – Breathe More
7. Zoom Out
8. How to Travel Safely – get into your comfort zone with a checklist
9. Financial Planning
10. The Art of Meditation
11. How to Create a Home Gym to Hybrid
12. Reduce Neck Pain from Computer Time – musculoskeletal challenge
13. How to set up an ergonomically correct home desk
14. Movement Snacks
15. Recovery from health challenges post covid

To Be or Not to Be?



We have a tendency to think in terms of doing and not in terms of being. We think that when we are not doing anything, we are wasting our time.

But that is not true.
Our time is first of all
for us to be.

To be what? To be alive, to be peaceful,
to be joyful, to be loving. And that is
what the world needs most.

Thich Nhat Hanh



Are we **READY** for the transformation needed?

What is your **CALL TO ACTION**?



Thank you so much for attending this session today!

It has been PURE JOY for me to spend time with
you!

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