

GET TO THE CRUX OF YOUR HEALTHCARE COST PROBLEMS



The Problem

Americans are caught in an epidemic of chronic, non-communicable diseases that compromise lifespan, quality of life, and their ability to contribute productively. And it's costing you money.

2-5% of employees cause over half of total healthcare costs annually

12-15% of employees cause over 80% of total healthcare costs long-term

\$73.1 billion cost of obesity to employers per year

\$47 trillion estimated loss of cumulative output between 2011 and 2030 due to NCDs

\$506 cost per worker, per year due to obesity

6-9 months salary cost of employee turnover

Most of the diseases and costs are the result of lifestyle, not bad luck. In fact, 80% of chronic diseases are preventable. *And if we can prevent them, we can reverse them.*

Corporate wellness programs and medical solutions are not successfully addressing costs – in fact, they often add to those costs.

Our Unique Solution

It is well known that the only real solution is personal responsibility and sustained changes in lifestyle choices and behavior. The challenge has been: How do you do that successfully? That's the Cruxpoint answer.

OUR MISSION FOR BUSINESSES

We address the real problem – changing the choices and behaviors that drive expensive diseases and conditions.

- We target the 12-15% of your employees who are most ill, highest risk, and driving the costs
- We eliminate, reverse, and/or stop the progression of expensive chronic diseases
- We get people out of the expensive “sickcare” system – where the high costs are incurred
- We restore health and vitality in the employees most in need

We have proven results in:

- Profoundly changing mindset, choices, and behavior
- Eliminating chronic disease and conditions
- Stopping or reversing expensive disease patterns
- Avoiding expensive disease management
- Preventing expensive health catastrophes
- Restoring health and vitality

When employees take responsibility for their health, vitality, and quality of life, they are the first ones to benefit. But others – spouses, children, team members, the entire employee population (and therefore the company) – also benefit. Health is a win-win across the whole landscape.

RETURN ON INVESTMENT

We target your high-cost, high-risk employees to deliver an honest return on investment. We deal in hard metrics – not phony numbers, and no smoke and mirrors.

- ✓ We will reduce healthcare costs while generating better health outcomes for employees
- ✓ Fewer employees in the high-risk, high-cost categories
- ✓ Higher-quality employees in terms of attitude, mindset, sense of responsibility, focus, and contribution
- ✓ Reduce side expenses – sick leave, absenteeism, workers' comp, disability insurance, low productivity, and so on
- ✓ Retain valued talent (vs. losing them through turnover or disability)
- ✓ Develop a more health-focused company culture over the long-term
- ✓ Compete for better talent by offering better salaries and benefits long-term
- ✓ Deliver services and products at a more competitive cost long-term
- ✓ Generate more profit

Companies and participants derive a broad array of benefits – financial and otherwise – from participation in Cruxpoint programs. You only pay for measurable successes

How We Do It

Cruxpoint programs offer a compassionate way to help your least-well employees regain their health and vitality.

The Breakthrough Seminar

The Breakthrough Seminar is a four-day intensive (offered on-site or off) that creates breakthroughs in health, vitality, and living. It's about how to live, how to work, and how to have a fulfilling life, with good health as the foundation.

The ACES Program

Following completion of The Breakthrough Seminar, eligible employees can graduate into ACES, a 12-24 month program that will complete their journey and make their results durable. ACES is loaded with content and learning processes designed to produce personal responsibility, durable behavioral change, and tangible and lasting results.

“ You cannot transform your health and vitality without transforming how you live. You can't transform how you live without transforming your attitude toward your own life.
— Gary V. Koyen, PhD ”

Cruxpoint Breakthrough Programs have been guiding people through life-enhancing changes for 40 years. *We have a proven track record of reversing serious chronic diseases and conditions. Our seminars, programs, and individual coaching all focus on reversing disease using the lifestyle factors that would have prevented them. We don't tell people how to live – we guide them in a process of discovery and commitment, where they decide how to add purpose, meaning, and fulfillment to their lives.*

Schedule a demonstration seminar or get more information:

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