



Wouldn't it be great if all of your employees were treated like pro athletes?

The Industrial Athlete uses the proprietary SMART SystemSM sports medicine model, saving their clients money by decreasing injuries and improving overall wellness



THE INDUSTRIAL ATHLETE INC

Treating your employees like pro athletesTM



No one disputes that professional athletes are among the highest paid, most performance-evaluated employees on the planet. The stakes are often extraordinarily high if a professional athlete is injured, so that is why the team owners choose the **sports medicine model** for prevention and rehabilitation of injuries for their athletes.

The Industrial Athlete Inc.'s proprietary SMART SystemSM incorporates sports medicine practices in the workplace for efficient, high quality care at significantly lower cost.

Sports Medicine, Athletic Rehabilitation & Training

A HEALTHY WORK ENVIRONMENT

All agree that a healthy work environment, where employees adopt the athlete's commitment to personal health and achievement will result in increased productivity. **Increased productivity means higher profits.**

When workers are injured or ill, they cost your company money with expensive insurance and treatment costs, lost productivity, hiring and training costs for replacement workers, etc. **Lower expenses also mean higher profits.**

Reducing expenses has even greater value than increasing income. Reducing expenses frees up earned income allowing industry to reinvest in the business or simply declare higher profits.

The Industrial Athlete, Inc. (TIA) partners with employers to reduce costs and increase productivity by transforming their employees into "industrial athletes".

THE INDUSTRIAL WORKER AND THE ATHLETE

The Industrial Athlete, Inc. is the pioneer company that created a new way of achieving employee health and wellness. The leadership of the Industrial Athlete has had many years of experience in providing sports medicine services to athletes.

The Industrial Athlete observed that the repetitive motion activities of athletes and industrial workers are comparable, resulting in similar injuries which can be treated by the same sports medicine protocols.

By treating injuries in-house as much as possible, along with their one-price pays-for-everything fee structure, The Industrial Athlete Inc. returns huge dividends compared to traditional healthcare and similar sports medicine programs.



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In addition, our experience has demonstrated that injured industrial workers treated using sports medicine modalities were back to work significantly faster and with less risk of recurrence when compared to traditional healthcare practices. This observation is at the core of the Industrial Athlete's vision—treating the industrial worker the same as an athlete.

ON-SITE ATHLETIC TRAINING IN YOUR WORKPLACE

The Industrial Athlete's first task is to make your workplace healthier and safer through an injury prevention program. Typically you'll find our on-site athletic trainers are out on the floor, side-by-side with your workers, sharing important information on how to better perform on the job through job coaching, ergonomic assessments, and early intervention.

In the event of an injury, triage is immediately executed by our TIA athletic trainer. This on-site evaluation and treatment significantly reduces outside injury referrals.

Following an injury, therapy is done on site, often with multiple treatments each day. (Typically therapy is done 2-3 times a day, whereas in traditional healthcare models, therapy is done off site 2-3 times a week.) This is important for two reasons. First, this approach is more affordable, as we do not bill anything against your insurance, saving your company thousands of dollars off the cost of traditional healthcare. Second, it helps your "athlete" return to work faster.

The TIA athletic trainer can create a custom fitness and wellness program based on the needs of your employees. With constant on-site support, employees are encouraged to create a healthier lifestyle. We understand that physical performance goes hand-in-hand with creating positive attitudes and teamwork. Working side-by-side with your employees, TIA athletic trainers build rapport and garner trust from your workers.

TIA has a proven track record showing significant healthcare savings. Not only do your employees get better care, it positively affects your bottom line.



The Industrial Athlete SMART SystemSM includes:

- On-site job coaching, ergonomic evaluation and injury prevention programs
- On-site injury triage and treatment (including emergencies)
- On-site therapy
- Medical management services
- Fitness and wellness programs
- Support from The Industrial Athlete Inc.'s corporate and medical teams

THE INDUSTRIAL ATHLETE ADVANTAGE

The Industrial Athlete SMART SystemSM is all-inclusive—everything is provided for one flat fee. In the event that an outside healthcare facility or specialized treatment, beyond what we can provide is needed, TIA is connected to the largest network of sports medicine physicians across the United States and can find an appropriate referral.

It's TIA's goal to keep as much of the treatment programs in-house as possible. This simply keeps costs down. It is important to note that TIA does not own or have any contractual relationships with any outside healthcare therapy facilities. Compare this to other on-site operations that may have a referral program or some type of ownership in off-site rehab facilities—they have a monetary incentive to refer your workers to these programs. We feel these types of arrangements can result in questionable conflicts of interest.

You may even question whether some traditional healthcare facilities want to prevent injuries. When they make money by treating injuries, it is actually counterproductive for them to prevent them. Since the Industrial Athlete does not make a dime extra on injuries, we don't have that same conflict. In fact, we track reduction of injuries as part of our value to our clients.

With a proactive injury prevention program and on-site treatment capabilities, TIA significantly reduces DART rates and OSHA recordable injuries.



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Sometimes situations will require an employee to go off-site for medical evaluation and treatment. We have often found that outside healthcare providers will extend employee time off, create worker limitations, and at the same time build in extra off-site therapy sessions. TIA still maintains contact in these situations and can challenge off-site diagnosis, intervening on behalf of our clients. This can help return the employee to work on a more reasonable schedule and saves the company money.

A BETTER BOTTOM LINE

If you agree that a healthy workforce, with an on-site athletic trainer, would be beneficial for improving productivity and lowering costs, there is really only one question that remains:

Can the savings be enough to offset the costs?

TIA has a proven track record showing that not only do the savings offset any costs, compared to traditional healthcare, you will actually see an increase in your bottom line.

We are confident that you will see a significant difference in employee productivity and lower healthcare related expenses when you bring The Industrial Athlete, Inc. to your facility.



THE BENEFITS OF THE INDUSTRIAL ATHLETE ATHLETIC TRAINER ON LOCATION

- **Positive ROI** - A study by the National Athletic Trainers Association (NATA) found that (1) 100% of companies employing an athletic trainer had a positive return on investment with 83% reporting an ROI of more than \$3 for every \$1 invested, (2) 94% of companies reported a decrease in the severity of injuries, and (3) 88% of companies noted a decreased number of injuries.
- **Cost Containment** - having The Industrial Athlete on board will allow you to control the injury and health process. Instead of using expensive third-party resources and billing your insurance plan, we do immediate triage to determine if any outside assistance is actually needed. Most often we will administer an in-house treatment and therapy program.
- **DART Rate Reduction** - TIA has a history of lowering OSHA's DART rate. ("Days Away, Restricted duty and Transfers.") Reductions of 50% and more are quite common, depending upon the type of industry.
- **Improved OSHA Compliance** - the TIA Athletic Trainer is an independent healthcare professional that can help determine if injuries were caused at the workplace or off the job.
- **Worker's Compensation Advantages** - fewer claims means lower Worker's Comp expenses.
- **Injury Prevention** - athletic trainers are proactive in injury prevention and intervention.
- **Wellness Programs** - employees that are physically fit and feeling well will perform better on the job.
- **Ergonomic Evaluation** - athletic trainers are also competent in ergonomic assessment.
- **Increased Productivity** - workers learn how to perform their jobs better with on-location athletic trainers to coach them.
- **Quicker Return to Productivity** - injured workers return to work sooner.
- **Reduced HR Costs** - the human resources cost to replace a single worker can be thousands of dollars in recruiting and interviewing expenses.
- **Fewer Replacement Workers** - replacement workers seldom can perform as well as experienced personnel, lowering productivity. Often this has an accumulative effect, where their lower productivity will negatively affect other employee's work. The solution is simply keeping your regular workers healthy and on the job.
- **Training for Emergencies** - since our ATCs are certified CPR/AED instructors, we will train the company's emergency response team at no additional cost.
- **Teamwork** - a team attitude is developed with The Industrial Athlete on premises, resulting in better worker performance.

Call today for a free analysis of your current occupational health and safety program.



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