

health and wellness mission statement

Crafting Your Powerful Health and Wellness Mission Statement: A Guide to Defining Your Purpose

Are you ready to ignite your health and wellness business with a clear sense of purpose? A strong health and wellness mission statement isn't just a feel-good exercise; it's the bedrock of your brand, guiding your decisions, attracting your ideal clients, and ultimately, driving your success. This comprehensive guide will walk you through crafting a compelling health and wellness mission statement that truly resonates, both internally with your team and externally with your target audience. We'll explore the essential components, provide practical examples, and offer actionable steps to ensure your statement becomes a powerful tool for growth.

Understanding the Power of a Mission Statement

Before diving into the specifics, let's clarify why a well-defined health and wellness mission statement is crucial for your business. Think of it as your North Star – a constant guiding light that keeps you focused on your core values and objectives. A strong mission statement:

Defines your purpose: It articulates the fundamental reason for your existence. What problem are you solving? What unique value do you bring to the world of health and wellness?

Attracts your ideal client: A clear mission statement resonates with people who share your values and are seeking the specific services you offer.

Motivates your team: A shared purpose unites your team, fostering collaboration and a sense of collective accomplishment.

Guides decision-making: When faced with difficult choices, your mission statement provides a framework for making decisions aligned with your core values.

Enhances your brand: A powerful mission statement strengthens your brand identity, setting you apart from competitors.

Key Components of a Winning Health and Wellness Mission Statement

A truly effective health and wellness mission statement isn't just a collection of buzzwords; it needs to be concise, memorable, and impactful. Here are the key elements to consider:

Your Target Audience: Who are you serving? Be specific. Are you focusing on busy professionals, athletes, seniors, or a particular niche within the health and wellness space?

Your Unique Value Proposition (UVP): What makes you different? What unique benefits do you offer that competitors don't? Highlight your specialized services, expertise, or approach.

Your Core Values: What principles guide your business? This could include things like integrity, compassion, innovation, sustainability, or community.

Your Desired Impact: What difference do you want to make in the lives of your clients and the wider community? Focus on the positive transformation you aim to create.

Crafting Your Mission Statement: A Step-by-Step Guide

Now let's move on to the practical steps involved in crafting your own compelling health and wellness mission statement.

1. **Brainstorming Session:** Gather your team (or even just yourself if you're a solopreneur) for a brainstorming session. Explore your answers to the questions above. Write down everything that comes to mind, no matter how seemingly insignificant.
2. **Refine and Refocus:** Once you have a substantial list, begin to refine your ideas. Eliminate redundancy, combine related concepts, and focus on the most essential aspects of your business.
3. **Develop Several Options:** Create several draft mission statements, each reflecting a slightly different nuance or emphasis.
4. **Test and Refine:** Share your draft statements with trusted colleagues, friends, or potential clients and solicit feedback. This external perspective can provide valuable insights and help you identify areas for improvement.
5. **Finalize and Communicate:** Once you've refined your mission statement to your satisfaction, finalize it and communicate it clearly to your team, clients, and the wider public. Make sure it's prominently displayed on your website and marketing materials.

Examples of Effective Health and Wellness Mission Statements

Let's look at some examples of strong health and wellness mission statements to inspire you:

Example 1 (Focus on holistic wellness): "To empower individuals to achieve optimal health and well-being through holistic, personalized wellness plans that integrate mind, body, and spirit."

Example 2 (Focus on community): "To build a vibrant community of health-conscious individuals by providing accessible and engaging fitness programs that promote physical activity, mental well-being, and social connection."

Example 3 (Focus on specialized service): "To provide expert physiotherapy services that help athletes recover from injuries, enhance their performance, and return to their sport with confidence."

These examples demonstrate the versatility of a well-crafted mission statement. They are concise, memorable, and effectively communicate the core purpose and values of each business.

Integrating Your Mission Statement into Your Business Strategy

Your health and wellness mission statement shouldn't just sit on your website; it should actively

inform your business decisions. Use it as a guiding principle when:

Developing new services: Ensure any new offerings align with your core values and overall mission.

Hiring new employees: Look for candidates who share your passion and commitment to your mission.

Marketing and branding: Use your mission statement to shape your marketing messages and brand identity.

Measuring success: Align your key performance indicators (KPIs) with the goals outlined in your mission statement.

Conclusion

Crafting a powerful health and wellness mission statement is a crucial step in building a successful and impactful business. It provides a clear sense of purpose, attracts your ideal clients, motivates your team, and guides your decision-making. By following the steps outlined in this guide and incorporating the key components discussed, you can create a mission statement that truly resonates and propels your business towards sustainable growth and meaningful impact. Remember to regularly revisit and refine your statement as your business evolves.

FAQs

1. How long should my health and wellness mission statement be? Aim for brevity and clarity. Keep it concise, ideally within one or two sentences.
1. Can I change my mission statement once it's established? Yes, your mission statement can evolve as your business grows and changes. Regularly review it and make adjustments as needed.
1. What if I'm struggling to define my unique value proposition? Consider what sets you apart from your competitors. Is it your specialized expertise, your unique approach, your personalized service, or your commitment to a specific niche?
1. How do I know if my mission statement is effective? Gauge its effectiveness by seeing if it resonates with your target audience, motivates your team, and guides your decision-making. Regularly seek feedback to ensure it remains relevant.
1. Should my mission statement include specific measurable goals? While a mission statement defines your overall purpose, specific goals should be outlined in your business plan. The mission statement provides the overarching direction, while goals offer concrete targets.

health and wellness mission statement: *Workplace Wellness: Healthy Employees, Healthy Families, Healthy ROI* ,

health and wellness mission statement: ACSM's Worksite Health Handbook American College of Sports Medicine, 2009-02-27 Encouraging and maintaining a healthy workforce have become key components in the challenge to reduce health care expenditures and health-related productivity losses. As companies more fully realize the impact of healthy workers on the financial health of their organization, health promotion professionals seek support to design and implement interventions that generate improvements in workers' health and business performance. The second edition of ACSM's Worksite Health Handbook: A Guide to Building Healthy and Productive Companies connects worksite health research and practice to offer health promotion professionals the information, ideas, and approaches to provide affordable, scalable, and sustainable solutions for the organizations they serve. Thoroughly updated with the latest research and expanded to better support the business case for worksite programs, the second edition of ACSM's Worksite Health Handbook includes the contributions of nearly 100 of the top researchers and practitioners in the field from Canada, Europe, and the United States. The book's mix of research, evidence, and practice makes it a definitive and comprehensive resource on worksite health promotion, productivity management, disease prevention, and chronic disease management. ACSM's Worksite Health Handbook, Second Edition, has the following features: -An overview of contextual issues, including a history of the field, the current state of the field, legal perspectives, and the role of health policy in worksite programs -A review of the effectiveness of strategies in worksite settings, including economic impact, best practices, and the health-productivity relationship -Information on assessment, measurement, and evaluation, including health and productivity assessment tools, the economic returns of health improvement programs, and appropriate use of claims-based analysis and planning -A thorough discussion of program design and implementation, including the application of behavior change theory, new ways of using data to engage participants, use of technology and social networks to improve effectiveness, and key features of best-practice programs -An examination of various strategies for encouraging employee involvement, such as incorporating online communities and e-health, providing incentives, using medical self-care programs, making changes to the built environment, and tying in wellness with health and safety The book includes a chapter that covers the implementation process step by step so that you can see how all of the components fit together in the creation of a complete program. You'll also find four in-depth case studies that offer innovative perspectives on implementing programs in a variety of work settings. Each case study includes a profile of the company, a description of the program and the program goals, information on the population being served, the results of the program, and a summary or discussion of the program. Throughout the book you'll find practical ideas, approaches, and solutions for implementation as well as examples of best practices and successful programs that will support your efforts in creating interventions that improve both workers' health and business performance. The book is endorsed by the International Association for Worksite Health Promotion, a new ACSM affiliate society. Deepen your understanding of the key issues and challenges within worksite health promotion and find the most current research and practice-based information and approaches inside ACSM's Worksite Health Handbook: A Guide to Building Healthy and Productive Companies, Second Edition. The e-book for ACSM's Worksite Health Handbook, Second Edition, is available at a reduced price. It allows you to highlight, take notes, and easily use all the material in the book in seconds. The e-book is delivered through Adobe Digital Editions® and when purchased through the Human Kinetics site, access to the content is immediately granted when your order is received. Adobe Digital Editions® System Requirements Windows -Microsoft® Windows® 2000 with Service Pack 4, Windows XP with Service Pack 2, or Windows Vista® (Home Basic 32-bit and Business 64-bit editions supported) -Intel® Pentium® 500MHz processor -128MB of RAM -800x600 monitor

resolution Mac PowerPC -Mac OS X v10.4.10 or v10.5 -PowerPC® G4 or G5 500MHz processor -128MB of RAM Intel® -Mac OS X v10.4.10 or v10.5 -500MHz processor -128MB of RAM Supported browsers and Adobe Flash versions Windows -Microsoft Internet Explorer 6 or 7, Mozilla Firefox 2 -Adobe Flash® Player 7, 8, or 9 (Windows Vista requires Flash 9.0.28 to address a known bug) Mac -Apple Safari 2.0.4, Mozilla Firefox 2 -Adobe Flash Player 8 or 9 Supported devices -Sony® Reader PRS-505 Language versions -English -French -German

health and wellness mission statement: Corporate Stewardship Susan Albers Mohrman, James O'Toole, Edward E. Lawler III, 2017-09-29 Stewardship entails a profound understanding and acceptance of the challenges that result from the organization's interdependence with the societal and ecological contexts in which it operates—and of what it takes to embrace the challenges to be a force for building a viable future. This book dares to ask 'why' business leaders should embrace stewardship in the current market where profit reigns supreme. A shift in approach represents fundamental change for the corporate world, and even the most advanced corporations consider themselves to be in the starting block of this transition. The book sets out the practical ways in which corporate stewardship can be achieved through embedding new approaches across the different functions of a business. This book, written by the leading thinkers in sustainability research, provides practical guidance on how companies can resolve the paradoxical challenges they face. How can they be at the same time profitable and responsible, effective and ethical, sustainable and adaptable? It explores what businesses are doing, what they can and should do to effectively respond to external challenges, and focuses on how leaders can create cultures, strategies, and designs far beyond "business as usual". Stewards must not only make proper current use of that which they hold in trust, they also must leave it in better condition for use by future generations. Corporate Stewardship challenges managers, executives, and directors of global corporations to think and act as stewards of both their organizations and the physical and social environments in which they operate.

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health and wellness mission statement: **Christian Paths to Health and Wellness** John Byl, 2013-03-26 *Christian Paths to Health and Wellness*, Second Edition, offers a unique, faith-based perspective on the pursuit of wellness for body, mind, and spirit. Written for undergraduate students attending Christian universities, this updated edition also serves as a reference for anyone seeking

God-pleasing guidance to make positive life changes. *Christian Paths to Health and Wellness* will help you • develop cardiorespiratory endurance, muscular strength, and flexibility; • apply principles of good nutrition; • manage stress and better understand other issues affecting emotional wellness; • learn the importance of regular, sound sleep; and • understand how to develop and maintain healthy relationships. In this new edition, you'll find the latest research on nutrition and fitness woven into an engaging narrative complemented by true stories of personal empowerment. This inspiring book will help you take charge of your health, learn about the importance of physical wellness to the whole person, and apply aspects of behavior modification in reaching your goals. Like the first edition, *Christian Paths to Health and Wellness, Second Edition*, draws on the expertise and perspective of a team of Christian academics engaged in teaching health and wellness courses with a Christian foundation. Learning features in the text, including chapter outcomes and review questions, offer guideposts for retaining and referencing information. Application activities help you reflect on chapter content as you consider, through exercises and written reflections, how to translate what you've learned to your own life. "Point/counterpoint" discussions give you a forum for discussing a topic from alternative perspectives. In addition, a glossary defines new terms, which are highlighted in bold type throughout the text and included in lists of key terms in each chapter. For instructors, free access to online ancillaries, including an instructor guide, presentation package with image bank, and test package, offer comprehensive support for course delivery and assessment. Psalm 119 reminds us that God's word "is a lamp for my feet, a light on my path." In this way, the second edition of *Christian Paths to Health and Wellness* considers how scripture speaks about caring for your whole being and encourages you—through tools, information, and strategies—to live a focused life fixed on godly physical goals.

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fulfillment and well-being through organizational interventions that nurture positivity and push negativity aside. The authors provide a road map based on their experience in quality, department operations, leadership and organization development, management, safe havens, and care teams. They draw from their roles as president, chief wellness officer, chief quality officer, associate dean, chair, principal investigator, senior fellow, and board director.

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topics of today, but also with those of tomorrow. In addition, the authors make recommendations for core functions in public health assessment, policy development, and service assurances, and identify the level of government--federal, state, and local--at which these functions would best be handled.

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health and wellness mission statement: College Success Amy Baldwin, 2020-03

health and wellness mission statement: Greening Health Care Kathy Gerwig, 2014-07-30 This volume examines the intersections of health care and environmental health, both in terms of traditional failures and the revolution underway to fix them. Authored by one of the pioneers in health care's green movement, it presents practical solutions for health care organizations and clinicians to improve their environments and the health of their communities.

health and wellness mission statement: Building a Wellness Business That Lasts Rick Stollmeyer, 2020-10-20 Start and grow a durable business in the rapidly growing wellness industry! As we emerge from COVID-19 the world sits on the cusp of a massive wave of wellness industry growth. This Fourth Wave of Wellness will bring hundreds of millions more people into healthier, happier lifestyles, creating millions of jobs and producing massive entrepreneurial opportunities. Whether your goal is to work from home, open a neighborhood wellness studio or launch the next global wellness brand, Building a Wellness Business That Lasts is your definitive guide. Wellness has become one of the largest and most important business opportunities of our age, fueled by massive societal trends, rapid technology innovations, and hundreds of thousands of wellness business entrepreneurs. Independent teachers, trainers, and therapists and studio, gym, spa, and salon owners across the globe are transforming shopping malls and downtown districts with wellness experiences that help hundreds of millions of people live healthier, happier lives. Author Rick Stollmeyer is the co-founder and CEO of Mindbody, Inc., the leading technology platform for the wellness industry. Over more than two decades, Rick built Mindbody from a garage startup into a multi-billion-dollar technology platform for the wellness industry, helping thousands of wellness business owners achieve their visions in the process. This experience has given Rick a front row seat to the explosive growth of the wellness industry. He brings that unique experience and his passion for entrepreneurship to Building a Wellness Business That Lasts. This book will inspire and inform you at the same time and will serve as a powerful guide you can refer to on your path to success.

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those who are a bit hesitant to commit or whose lifestyles cannot support the shorter approach. First, learn all about the benefits of juicing, detoxing, fasting, and cleansing and how to do it the right way—with the help of a journal worksheet and a cleanse schedule and meal plan. Then, start juicing! The Ultimate Guide to Healthy Juicing includes one hundred recipes for both juices, light snacks, and meals for whichever cleanse you choose, such as: Superfood Tea Matcha Madness Citrus Sunshine Sexy Smoothie Immunity Juice Elixir Celery Mint Cleanser Wheatgrass Shot Jolly Green Giant Turmeric Latte Oat and Flax Mylk Macrobiotic Healing Soup Orange Poppy Seed Drizzle Salad Homemade Sauerkraut Raw Protein Brownies And More!

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health and wellness mission statement: Mental Health, Substance Use, and Wellbeing in Higher Education National Academies of Sciences, Engineering, and Medicine, Health and Medicine Division, Policy and Global Affairs, Board on Health Sciences Policy, Board on Higher Education and Workforce, Committee on Mental Health, Substance Use, and Wellbeing in STEMM Undergraduate and Graduate Education, 2021-03-05 Student wellbeing is foundational to academic success. One recent survey of postsecondary educators found that nearly 80 percent believed emotional wellbeing is a very or extremely important factor in student success. Studies have found the dropout rates for students with a diagnosed mental health problem range from 43 percent to as high as 86 percent. While dealing with stress is a normal part of life, for some students, stress can adversely affect their physical, emotional, and psychological health, particularly given that adolescence and early adulthood are when most mental illnesses are first manifested. In addition to students who may develop mental health challenges during their time in postsecondary education, many students arrive on campus with a mental health problem or having experienced significant trauma in their lives, which can also negatively affect physical, emotional, and psychological wellbeing. The nation's institutions of higher education are seeing increasing levels of mental illness, substance use and other forms of emotional distress among their students. Some of the problematic trends have been ongoing for decades. Some have been exacerbated by the COVID-19 pandemic and resulting economic consequences. Some are the result of long-festering systemic racism in almost every sphere of American life that are becoming more widely acknowledged throughout society and must, at last, be addressed. Mental Health, Substance Use, and Wellbeing in Higher Education lays out a variety of possible strategies and approaches to meet increasing demand for mental health and substance use services, based on the available evidence on the nature of the issues and what works in various situations. The recommendations of this report will support the delivery of mental health

and wellness services by the nation's institutions of higher education.

health and wellness mission statement: Nurses With Disabilities Leslie Neal-Boylan, 2012-10-12 This is the first research-based book to confront workplace issues facing nurses who have disabilities. It not only examines in depth their experiences, roadblocks to successful employment, and misperceptions surrounding them, but also provides viable solutions for creating positive attitudes towards them and a welcoming work environment that fosters hiring and retention. From the perspectives and actual voices of nurses with disabilities, nurse leaders, nurse administrators, and patients, the book identifies nurses with disabilities (including sensory, musculoskeletal, emotional, and mental health issues), discusses why they choose to leave nursing or hide their disabilities, and analyzes how their disabilities may influence career choices.

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health and wellness mission statement: The Witch's Guide to Wellness Krystle L. Jordan, 2022-03-08 Explore natural healing, tune into your body's needs, and use magic to create a joyful, healthy lifestyle with this essential guide to wellness for your witchcraft practice. Magic meets healthy living in this guidebook to help you become a healthier version of yourself. From crystal healing to moon cycles to other natural remedies, you'll learn everything you need to know to strengthen, treat, and support your body and spirit—all while using your witchcraft skills. In The Witch's Guide to Wellness, you will bring your spiritual practice into the practical world with spells, potions, and powerful activities. You will be able to treat common ailments, understand your body's cycle, and develop a positive relationship with your mind and body. You'll find remedies like: -A hydration ritual to help you detoxify your body -A magical herb jar that will alleviate worry -A grounding ritual for spiritual balance -And much more! The Witch's Guide to Wellness shows you just how easy it is to connect with yourself, listen in to what your body needs, and add a little magic to make sure you're living your healthiest life.

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health and wellness mission statement: Investing in the Health and Well-Being of Young Adults National Research Council, Institute of Medicine, Board on Children, Youth, and Families, Committee on Improving the Health, Safety, and Well-Being of Young Adults, 2015-01-27 Young adulthood - ages approximately 18 to 26 - is a critical period of development with long-lasting implications for a person's economic security, health and well-being. Young adults are key contributors to the nation's workforce and military services and, since many are parents, to the healthy development of the next generation. Although 'millennials' have received attention in the popular media in recent years, young adults are too rarely treated as a distinct population in policy, programs, and research. Instead, they are often grouped with adolescents or, more often, with all adults. Currently, the nation is experiencing economic restructuring, widening inequality, a rapidly rising ratio of older adults, and an increasingly diverse population. The possible transformative effects of these features make focus on young adults especially important. A systematic approach to understanding and responding to the unique circumstances and needs of today's young adults can

help to pave the way to a more productive and equitable tomorrow for young adults in particular and our society at large. Investing in The Health and Well-Being of Young Adults describes what is meant by the term young adulthood, who young adults are, what they are doing, and what they need. This study recommends actions that nonprofit programs and federal, state, and local agencies can take to help young adults make a successful transition from adolescence to adulthood. According to this report, young adults should be considered as a separate group from adolescents and older adults. Investing in The Health and Well-Being of Young Adults makes the case that increased efforts to improve high school and college graduate rates and education and workforce development systems that are more closely tied to high-demand economic sectors will help this age group achieve greater opportunity and success. The report also discusses the health status of young adults and makes recommendations to develop evidence-based practices for young adults for medical and behavioral health, including preventions. What happens during the young adult years has profound implications for the rest of the life course, and the stability and progress of society at large depends on how any cohort of young adults fares as a whole. Investing in The Health and Well-Being of Young Adults will provide a roadmap to improving outcomes for this age group as they transition from adolescence to adulthood.

health and wellness mission statement: *Practice Management for Dental Hygienists* Esther K. Andrews, 2007 This textbook prepares dental hygiene students and dental hygienists to handle the business and operational aspects of the dental office. The book teaches students how a dental office functions from an operational standpoint and how dental hygienists, as licensed professionals, fit into that operation. Major sections cover basics of dentistry and dental law, office management, applied communications, and employability skills. To accommodate a two-credit course, the text is concise and focuses on exercise-based learning. Each chapter includes workbook exercises, study questions, critical thinking activities, case studies, and RDH board practice questions, as well as selected references, Websites, and student activities.

health and wellness mission statement: Integrating Employee Health Institute of Medicine, Food and Nutrition Board, Committee to Assess Worksite Preventive Health Program Needs for NASA Employees, 2005-09-29 The American workforce is changing, creating new challenges for employers to provide occupational health services to meet the needs of employees. The National Aeronautics and Space Administration (NASA) workforce is highly skilled and competitive and employees frequently work under intense pressure to ensure mission success. The Office of the Chief Health and Medical Officer at NASA requested that the Institute of Medicine review its occupational health programs, assess employee awareness of and attitude toward those programs, recommend options for future worksite preventive health programs, and ways to evaluate their effectiveness. The committee's findings show that although NASA has a history of being forward-looking in designing and improving health and wellness programs, there is a need to move from a traditional occupational health model to an integrated, employee-centered program that could serve as a national model for both public and private employers to emulate and improve the health and performance of their workforces.

health and wellness mission statement: Drum Circle Facilitation Arthur Hull, 2007-06-01 An introduction and guide to the concepts of facilitating successful community rhythm-based events.

health and wellness mission statement: Workplace Wellness Programs Study Soeren Mattke, Hangsheng Liu, John P. Caloyeras, Christina Y. Huang, Kristin R. Van Busum, 2013 The report investigates the characteristics of workplace wellness programs, their prevalence and impact on employee health and medical cost, facilitators of their success, and the role of incentives in such programs. The authors employ four data collection and analysis streams: a literature review, a survey of employers, a longitudinal analysis of medical claims and wellness program data from a sample of employers, and five employer case studies.

health and wellness mission statement: PEMF - The Fifth Element of Health Bryant A. Meyers, 2013-08-19 You probably know that food, water, sunlight, and oxygen are required for life, but there is a fifth element of health that is equally vital and often overlooked: The Earth's magnetic

field and its corresponding PEMFs (pulsed electromagnetic fields). The two main components of Earth's PEMFs, the Schumann and Geomagnetic frequencies, are so essential that NASA and the Russian space program equip their spacecrafts with devices that replicate these frequencies. These frequencies are absolutely necessary for the human body's circadian rhythms, energy production, and even keeping the body free from pain. But there is a big problem on planet earth right now, rather, a twofold problem, as to why we are no longer getting these life-nurturing energies of the earth. In this book we'll explore the current problem and how the new science of PEMF therapy (a branch of energy medicine), based on modern quantum field theory, is the solution to this problem, with the many benefits listed below: • eliminate pain and inflammation naturally • get deep, rejuvenating sleep • increase your energy and vitality • feel younger, stronger, and more flexible • keep your bones strong and healthy • help your body with healing and regeneration • improve circulation and heart health • plus many more benefits

health and wellness mission statement: An Environmental Analysis of the US

Healthcare System using the example of the UW Medical Center Yasir Khan, 2022-09-28

Academic Paper from the year 2021 in the subject Health - Health system, grade: B, University of Balochistan, course: Healthcare, language: English, abstract: In this paper, an analysis of the current environment of the UW Medical Center is conducted, including an environmental scan, analysis of strategic direction, and competitive forces analysis. The healthcare system in the United States is quite diverse and refined. It consists of healthcare institutions belonging to various niches and segments, ranging from entry-level clinics to large-scale multi-state hospitals. Each year, the national healthcare system carries the burden of some \$3.8 trillion in health expenses, which accounts for 17.7% of the country's annual GDP. Among them, UW Medical Center, Montlake is recognized as a top performing hospital located in Seattle, WA, USA. It is a 442-bed hospital with all the facilities and specialties of a large-scale hospital to the people in Washington DC. Due to its successful operations and the fact that it has been nationally ranked in nine medical specialties, UW Medical Center is an ideal choice for conducting an analysis of the current environment including an environmental scan, analysis of strategic direction, and competitive forces analysis.

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Public safety work is dangerous, and the link between fitness and remaining injury-free has been well established by research. *Designing the Fitness Program* examines the physical demands on public safety officers, as well as an array of related health and safety issues. In proposing that each public safety organization implements a fitness program for its personnel, the author provides a variety of options for ensuring that the standards and test regimens adopted by a department are suitable, both in terms of individual members and the roles that they fulfill. His unique, thought-provoking analysis of test protocols will help organizations avoid many of the pitfalls associated with modern labour laws and declaring anyone, whether rehabilitated member or new recruit, fit for duty. Contents: Part I: Analysis Identifying the problem Standards and legal aspects The labour/management agreement Part II: Design Fitness defined Basic design plan The design matrix Part III: Development Staff and resources Test selection an development Developing the pilot study Part IV: Implementation Conducting the pilot study Part V: Education Standards and statistics Exercise recommendations and training Evaluating the program Part VI: Supplemental programs Work/injury management Wellness Physical performance Appendices.

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Ellen Wurzbach, 2004 Utilizing a practical hands-on approach, *Community Health Education and Promotion*, Second Edition provides both students and practicing health professionals with an easy to use guide to the various stages of health care education program development, including planning and design, implementation, promotion, and evaluation, with special emphasis on populations with shared risks, exposures, and behaviors. Learning objectives begin each chapter; Goals and objectives for Healthy People 2010; Practice-oriented, ready-to-use handouts, checklists, sample forms, and worksheets; All-inclusive index to easily locate specific items and cross-reference subject areas.

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