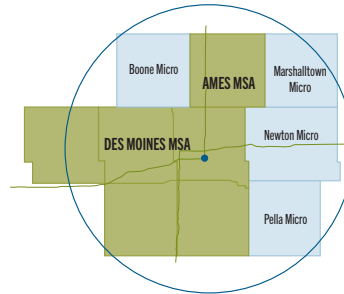


2012 WELLNESS & COMMUNITY STUDY

In December 2012, David P. Lind Benchmark and Data Point Research conducted a study to identify the prevalence, scope, quality and effectiveness of wellness programs in Iowa organizations for the Capital Crossroads Wellness Committee. Capital Crossroads is a collaborative initiative that will result in transforming a visionary planning process into an exercise in effective implementation creating jobs and economic growth for Greater Des Moines.

GREATER DES MOINES



PARTICIPATION

Number of completed surveys by organization size.

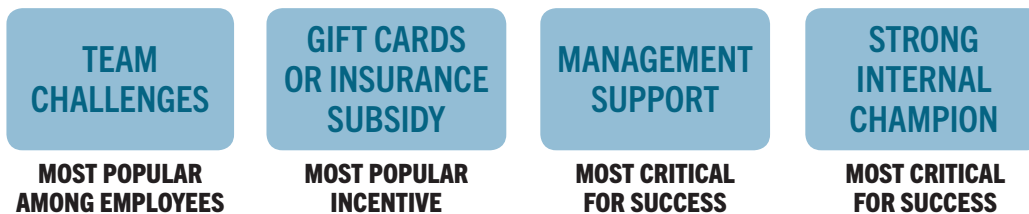


DOES WELLNESS WORK?

Almost all employers believe wellness programs work!



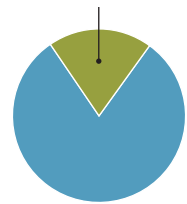
WHAT WORKS?



WHAT'S BEHIND THE NUMBERS

MORE THAN 900 EMPLOYERS PARTICIPATED PRODUCING A RESPONSE RATE OF OVER:

19.5%



15%

OF ALL IOWA EMPLOYERS OFFER SOME FORM OF WELLNESS PROGRAM TO THEIR EMPLOYEES.

BARRIERS TO OFFERING A WELLNESS PROGRAM



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