



## EXECTRACK

### THE 5 PILLARS OF WELLNESS FOR HIGH PERFORMANCE EXECUTIVES

#### INTRODUCTION:

You have often heard the saying, “It’s lonely at the top.” Chances are that you know this first hand. The vast majority of the workforce today believes that the demands of their job exceed the energy they have to give. Of course, the top jobs are the most demanding and stressful, often requiring too many hours each week to keep up.

Worse yet, the top jobs are not only lonely, they can be hazardous to your health. Overwhelming stress takes a toll on personal health and performance. Stress drains energy, wrecks relationships, impairs memory, dilutes focus and often fuels addictive behavior as a coping mechanism. Furthermore, the vast majority of health problems are precipitated by stress. We all have weaknesses in our system, and overwhelming stress pinpoints those weaknesses and gives cardiovascular disease, diabetes, depression and other diseases a foothold. The impact of stress and the health problems that follow make it even harder to keep up, causing a downward spiral into burnout or worse. As an old proverb says, ***“a person who has health has a thousand wishes; the person who doesn’t has but one.”***



If there is anyone in the company who needs to maintain the highest levels of energy, resilience and productivity, it’s a top executive. This is true not only because of the strategic importance of their individual efforts, but also because they impact so many others at work, at home and in the community. Executives need to understand that the lifestyle choices they make today don’t just affect the length and quality of their life over the long haul, it affects how clearly they think through the issues of the day, how motivational

they will be in today’s meetings and how much gas they have left in their tank for their families and friends when they get home!

#### FOOD FOR THOUGHT:

Consultants with TIGNUM, a German firm that works on executive performance at some of the largest and best-known companies in the world, wrote a book called *Sink, Float or Swim*. In group sessions with the C-suite of these mega corporations, they always ask a series of questions to get the executives thinking. Here is an excerpt from the book with the questions and the typical responses:

***How many people are going to retire in the next two years?*** *Consistently, no one raises a hand.*

***How about the next five years?*** *Usually, no one raises a hand.*



**How about the next 10 years?** Maybe two people raise their hands.

**Is anyone concerned that you won't have the energy to perform at a high level for the next 10 years?** Almost every hand in the room goes up.

Then, we ask: **How many of you have a financial plan for your retirement?** Almost every hand goes up.

Next, we ask: **How many of you have planned for your own personal vitality and health so you can enjoy your retirement?** Again, only a couple of people raise their hands. Team after team, company after company, group after group, and the response is the same.



And then, we ask the toughest question of all: **How many of you feel that you could be better in five years than you are now—that you can have more energy, focus, passion, concentration, clarity, resilience, and capacity in five years?** Not one hand in the room has ever gone up.

This is the saddest moment of all, since the truth is that these things are possible—and even more easily within reach than you can imagine!

**Much of the way you perform in the next five minutes is due to the habits you have had for the last three months. Much of how you will perform five years from now will depend on the habits you will begin today.** You are a product of your habits, and there is no reason that you can't become a sustainable high performer in all areas of your life within the next three months. It is simply a matter of awareness, choice, and habits.<sup>1</sup>

<sup>1</sup> Scott Peltin & Jogi Rippel, Sink, Float or Swim, TIGNUM 2009

## THE EXECTRACK SOLUTION

Just as top athletes need coaching to attain and sustain peak performance, corporate athletes also need coaching for peak performance. If the top executives cannot achieve peak performance, neither will the corporations they lead. It is just that simple.

Corporate Health Partners (CHP) has developed a holistic, lifestyle change process called ExecTrack to help executives be peak performers. It is MUCH more than the diet or exercise challenges that have been tried many times. The most effective component of our process includes personal coaching to help executives make significant performance improvement over a twelve week period. [The process is facilitated by our Chief Medical Officer, J. David Forbes, M.D.](#) The options outlined below are offered as a starting point for discussion. However, the process can be tailored to the needs of each client, depending on your goals, budget and schedule.



## EXECTRACK BENEFITS

Participants who complete the twelve week training process with our MD coach will look, feel and perform better – making significant improvements in one or more areas of health risk that they desire to address, including reducing or eliminating prescriptions and avoiding surgery. Participants who maintain the new ExecTrack lifestyle can look forward to add substantially to the length and quality of their lives.

In the process, each participant will develop an understanding of:

- His/her current health status – based on a comprehensive physical exam.
- His/her current health risks – from a comprehensive health risk assessment.
- How personal lifestyle habits impact the way an executive *feels* throughout the day, and thus impacts the outcome of *today's* events - at work and outside of work.
- How personal lifestyle habits affect personal strength and vitality over the long haul.
- How the strength and vitality of the executive team, as well as the entire organization, can be dramatically improved.
- How the strength and vitality of the top executives impacts the strength and vitality of the organization.



This is how we achieve measurable improvement, and we guarantee results. After all, if Phil Mickelson needs a coach to achieve peak performance and win the Masters, coaching will help you as well! *Take it from a satisfied CEO.*

## COST

### Cost:

- Executive: \$3000/participant\*
- Spouse or Significant Other (highly recommended) \$2000/participant\*

### Guarantee:

If a participant completes the entire ExecTrack Assessment and Training Process and the subsequent Participant Satisfaction Measurement finds that the program made no improvement in knowledge and health status. *we will refund 100% of the program cost.*

### Other Options:

- Kick-Off Assessment & Customized Seminar (Group) \$5000/seminar
- Wellness Assessment & Planning Session (Personal) \$500/participant\*
- Follow-up Programs Available (Monthly, Quarterly or Annually)

\*Notes: *Does not include the cost of physical exam, which is a prerequisite of the program  
Does not include cost of travel or out-of-pocket expenses (approved in advance)*



## **APPENDIX**

### **A. PROCESS FOR EXECTRACK OPTIONS**

#### **1. GROUP SEMINAR**

#### **2. PERSONAL ASSESSMENT**

#### **3. PERSONAL TRAINING SERIES**

### **B. PILOT STUDY**

#### **1. BACKGROUND**

#### **2. TESTIMONIALS**

#### **3. RESULTS**

### **C. PHYSICIAN COACH BIOGRAPHICAL SKETCH**



## **A. EXECTRACK PROCESS – FACILITATED BY MD/COACH**

### **Personal Performance Assessment Process:**

1. Facilitate Comprehensive Physical Assessments for each executive - to catch problems before they become debilitating and costly. *Note: Executives must get a physical with all the components recommended by the USPSTF from their primary care doctor and/or other sources and bring results to CHP.*
2. Provide personal Health Risk Assessments – to determine the behaviors that are driving health risks and health status.
3. Update blood work if physical exam was not recent.
4. Provide a confidential comprehensive assessment of lifestyle issues regarding the Five Key Pillars of Wellness - Nutrition, Movement, Sleep, Stress Reduction and Purpose/Meaning in a coaching session led by our CMO. The session will follow the physical exam, health risk assessment and blood work – 75 minutes for each executive.
5. Conduct ongoing coaching sessions over a 12-week period to establish some high performance habits. *Our MD-facilitated executive coaching series is the real driver of serious performance improvement.*
6. Facilitate a 12-week reading program with one pertinent article per week.
7. Facilitate a 12-week health improvement competition. The competition will be challenging, but engaging. Executives will form 2-3 person teams to compete in the challenge. They will gain points for meeting individual goals and team goals, as well as when the entire executive team meets its goals.
8. Conduct participant satisfaction and needs assessment survey.
9. Final report to executive team includes accomplishments, metric improvement and ROI from the training process.

### **Background Assessment and Seminar (Optional Means for Kicking Off Program):**

1. Conduct Background Assessment on the executive team and the work environment – to determine the potential impact on executive health risks and to dial in the seminar.
2. Conduct an executive “Education & Awareness” seminar for the whole executive team, including significant others, if desired. This is a highly engaging, educational and motivational session that makes striving for personal and professional peak performance essential in any competitive environment. .
3. Conduct follow-up participant satisfaction and needs assessment survey.
4. Present a final report in a meeting with executive team.



## B. PILOT STUDY

### I. Background

John Smith is CEO of an international medical manufacturing company. He reports to a demanding private equity company. He puts in long hours traveling the world, managing plants, entertaining clients, owners and suppliers. At one time, he was very athletic, and still thought of himself that way. However, the demands of the job had taken a toll, precipitating some very stubborn and serious health problems. He and his wife had tried numerous times to regain the vigor of their youth to no avail. Finally, they heard about CHP's ExecTrack program and decided to give it a try.

### 2. Testimonial

We decided that the ExecTrack program would do us no good unless both husband and wife committed to it, which we did. Still, we were skeptical when we started the program, because we both had numerous physical problems that had become chronic. Being overweight was perhaps the most frustrating, because we had tried numerous programs to no avail. We just kept gaining a little every year, despite eating responsibly (we thought).

We both had good relationships with our personal physicians and had recent physical exams, so we sent those records to Dr. Forbes in preparation for our initial session with him. We also had our blood drawn so he could see updated lab work. During the first session, we covered all the physical problems, as well as the other 4 pillars in the Five Pillars of Wellness. We established how well we were doing on each of the Five Pillars and the problems that we wanted to work on. We tracked those faithfully for 12 weeks as we called in or went in to see Dr. Forbes.

After the first visit, we essentially cleaned out the refrigerator and pantry and filled it with healthier selections to establish the foundation for a healthier diet. By the end of the program, we had both lost about 20 lbs. and several clothing sizes. Blood pressure, cholesterol and other problems had all improved, and our co-workers were noticing that we were slimmer and had more pep in our step! For the first time in years, we felt like we had control of our health, instead of our health having control of us!

We are thrilled with the ExecTrack program, and highly recommend it for all executive and management teams – with their spouses! In fact, we plan to continue on our journey to wellness and maintain regular contact with Dr. Forbes.



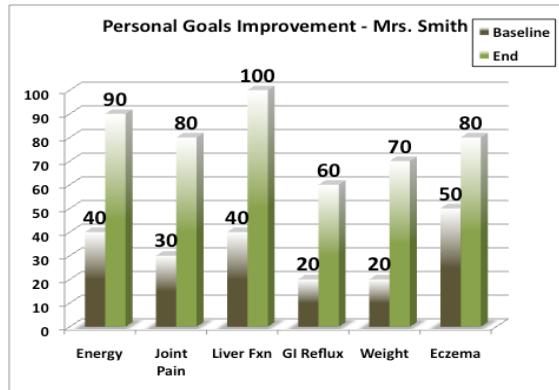
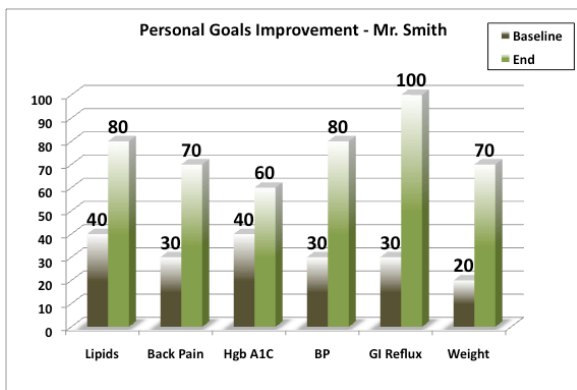
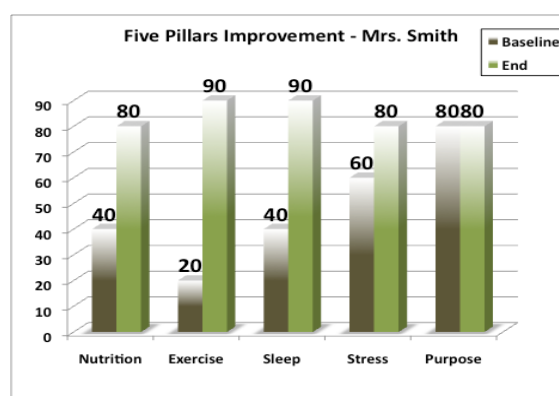
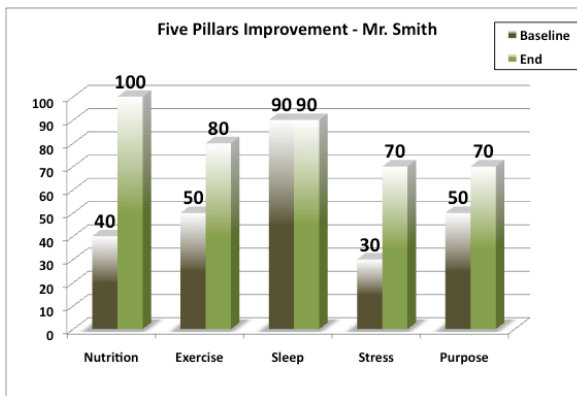
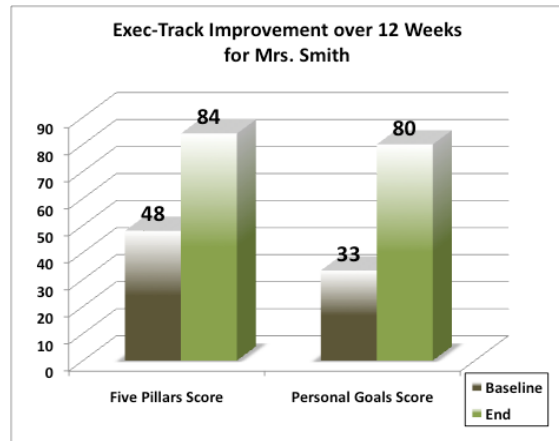
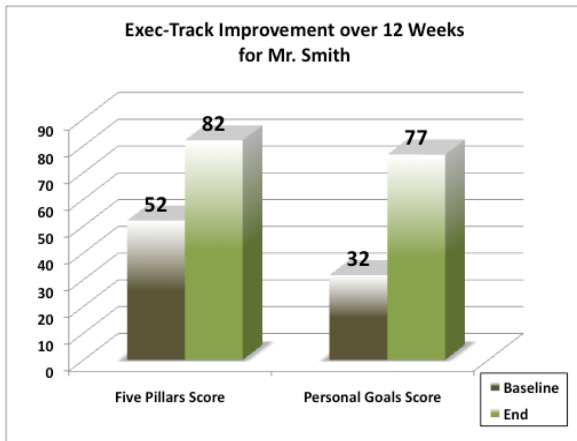
John & Jane Smith

March 11, 2011



### 3. Results

The charts below show the results of ExecTrack process for the first two participants in two key areas - the Five Pillars of Wellness that we track for every participant, and a set of personal wellness goals set by each participant.



## C. PHYSICIAN COACH BIOGRAPHICAL SKETCH

### J. David Forbes, MD, ABIHM - Chief Medical Officer

J. David Forbes, M.D., ABIHM, is the Chief Medical Officer of Corporate Health Partners. He is also the Founder and Director of Nashville Integrated Medicine. In addition to his practice in Nashville, he serves as President of AHMA, the American Holistic Medical Association. In 2008, Dr. Forbes was honored by the Nashville Business Journal as one of their “Health Care Heroes” for 2008.

Dr. Forbes, a native of Jackson, TN, received his M.D. from the University of Tennessee at Memphis in 1990. His internship and residency in Internal Medicine was completed at North Carolina Baptist Hospital/Bowman Gray School of Medicine (Wake Forest) in Winston-Salem, NC in 1993. He was board-certified in Internal Medicine in 1994,



and also has over 10 years experience in Emergency Medicine. In the year 2000 he became a board-certified Founding Diplomate of the American Board of Integrated Holistic Medicine (ABIHM), one of only a handful of board-certified holistic practitioners currently in Tennessee. Required training for doctors board-certified in Holistic Medicine includes natural, herbal, nutritional, body/mind, emotional and spiritual approaches to healing and their integration with traditional medicine. The ABIHM certification is the only comprehensive, peer-reviewed integrative holistic medicine test standard for medical doctors.

In addition, Dr. Forbes has over two decades of training and expertise in emotional stress reduction and relaxation techniques. He is a frequent conference/keynote speaker, a recognized expert in the field of holistic medicine, and a consultant to businesses in promoting transformative health change in the workplace.