



Principal Wellness Company Program Overview

Confidential On-Site Health Screenings

- **On-Site Health Screening** (scheduled appointments approximately 30 minutes per person)
- **Health Risk Analysis Questionnaire (with lifestyle behavior change model)**
 - Blood Sugar (*finger stick*)
 - Lipid Profile Cholesterol (*finger stick*)
 - Blood Pressure
 - Heart Rate
 - Low Back and Hamstring Flexibility
 - Height, Weight
 - Body Composition Analysis
- **Immediate Results from Questionnaire, Health Screening and Body Composition**
- **Immediate Private One-on-One Consultation of all Health Screening Results**

Confidential Targeted Health Management Programs

- **Home Based Targeted Intervention Program (for high-risk health conditions)**
 - ~*Approximately 40-50 percent of participants will qualify and participate in this program*
 - Cholesterol, Blood Pressure, Blood Sugar, Weight Management
 - Risk specific interactive workbook (sections with education, recipes, chart and logbooks etc.)
 - Outbound phone calls or e-mails from personal wellness consultant
 - 2 page high risk monthly newsletter
 - Toll free telephone number, consultant e-mail access

Counter-Marketing and Education Throughout the Year

- **Orientation DVD**

Directed to home

- **Words of Wellness Monthly Newsletter**
- **American Cancer Society Quitline**
- **Take Care On-line Suite (www.principal.com)**

Directed to worksite

- **Quarterly Corporate Health Awareness Campaigns (focus on men, women, family and holidays)**
- **"My Health Manager", powered by WebMD**

Principal Wellness Company
A member of the Principal Financial Group
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