

# WHY ONE-HOUR WELLNESS SEMINARS DON'T WORK (AND WHAT DOES)

## **The average wellness program:**

Lunch-and-learn on stress management. Motivational speaker. Maybe a yoga class once a month. An email about eating more vegetables.

**Total time investment:** 2-3 hours per year.

**Results:** Basically nothing.

**The Lifestyle 180 program:** 48 hours of hands-on instruction over 6 weeks. Cooking classes with professional chefs. Exercise sessions. Stress management. Health coaching. Medical monitoring.

**Total time investment:** 48 hours over 6 weeks.

**Results:** 9+ pounds lost, 3+ inches off waistlines, 20-point cholesterol drop, 25% reduced or eliminated medications.

See the Pattern?



## Tool Kit Resource: Article

Real behavior change requires real time investment.

You can't teach someone to cook healthy meals in a 60-minute PowerPoint. You can't change someone's relationship with exercise in a single yoga class. You can't rewire stress responses with one meditation session.

Dr. Roizen's experience proved something crucial: Intensive support gets results. Token gestures don't.

### **What "Intensive" Actually Means**

Lifestyle 180 wasn't a program. It was a transformation process.

Structure:

- 48 hours of instruction total
- Twice weekly sessions, 4 hours each
- 6 weeks of intensive programming
- 12 months of follow-up support

Not optional. Not "when you can make it." Twice a week for six weeks, period. And here's the thing: People completed it.

Because when you make something genuinely valuable and genuinely supported, people show up.

### **The Five Components That Make It Work**

#### **01. Cooking and Nutrition Education**

Not: "Eat more vegetables" PowerPoint Instead: Hands-on cooking classes with professional chefs.

Participants learned actual techniques:

- How to use thinner pieces of fish/chicken to reduce oil absorption
- Replacing salt with citrus flavors
- Replacing sugar with peppery, spicy ingredients
- Reading labels like a pro
- Navigating grocery stores strategically

Everyone got a recipe book and took-home what they cooked.

You can't argue with learning by doing.

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### 02. Exercise & Physical Activity

Not: "You should exercise 30 minutes daily" Instead: Actual exercise sessions with trained instructors

In Dr. Roizen's comprehensive wellness program, participants had access to 10+ yoga classes daily. The program provided:

- Modifications for all fitness levels
- Programs for people with mobility limitations
- Yoga mats and equipment to keep
- Daily practice assignments

Key insight: People need to experience exercise feeling good before they'll keep doing it. One class doesn't cut it.

### 03. Stress Management

Not: "Try to relax more" Instead: Guided stress reduction techniques practiced repeatedly

Participants learned:

- Meditation and breathing exercises
- Progressive muscle relaxation
- Work-life balance strategies
- Sleep hygiene practices

And they practiced these techniques in every session until they became automatic.

### 04. Behavioral Change & Health Coaching

Not: "Set a goal and track it!" Instead: Professional coaching with accountability

Every participant got:

- Individual goal-setting sessions
- Weekly progress tracking
- Group support from peers
- Weekly emails from Dr. Roizen (Chief Wellness Officer)
- Five follow-up sessions over the next year

This is where most programs fail. They give information but no support for implementation. Dr. Roizen's approach included both.

## Tool Kit Resource: Article

### 05. Medical Integration

Not: "Check with your doctor" Instead: Medical team actively monitoring and adjusting

The onsite team:

- Measured biometrics at baseline and throughout
- Tracked medications and adjusted as health improved
- Coordinated with primary care physicians
- Provided medical guidance integrated into programming

This is how 25% of participants reduced or eliminated medications. Doctors were part of the team, not bystanders.

### The "Tool Kit" That Made It Stick

Every participant received:

- Yoga mat (to keep)
- Recipe book (professionally designed)
- Grocery shopping guides
- Stress management resources
- Progress tracking tools

Not PDFs. Physical tools they could use immediately.

This wasn't information delivery. It was capability building with resources to sustain it.

### Why 48 Hours Is The Magic Number

Research on habit formation suggests it takes 21-66 days of repetition to make behaviors automatic. The Lifestyle 180 program ran for 42 days (6 weeks).

The twice-weekly, 4-hour sessions meant:

- 12 total sessions
- 12 opportunities to practice cooking
- 12 exercise sessions
- 12 stress management practices
- 12 coaching check-ins

That's enough repetition to make new behaviors feel normal.

## Tool Kit Resource: Article

One-hour seminars? You might remember them. You won't change from them.

### **The Objection: "We Can't Do 48 Hours"**

Maybe you can't. But you can do more than you're doing now.

Minimum effective dose for behavior change:

Level 1: Better Than Nothing (6-8 hours over 4 weeks)

- Weekly 90-minute sessions
- One skill per session (cooking OR exercise OR stress management)
- Take-home practice assignments
- Basic support

Level 2: Meaningful Change (16-20 hours over 6 weeks)

- Twice monthly 3-hour sessions
- Integrated approach (nutrition + exercise + stress in each session)
- Group support
- Follow-up check-ins

Level 3: Transformation (40-50 hours over 6-12 weeks)

- Comprehensive model
- All five components integrated
- Professional facilitation
- Long-term follow-up

The pattern: More time invested = more behavior changed = more money saved.

### What This Costs (And Saves)

Cost: ~\$1,500 per participant for Lifestyle 180

Savings: \$5,000-\$10,000 per participant annually from:

- Reduced medical claims
- Lower medication costs
- Fewer emergency visits
- Prevented chronic disease progression

ROI: 233% to 567% in year one. Compounding in subsequent years.

The math works because the intervention works.

# THE BOTTOM LINE



The dirty secret of workplace wellness is that most programs are designed to look good, not work well.

Companies want to check the "we offer wellness" box without actually committing the resources needed for real change.

**Dr. Roizen's approach demonstrates the opposite:** Commit serious resources.

Deliver intensive programming. Measure results. This approach has proven successful.

And it worked.

***Your employees don't need another lunch-and-learn. They need a program that actually changes their lives.***

48 hours isn't optional if you want results. It's the minimum effective dose for transformation. Start building toward it. Even if you begin with 8-hour programs, you're moving in the right direction.

Real change requires real investment.

Stop pretending information is enough. Start providing intensive support. Your employees—and your bottom line—will thank you.