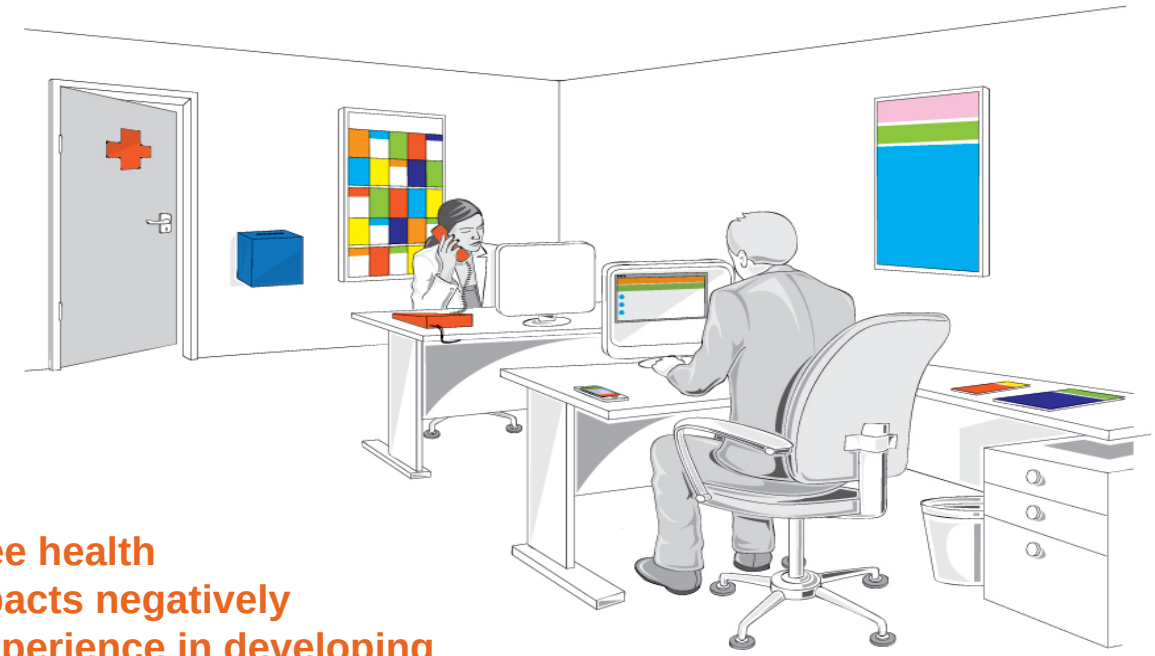
WORKPLACE WELLNESS



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- Create a more tailored healthcare campaign
- Accelerate the effective delivery of your message
- Get healthcare consumers to take action

Workplace Wellness



Studies show that poor employee health decreases performance and impacts negatively on your bottom line. With our experience in developing health care material and our logistics infrastructure we've developed a practical, cost effective workplace wellness programme.

Customers can either order various individual topics or could embark on our wellness programme.

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Programme Elements



- Monthly themed posters printed and widely displayed throughout your offices
- Blue Collar comic style booklet covers the current month wellness theme - enjoyed and read at all employee levels
- Blue Collar booklets printed in English, Afrikaans, Zulu, Sotho and Xhosa
- White Collar booklet offers more detailed information on current month wellness theme
- Lifestyle brochures with an average of 2 new themes per month covering subjects such as healthy diet, allergies, stress, etc.
- Healthcare consumer brochures covering popular health topics

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Health and Productivity Management

Did You Know?

- Many South Africans live an unhealthy lifestyle because they don't think about it. It's not a conscious choice but rather a lack of knowledge about what to do to maintain a healthy lifestyle.
- Motivating employees to engage in healthy behaviours is one of the biggest employer challenges in South Africa today.
- Organisations need to view employee health in terms of productivity rather than an exercise in health care cost management. The emerging discipline of Health and Productivity Management (HPM) shows that health and productivity are inextricably linked and that a healthy workforce leads to a healthy bottom line.

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Programme Elements (cont.)



- Brochure display boards strategically positioned in the workplace
- Competition entry box prominently placed for monthly employee health questionnaire returns
- Competition winner announced via SMS – recognition of monthly winners encourages wider employee participation
- Questionnaires captured and monthly evaluation reports produced
- Our logistics team maintains all logistical aspects – regularly stocking displays, placing posters, collecting questionnaires, and announcing winners

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Opportunities

There are 3 opportunities to participate in our wellness program and be exposed to a growing number of companies and employees throughout South Africa.

- Your corporate sponsorship of the comic style booklets which are printed in 5 languages
- Sponsoring one of the monthly lifestyle brochures
- Taking one of only 12 positions which are available in the workplace wellness displays for product brochures



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Custom Healthcare Services





- Let your sales reps focus on sales
- We can hand-deliver samples and marketing material to GPs and specialists
- All deliveries are signed for and recorded online using handheld devices

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Custom Services Rates

Rates vary according to content type, weight, selected target e.g. speciality healthcare group (psychiatrists, dermatologists paediatricians), GPs, pharmacies, nurses etc.



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Contact Us

Johannesburg

Nanette da Fonseca
Work: +27 11 465 7841/2
Cell: +27 82 443 8727
Email: nanette@infodoc.co.za