



# Health & Wellness Roadmap Towards Value Creation

## *How Young Do You Eat and Live? Program*

Dear sir/madam,



**Re: Health & Wellness Roadmap Towards Value Creation**  
***How Young Do You Eat and Live? Forum***

We are pleased to propose a Health & Wellness Program as outlined below.

The forum is **uniquely positioned** and serves to introduce health & wellness into the realm of value based management. Measuring and managing human resources within an organisation have taken on a greater degree of urgency as the value drivers of corporates in a knowledge-based economy, have shifted towards leveraging off intellectual capital to generate shareholders' value.

As such employee wellness and satisfaction are business priorities and for the enlightened management, adopting a holistic approach towards staff welfare will pay dividend. Through the forum, we will introduce the concept of wellness in the workplace that will **serve to maximize the psychological, social and physical well-being of employees** as well as mitigate business risks to the employers. In a recent survey conducted by Thinkmasters with corporate executives, an overwhelming percentage felt that it is extremely critical for an organisation to implement a holistic Health & Wellness programme and that such a system should be an integral part of a performance measurement system.

The forum has been customised to meet the needs of your organisation and is consistent with our approach towards a holistic health & wellness program based on a process-driven methodology that will deliver value-added services to our client.

The forum will be conducted as a 4 part series under the ***How Young Do You Eat and Live ?*** theme. Each session is scheduled to take 2 hours, targeted at an audience size of 30 to 50 employees. We will repeat this forum for another 30 – 50 participants during the current work year.

To generate interest leading to the forum, as well as part of an on-going educational process, we will be working in conjunction with your appointed coordinator, running **e-trailers** in order for our pool of medical consultants-cum-specialists to **interact seamlessly** with the participants with the view of

delivering a sustainable health & wellness program to your esteemed organisation.

The forum provides a sound foundation from which the employees would be empowered to develop a sustainable healthy lifestyle that will be beneficial to both the organisation as well as the employees.

We trust the proposal will meet the needs of your esteemed organisation, and please feel free to contact the undersigned should you require further clarification.

Yours faithfully,

Chew Chung Huang  
Director

( Computer Generated Letter.  
No signature Is Required )

How Young Do You Eat? .....	5
How much should I eat? .....	5
What should I eat? .....	5
Practical Tips To Eating for Youth .....	5
Calorie Counter .....	5
Learn how to make healthy menu choices .....	6
The Body Challenge – nutrition and weight management.....	6
What should be your ideal weight?.....	6
Learn how to calculate the body mass index.....	6
Nutrition and Health Connection.....	6
How Young Do You Live?.....	7
Exercise and Age Reduction .....	7
How much exercise is enough?.....	7
Starting an Exercise program .....	7
What types of exercise? .....	7
Exercise the right way.....	7
Monitoring of exercise intensity .....	7
Exercise motivation.....	8
Exercise and Disease .....	8
Developing a Youthful mindset.....	8
Work and mental health.....	8
How much stress is too much?.....	8
Tips on handling stress.....	8
Practise health habits .....	8
Professional Help.....	9
How to live younger longer .....	9
Understanding and taking steps to lower risks of chronic degenerative diseases .....	9
Risk Factors .....	9
Reducing your risks for chronic degenerative disease .....	9
Coping with chronic degenerative disease .....	9
Treatment options .....	10
Course Fee .....	10
Frequency and Number of Participants .....	10
About the Facilitators .....	10

## How Young Do You Eat?

Eating is one of the greatest pleasures in life and it forms the cornerstone for health. When it comes to healthy eating, many people feel that "If it's good for you, then it will taste bad!" This is simply not true. You can eat your way to youth and health and do so deliciously. Eating should be fun and in this workshop, you will learn to eat to turn back the clock of time and do so with relish!

### How much should I eat?

#### Calculate your total calorie requirement

Learn how basal metabolic rate and total daily energy expenditure impact your nutrition choices.

### What should I eat?

Did you know that it takes at least twenty minutes to work off the calories you can eat in thirty seconds? Whatever you eat, every calorie should count towards redeeming your youth. Dietary practices of Singaporeans have changed over the past few years as a result of increasing affluence and food availability. Too many people waste their meals on empty calories.

The rationale behind all the dietary guidelines and how it impacts your eating habits will be covered.

Everyone thinks that he or she eats a balanced diet but often this is not true. Choosing the right calories and nutrients are crucial clues in eating your way to youth. The Food Pyramid helps you choose what and how much to eat. Diversity in your diet can lower your aging process.

What are the latest recommendations on the basic building blocks of carbohydrates, proteins and fats? What is the hype behind the fats and cholesterol? How do you cut down on the salt intake and increase your dietary fibre? What is the truth behind vitamins and minerals?

## Practical Tips To Eating for Youth

### Calorie Counter

Our easy to use calorie counter will monitor your nutritional intake so that you can improve the quality of your intake and you can begin your gustatory journey to youth.

**Discover how to read food labels** – the easy way. Does low fat, no cholesterol, low salt mean better choices?

When eating out, you can choose to eat well and for youth.

**Learn how to make healthy menu choices.**

No time to eat? Learn how you can churn out gastronomic delights in a convenient and fun way. Go ahead and vote for the most innovative office lunch or snack!

**The Body Challenge – nutrition and weight management**

**What should be your ideal weight?**

**Learn how to calculate the body mass index.**

Learn the truth behind all the fad diets – the good, the bad and the iffy! We emphasise the relationship between good health, living younger and weight maintenance.

The best way to lose weight and get younger is simply eat less and exercise more. Approximately three hundred thousand people die a year from weight-related illness. Learn how you can apply this to your life.

**Nutrition and Health Connection**

Living to a hundred is something that is not inherited but earned. Learn how your nutritional intake and activity can reduce your chances of developing the major chronic degenerative disease such as diabetes, cardiovascular disease, cancer and osteoporosis so that you can remain younger for longer.

## **How Young Do You Live?**

### **Exercise and Age Reduction**

So you think that you don't have time to exercise. The truth is you don't have time not to. Time spent exercising actually gives you more time. It increases longevity, increases your energy level and you feel years younger too. It can prevent or delay chronic degenerative disease.

Learn how to make exercise an integral part of your life, either at work or at home.

### **How much exercise is enough?**

A study published in the Journal of the American Medical Association found that one of the key reasons Americans do not exercise is the common misconception that a person needs to do taxing and rigorous workouts to reap benefits. This is simply not true. Learn how to adopt a new mind set and integrate exercise into your normal day-to-day routine.

Learn the truth behind all the fitness myths.

### **Starting an Exercise program**

Participants will learn the basic components of physical fitness, the FITT principle, the difference between anaerobic and aerobic exercise.

### **What types of exercise?**

Learn the basic types of physical activity that make you younger – general physical activity, stamina building activities, strength and flexibility exercises.

### **Exercise the right way**

Understand the importance of warm-up and cool-down, proper form and execution and breathing techniques during exercising.

### **Monitoring of exercise intensity**

Learn about the Karvonen formula, calculation of mass heart rate, the importance of achieving the training effect and different ways of monitoring your cardiovascular workout.

## **Exercise motivation**

Address the issues of exercise dropouts, boredom, exercise behaviours and provide participants with strategies to enjoy and maintain their fitness experience.

## **Exercise and Disease**

Exercise is a whole body phenomenon. It not only makes your muscles stronger but slows down the aging process. Learn how exercise can lower your risk for coronary heart disease, immune system, colon cancer, breast cancer, prostate cancer, arthritis, obesity, diabetes, osteoporosis, depression, stress and improves long term memory.

## **Developing a Youthful mindset**

### **Work and mental health**

A bit of stress can help improve work productivity but too much can be harmful.

Learning about the different types of stressful situations can help you to better cope with them.

### **How much stress is too much?**

Learn to identify the telltale signs of too much stress.

### **Stress and disease**

Acute and chronic stress can induce different types of illness.

### **Tips on handling stress**

General tips on handling stress will be covered in the workshop.

Real life scenarios of stressful situations will be discussed and strategies for coping with these situations will be rendered.

### **Practise health habits**

Learn good nutrition, exercise and relaxation therapy to alleviate stress in your life so that you can develop a youthful mindset.

Developing good social support at work is vital to a workplace.

Complementary therapies and the controversies surrounding them will also be discussed.

## **Professional Help**

You are not alone in suffering from stress. Learn how to help yourself and when to seek professional help.  
Learn about the treatments for depression.

## **How to live younger longer**

Modern medicine has increased our expected life expectancy but the global epidemic facing the world today is that of chronic degenerative disease. This includes heart disease, hypertension, diabetes, strokes, osteoarthritis and cancers.

You will learn how to live youger longer starting from today.

## **Understanding and taking steps to lower risks of chronic degenerative diseases**

### **Risk Factors**

Learn to recognise the role of genetics in the aging process and how you can reduce your risk of chronic degenerative disease through modification of your lifestyle, ie through nutrition and exercise.

Are there specific identifiable risk factors for the specific diseases such as kidney disease, heart disease, strokes and depression?

Is there any evidence for the claims of supplements to reduce or retard aging or your risks of developing chronic degenerative disease.

The risk factors for the top chronic degenerative diseases in Singapore will be discussed.

### **Reducing your risks for chronic degenerative disease**

After identifying your risk profile, you can take positive steps to reduce or delay the onset of disease in your life time.

How often should you screen for these diseases and what do you expect of your annual medical checkup.

What is the role of specific screening tests for each of the common diseases, particularly that of the full blood profile, urinalysis, electrocardiogram, chest X ray etc?

General tips on your nutrition, exercise and supplements will be given as well as specific tips pertaining to each individual disease.

### **Coping with chronic degenerative disease**

If you are diagnosed with a medical condition, it is not the end of the world.

Learning about the disease, i.e. the presentations, signs and symptoms and types of presentation of each disease will help you learn about the disease and empower you to adapt to them.

You can help yourself by retarding the progress of the disease through general measures like lifestyle modifications and following specific treatment regimes.

### **Treatment options**

General treatment for the various conditions will be discussed as well as tips on monitoring the progress of your disease condition and how to reduce long-term complications.

Guidelines in following through the various treatment options will be discussed as well as alternative therapies.

Specifically, the role of dialysis for the patient with end-stage renal disease, the various treatment options for heart disease including angioplasties and surgery, medical and surgical treatment for strokes etc. will also be discussed.

### **Course Fee**

To be advised

### **Frequency and Number of Participants**

A four-part series forum ( two hours per session ) X 2

Thirty to fifty 50 participants per forum X 2

### **About the Facilitators**

Thinkmasters was founded in 1994 as a business consultancy committed to providing value-added business consultancy services to meet the needs of corporates worldwide. Thinkmasters helps to enhance the competitive edge of businesses, and direct them toward exploiting opportunities to create and increase shareholders' value. Apart from consulting services, Thinkmasters regularly runs in-house workshops and public seminars for corporates and financial institution in the East Asian region. For this project,

Thinkmasters has developed a Health & Wellness Program together with a pool of highly qualified and experienced medical consultants-cum-specialists with the intent of delivering an end-to-end solution for this exciting and emerging area of interest. We bring together a knowledge pool combining corporate strategy, performance

measurement and healthcare specialties into a business model that is unique in its value proposition to the marketplace.

#### Dr Stephen Chew Tec Huan

Dr Stephen Chew is a consultant nephrologist with an interest in the prevention and therapy of end stage renal disease. He is a medical graduate of the National University of Singapore in 1988 and member of the Royal College of Physicians in UK in 1995. He was previously the program physician for the peritoneal-dialysis program at the Singapore General Hospital. He cares for patients with either early or advanced renal disease. His portfolio includes much medical teaching, for nurses, physicians and medical students, and he has made national contributions as a member of the National committee on renal care, as well as development of the ministry of health clinical guidelines that provide evidence based treatment guidelines of glomerulonephritis, diabetes mellitus, and health screening. Beyond all things, he believes that while every patient needs to make their own choice regarding accepting therapy and complying to dietary restrictions, it is the physician who with the other team members can provide that authoritative voice and encouragement for patients to find the strength to change their lifestyle so that they can live younger longer.

#### Dr Jeffrey Chew

Dr Jeffrey Chew, a Consultant Orthopedic Surgeon and a Joint Replacement Specialist and Sports Surgeon, completed his post graduate degree in 1994. He holds the following qualifications: MBBS (Singapore) FRCS (Glasgow), FRCS (Edinburgh) M. Med (Surgery) (Singapore), FAMS (Orthopedics) FICS (USA), Mayo Alumnus, Mayo Clinic(USA). He has received several scholarships to conduct biomechanics research at the Mayo Clinic Biomechanics Laboratory. He was also a clinical fellow in the Adult Reconstructive Division , Dept of Orthopedic Surgery, Mayo Clinic, Rochester Minnesota from 1998 to 1999. He has presented and published at the American Knee Society, American Orthopedic Research Society. His research interests are in patella design and tracking. He is also interested in cartilage transplantation in the arthritic model. He also frequently conducts instructional courses on hip and knee reconstruction both locally as well as regionally. His surgical interests are in hip and knee replacements as well as sports surgery involving ligament reconstruction of the knee, arthroscopic surgery for the knee and shoulder as well as trauma surgery. He also frequently conducts

courses for the General Practitioners : i.e. basic orthopedic surgical techniques for the GP

Advanced orthopedic surgical techniques for the GP. He has mostly recently been awarded the prestigious Insall Travelling Fellowship Award from the American Knee Society for the year 2004.

Dr Herbert Tan

Dr Herbert Tan , a medical graduate of the National University of Singapore has been in general practice since 1990. He has served previously in the Japanese Association as its resident physician. He currently runs his own general practice at the Vineyard Medical Clinic. His interests include workplace health, health and wellness promotion.

Ms Teo Kiok Seng

Ms Teo Kiok Seng, Master of Science in Nutrition from the University of California, Davis. She is currently teaching at the Temasek Polytechnic Food Science and Nutrition Department as an adjunct lecturer as well as conducting talks and workshops for companies and schools. Past working experience include working at the Ministry of Health's Training and Health Education Department's Workplace health promotion Unit providing consultation and giving talks to public and private organizations, conduct counseling groups on Weight Management. She has also assisted in developing the module for cholesterol management and weight management workshops.

Mr Mike Yoong

Mr Mike Yoong is the principal consultant for the Exercise and Sports programming network from I-Active. He also serves as a lecturer in the Physical Education and Sports Science Academics Group, National Institute of Education and lectures at SSC aerobics instructor and mass exercise leader courses. He was a workplace health facilitator at health Science Authority, president of Singapore Fitness Instructors' Association from 1997 to 1999, editor of SFIA magazine from 1999-2001 and moderator for the National Lifestyle website.

With 15 years of experience in the business, his portfolio of fitness genres makes impressive reading from land aerobics to aqua fitness, from kickboxing to yoga, from children to senior's workout, from line dancing to street dance, Mike's capacity to experiment with class styles know no bounds. Since 1988, he has taught in more than 500 localities including corporate companies, schools, fitness centers, government department and statutory boards.

Regularly involved in choreographing aerobics performance and show for numerous events like Sports for Life Road Show, National Heart

Week, National School Camp, Singapore-Malaysia Health Games, World Walking Day, Care-obics, Women's Sports Carnival, Nutrition Fair, Senior Citizens' Week, Fitness Encounter, Terry Fox Run, National Fitness Fiesta, President's Challenge, National Sports Carnival, ACTIVE day 1999,2000, 2001 and 2002. Mike's health and fitness arena encompasses workplace health promotion, mental skill coaching for sports, team building workshops, fitness camps, health retreats, dance choreography, line dance functions, judge for competitive aerobics and line dancing, providing talks and lectures in corporate companies. Mike has also presented at the Reebok Fitness Convention in Kuala Lumpur. He has recently completed an exercise video for school children under Health Promotion Board called "Kids on the Move".