

Texas Wesleyan University

**INTERNAL PROPOSAL
FOR IMPROVED HEALTH**

Date: April 14, 2010
To: Texas Wesleyan Board of Trustees
From: Joakim Soederbaum
Subject: Employee Massage Benefits

This proposal will inform you about the many physical, emotional, and financial benefits related to offering employees massage benefits. I am confident that you will be impressed with the opportunities this proposal presents, and I will contact you again three weeks from today to follow up. In the meantime, please do not hesitate to contact me at jjsoederbaum-sw@txwes.edu. with any questions you may have.

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1. Abstract

- ◎ Small and interdependent campus
 - Community members active on and off campus

- ◎ On-site massage
 - Decrease stress
 - Promote health
 - Improve productivity & morale

2. Introduction

- ◎ Texas Wesleyan University
 - Founded in 1890
 - President: Dr. Harold Jeffcoat
 - Committed to a diverse population
 - “...The University actively seeks and employs faculty and staff with commitment and dedication to teaching, inspiring, and serving students...”

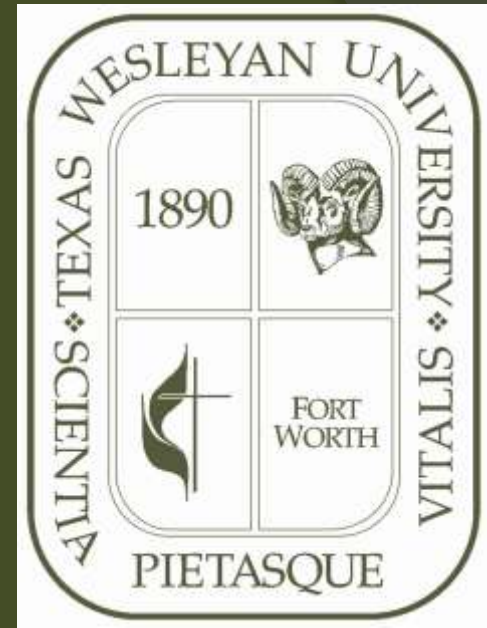


Figure 1: TWU Creed

3. Project Summary

3.a Project Description

- ◎ Implement an employee massage benefit program
 - Tackle stress and physical symptoms of stress
- ◎ Goals
 - Improve productivity
 - Lower medical costs
 - Decrease absenteeism
 - Improve general health

3.b Problem Statement

- ◎ Interdependent campus causes great stress
 - 60-90% of health care visit stress-related
 - >50% of lost workdays stress-related
 - 14% of workers change jobs due to stress

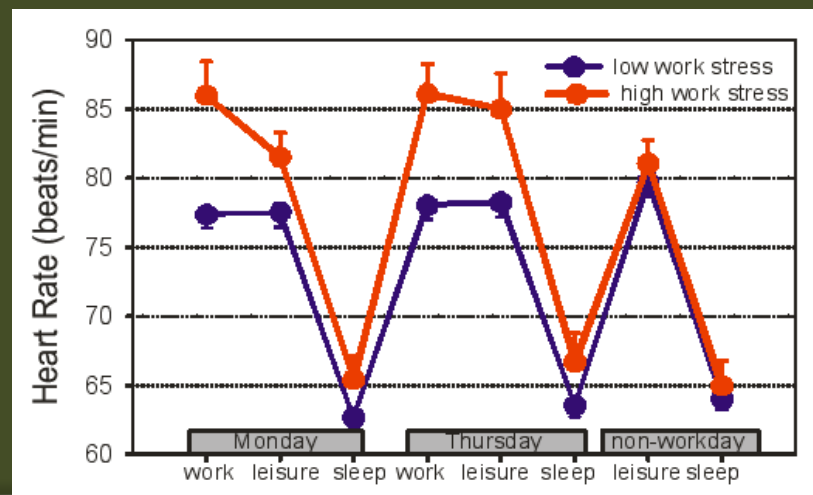


Figure 1:
Stress & HR

3.c Objectives

- ① Decreased absenteeism 15%
- ① Decreased medical costs 30%
- ① Improved general health 40%
- ① Increased employee retention 10%

- ① Indicate an enjoyable and stress-free working environment

3.d Key Benefits

⊙ Physiological/Psychological

- Relaxation through decreased stress
- Decreased pain
- Increased circulation
- Improved flexibility
- Decreased muscle spasms

⊙ Financial

- Decreased medical costs
- Decreased absenteeism
- Improved morale
- Improved productivity

(“Benefits ”; Boop; “Employee Wellness Programs in a Depressed Economy”)

3.d Risk if No Action

- ◎ Increased stress
 - Decreased productivity
 - Increased absenteeism
 - Decreased morale
 - Increased medical costs
 - Decreased employee retention

3.e Statement of Work

- ⦿ Determine extent of services
- ⦿ Select trial group
- ⦿ Create schedule
- ⦿ Monitor progress

3.f Project Timetable

	Description	Start Date to Completion Date
Phase 1	Trial	8/15/10 – 12/11/10 (17 weeks)
Phase 2	Adjustment	1/16/10 – 5/14/11 (17 weeks)
Phase 3	Evaluation & Action	5/15/11 – 8/14/11

Table 1: Timetable

3.g Budget

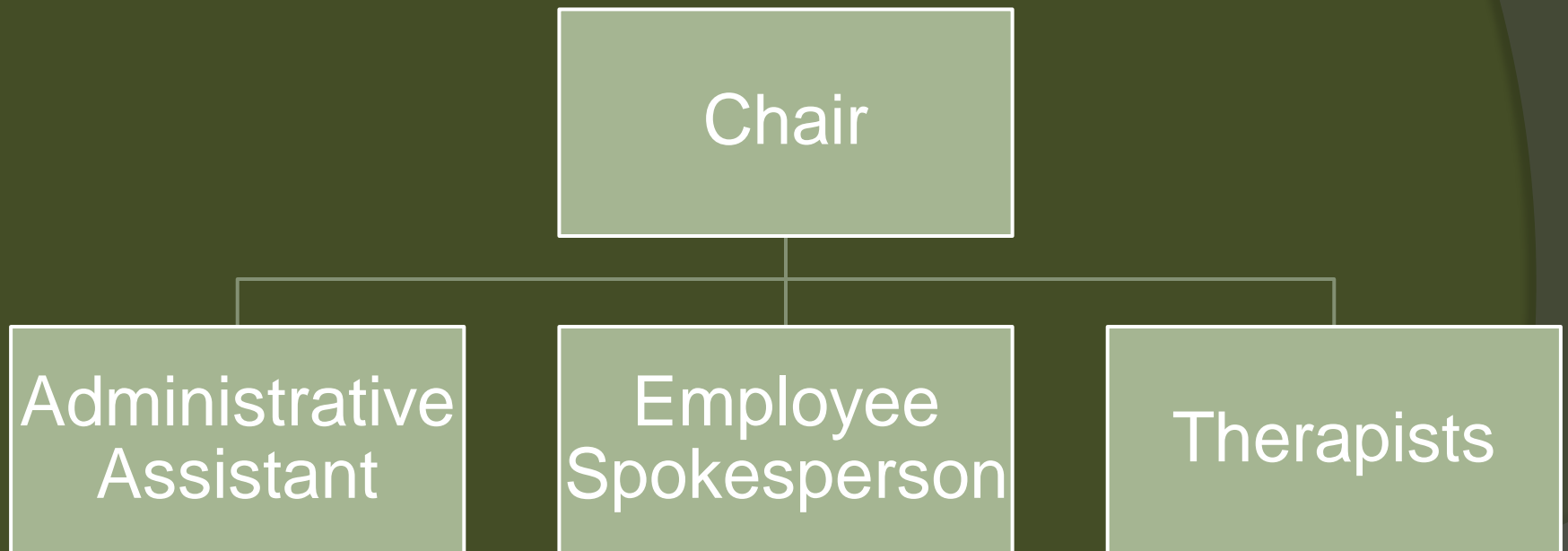
◎ Monthly:

- Project cost per employee: \$285.00 (\$270.00)
- Average one massage/week
- Insurance cost per employee: \$515.00

Resource	Budget
<u>Personnel</u>	<u>\$74,320.00</u>
Therapists	\$67,320.00
Administrative	\$7,000.00
<u>Space</u>	<u>\$4,000.00</u>
<u>Evaluation</u>	<u>\$900.00</u>
Surveys	\$300.00
Report	\$450.00
Interviews	\$150.00
Total Cost	\$75,220.00

Table 2: Budget

3.h Key Personnel



4. Evaluation

◎ Objectives

- Identify strengths & weaknesses
- Allow for employee feedback
- Measure financial effects

4. Evaluation (cont.)

- ⊙ Pre- and post surveys

- Likert scale

- ⊙ Quantitative analysis

- Measure absenteeism
- Compare medical costs
- Employee retention

5. Conclusion

- ◎ Proactive action must be taken to avoid pushing the employees over the edge.
 - Increased medical costs
 - Increased absence
 - Increased number of resignations
 - Impaired health & well-being

Conclusion (cont.)

- ◎ Offering at-work massage can reverse trends.
 - Improved health
 - Decreased absenteeism
 - Increased productivity
 - Save \$

6. Endorsements

- ◎ Fort Worth Chiropractic Clinic
- ◎ The Fort Worth Clinic
- ◎ Texas Health Care Bone and Joint Clinic
- ◎ Fort Worth Rolfing

7. Glossary

- ⦿ HR: heart rate, the number of times the heart beats per minute
- ⦿ Likert scale: five-level measurement of the respondent's level of agreement to a statement (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)
- ⦿ Rolfing: soft tissue manipulation

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Questions?