

Healthy Employees, Healthy Profits

The 3 C's Connection

Competitive organization

Unhealthy employees are more inclined to underperform, resulting in lower productivity & profits. Ultimately compromising its competitiveness in the market.

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Chronic & Critical Illness

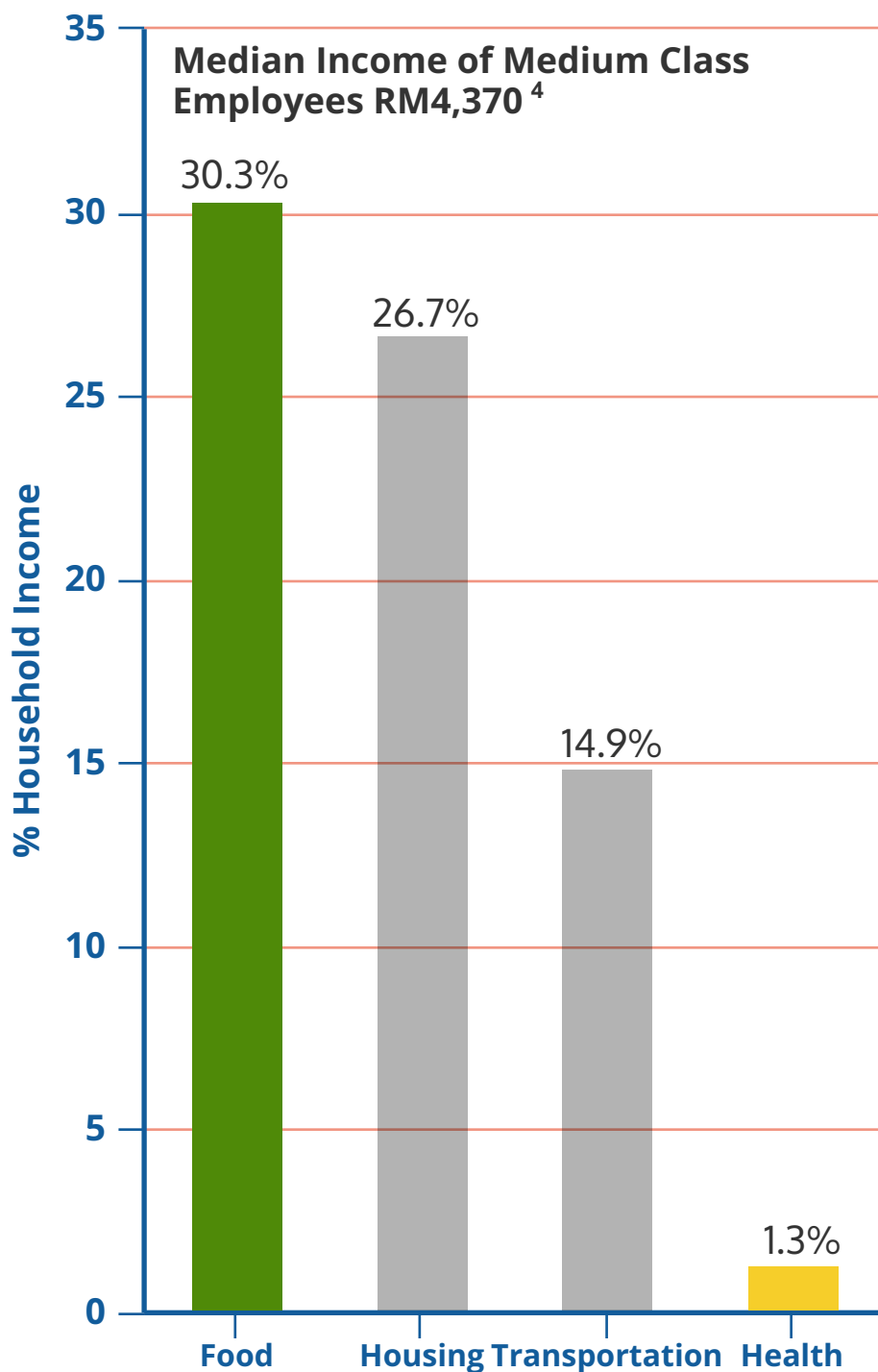
Research shows that diet, lifestyle and environment account for 90-95% of most chronic illnesses.² Over time, chronic illness turns critical, abruptly putting an end to illustrious careers.

Cost

Increasing medical cost massively burdens the company & the critically ill employees. 86% of healthcare spending is used to treat one or more chronic conditions.¹

THE UNSEEN LINK AND

% HOUSEHOLD EXPENSES PER MONTH IN MALAYSIA³



*Non-communicable disease (NCD) refers to non-infectious chronic diseases which last for long periods of time and progress slowly.



FOOD & LIFESTYLE

-33% of food expenditure is spent on dining out. (restaurants, food stalls, mamak stalls)

-Malaysians averagely consume 32.7g of sugar per day. (>8 teaspoons)⁵

-Top Malaysian Snacks (biscuits, chips, cakes) Beverages (tea, coffee, soft drinks)⁶

-73% of total death are Non-Communicable Diseases*, caused by food & lifestyle choices.⁷

-Food & lifestyle choices directly dictate future medical expenditure and quality of life.



HEALTH

-Minimal emphasis i.e only 1.3% of income is spent on health & wellbeing.

-Health literacy of Malaysia is at 6.6% compared to reading literacy of 94.6%. Low health literacy results in poorer health outcomes.⁸



PRODUCTIVITY LOSS

-Number of unproductive working days increase based on number of health conditions, rising up to 28.9 days annually.⁹

-Average sick leave per employee is 4 days which will cost employers RM1,268 annually.¹⁰

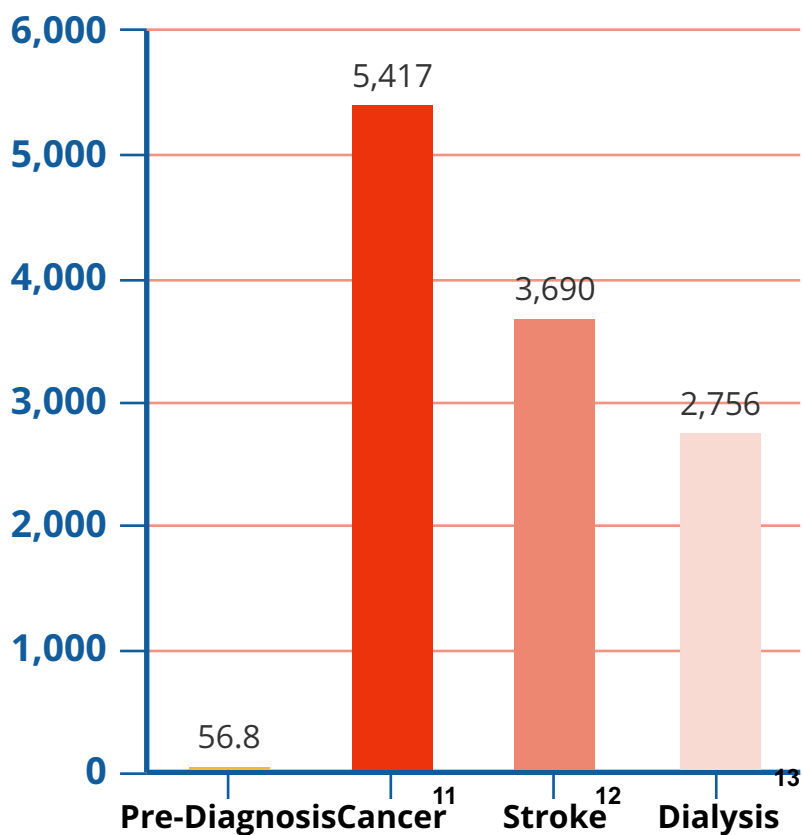
Sources

1. Agency for Healthcare Research and Quality 2014
2. Pharmaceutical Research 2008
3. Consumer Price Index Malaysia 2015
4. Khazanah Research Institute 2014

5. Daily Sugar Consumption, Euromonitor 2015
6. Dietary Trends in Urban Malaysia 2014
7. WHO Country Profiles 2014
8. National Health and Morbidity Survey 2015

UNFORESEEN COST OF CRITICAL ILLNESSES

AVERAGE MEDICAL TREATMENT COST PER MONTH (RM)



FACTS



Only 22% of Malaysians are insured for Critical Illnesses



MEAN age of cancer diagnosis is at 52 years old



75% of patients face death OR financial catastrophe (spending > 30% household income on cancer-related costs) after 1 year of cancer treatment



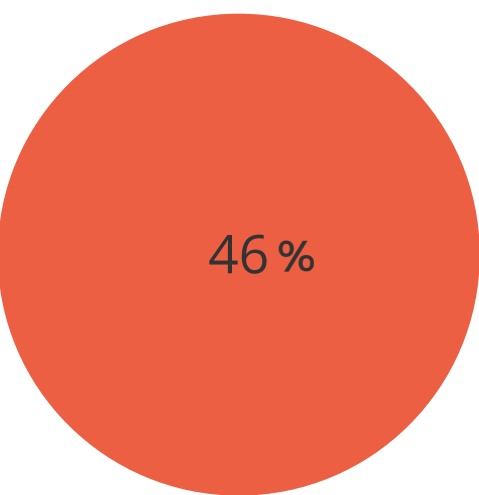
More than 1 in 3 End Stage Kidney Failure patients die after 2 years of dialysis.



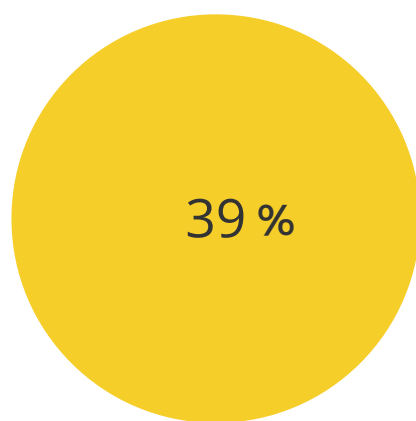
Malaysia is the TOP obese nation in SEA
60.0% Malaysians are overweight¹⁴
17.5% adults are diabetic in 2015¹⁵

Economic Hardship - 1 Year Post Critical Illness Diagnosis

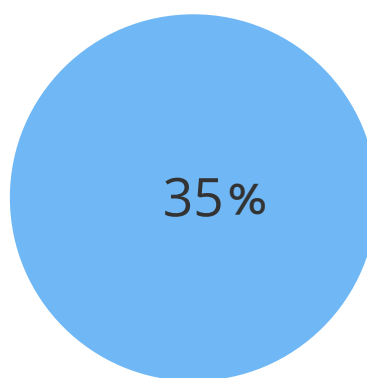
Used Up Personal Savings



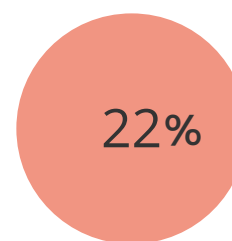
Could Not Afford Treatment



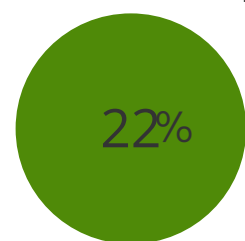
Could Not Afford Tests



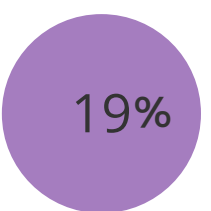
Unpaid Rent



Personal Loan



Ended Treatment



9. Population Health Management 2011
10. Malaysian Employers Federation 2010
11. ASEAN Costs in Oncology Study 2014
12. Medical Journal Malaysia 2012

13. Dialysis Subsidy The Star 2013
14. Ministry of Health Malaysia 2013
15. National Health and Morbidity Survey 2015

COURSE CONTENT

- **Understanding Optimal Nutrition & how it can elevate work performance & company's productivity. Healthier employees result in better performing companies in the long run.**
- **Unravelling of common food myths and industry secrets with scientifically-backed evidence. Learn how to avoid the dangers of modern day food & beverages that adversely affect work performance.**
- **Learn that top debilitating chronic illnesses today are mostly linked to diet deficiencies & poor lifestyle choices. Acquire knowledge on clinically proven DO's & DONT'S in preventing & controlling:**
 - Heart Disease
 - Stroke
 - Tumor & Cancer
 - Overweight & Obesity
 - Hypertension
 - Diabetes
 - High Cholesterol
 - Liver Disease
 - Allergies
 - Gynecological Disorders
- **Discover methods to optimize mental performance, household food budget, dining out healthily & eating our way through an Economic Slowdown - acquire true health, improve emotional health & beat inflation at the same time.**
- **Addressing main health disorders through simple diet & lifestyle tweaks. Mitigating the risk of future critical illnesses & reducing company's talent loss.**
- **Benefits of a Healthy Company Workforce:**
 - Reduced healthcare claims through critical illness prevention.
 - Increased productivity (reduced absenteeism and sick leaves).
 - Increased employees' morale (better employee retention and loyalty).
 - Improved employees' performance, career advancement & self-fulfilment.

Value to Participants

- Understand how optimal nutrition impacts mental, physical & work performance.
- Learn that wise food choices influence long term health consequences.
- Learn how to stay healthy during an economic slowdown to avoid financially debilitating medical treatment costs.
- Gain practical application & designing of diet to optimize nutrition within one's budget.
- Senior employees gain insight on unproductive performance towards reducing operational cost.