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## INVEST IN THE ONLY ASSET YOU CAN'T LIVE WITHOUT

*Wellcoaches® Founder Margaret Moore asserts that Health & Well-Being is Your Best Investment*

*"A person who has health has a thousand wishes, a person who doesn't has but one."  
Anonymous*

**November 27, 2008 Wellesley, MA** – People rarely look beyond money when it comes to their personal investments. But in these tumultuous times, it's never been more important to invest in the only asset you can't live without: your health.

"Health and economics are now intertwined. Without robust health and well-being, we are personally and collectively headed for a dramatically larger financial crisis than the one we're in now," says Margaret Moore (aka Coach Meg), founder and CEO of Wellcoaches Corp., the leader in health and wellness coach training and certification. "The U.S. economy will be bankrupted by preventable healthcare costs within 20 years if we don't start making changes now. It isn't realistic or responsible to count on a government bailout."

Investing in your health and well-being is similar to investing in a retirement savings plan, like a 401K. Contribute regularly, over many years, and in the so-called golden years, you have better health and happiness, more independence, lower medical expenses, and peace of mind. Failure to make regular contributions to your health account—or regularly drawing down on your health "savings"—eliminates a safety net and leaves you weak and vulnerable.

Likewise, committing to investing now in preventing disease—such as obesity, diabetes, heart disease, and stroke—will head off a health care crisis, while paying huge dividends in the future for those who make the wise investment in developing and sustaining healthy lifestyles.

Look no further than the obesity epidemic. The Centers for Disease Control and Prevention estimates that more than two-thirds of the U.S. population is overweight or obese. Just last month, the CDC reported that more than 70 percent of all causes of death in America (more than 1.7 million) are caused by only three preventable factors: obesity, sedentary lifestyles, and smoking. If it doesn't kill you, obesity costs billions annually in expensive medical procedures and lost productivity—and even worse, brings much suffering due to poor health and vitality.

So while the plunging stock market, plummeting real estate prices, and staggering job losses seem out of control, there are several investments that are well within your reach, Moore explains, and should be pursued without delay. With the expertise and guidance of a wellness coach you can:

- **Invest in your health and well-being:** The good news is: Americans are living longer. The bad news is: many lost a lot of retirement savings recently in the stock market, which means they will need to work longer. But you need to be healthy to work longer and enjoy your life.
- **Invest in becoming your best self when it comes to health and well-being:** Work on improving your skills and confidence, advancing your knowledge, and building relationships that support health and well-being.
- **Invest in a vision and get it done:** If you don't know where you want to go, you're going to have a difficult time getting there. Just like we do in business, devise a vision, plan, and goals, and get it done.

A recent CIGNA survey underscores that most people already make the connection between their health and economic well-being, with most agreeing that healthy behaviors, such as exercise and eating right, can lead to a better and more prosperous life.<sup>i</sup> The majority (more than 80%) say such behaviors would help them live longer and take better care of their families. Most agreed that exercise and healthy eating would help them save money in the long run, and half said these behaviors would help them earn more money in the long run. The majority said that exercising and eating right would make them more productive at work.

But about one-third of those surveyed said they needed help or thought they should be doing more to reach their health goals. Many of us would benefit from the guidance of a skilled and trained professional—a wellness coach—to help us move forward in a positive way—even in the face of enormous external stressors. Just as we go to an accountant, a dentist, and other specialists when we want help, a wellness coach is a skilled partner - the best antidote for fear and failure. Coaches help clients take charge and optimize health and well-being by navigating a cycle of growth: inventing a new reality, constructing a path, and reaching their full potential.

To demonstrate *How Coaching Works*, Moore developed a 3.5-minute cartoon that shows a client facing a challenging road ahead who engages a well-equipped coach to successfully navigate the journey – a cycle of change and growth to reach his best self. Watch the YouTube video: [www.youtube.com/watch?v=UY75MQte4RU](http://www.youtube.com/watch?v=UY75MQte4RU).

The cartoon is being used worldwide by Wellcoaches wellness coaches to demystify coaching, describe its power, and help clients better appreciate the potential partnership coaches offer.

Coach Meg's Top 5 Tips to being well in an ailing economy:

1. **Find meaning:** Identify the silver linings in today's tough times. What sense of meaning and purpose can you develop to support a positive and resilient mindset in difficult circumstances? Cultivate gratitude daily for what you have. Life satisfaction has been shown to correlate with better health and increased longevity. The better you feel about your life, the more likely you will be to value and pursue a healthy lifestyle.
2. **Invest in relationships:** Work to connect more with the people you care about most, a low-cost investment that brings huge gains in life satisfaction and well-being.
3. **Work smarter:** Find ways to get more done with more pleasure and less stress. Working too much under high stress, without opportunities to recharge your batteries and foster well-being, damages your health and shortens your life.
4. **Embrace new challenges:** When you stretch yourself and engage your strengths fully, you improve the quality of your life. Find new ways to stretch yourself to improve your health and mindset such as:
  - *Eat a high-octane diet to keep your energy high:* Consume 3-5 balanced meals and snacks, avoid starving yourself, eat slowly, reduce your portion sizes, and raise your fiber intake. Eat plenty of whole foods - fruits, vegetables, whole grains, legumes, lean protein, and healthful fats, and wherever possible, choose foods free of chemicals, and pesticides. Seek fresh, locally grown foods — they are higher in nutrients, taste better, and are more sustainable for the environment.
  - *Exercise regularly so that you're fit for whatever life throws your way:* The phenomenal merits of exercise — from preventing chronic health conditions (including depression) to boosting brain function, confidence, and self-esteem — are unmatched: sharper thinking, creativity, and memory, strong muscles and bones, healthy heart, less stress, high energy, and better sleep. Regular exercise makes you feel and look healthier and happier, and accomplish more in a less time. It boosts your ability to make a difference in the world and adds years of vitality.
5. **Hire a Certified Wellness Coach or Wellcoach®:** Just as a financial advisor helps you strengthen your finances, your wellness coach will help you plan and improve your health in sustainable and cost effective ways. Your coach will help you create an inspiring vision, and set clear, realistic, and measurable goals so you can monitor your progress. Your coach will help you focus on getting a high return on your coaching investment. Last but not least, your coach will help you stay motivated and on track so your new regimen of health and wellness becomes a way of life.



Act now: An ounce of prevention is far better than a pound of cure, or only one wish.

To get you started and reflect on your health and well-being, complete a quickie well-being assessment at: [www.wellcoaches.com/surveys/quickieform.cfm](http://www.wellcoaches.com/surveys/quickieform.cfm)

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ABOUT WELLCOACHES CORPORATION [www.wellcoaches.com](http://www.wellcoaches.com)

Wellcoaches connects consumers with the best wellness coaches and delivers the award-winning EAC<sup>®</sup>, Employee Assistance Coaching program, including executive wellness coaches to employers in collaboration with Wells Fargo Health Solutions. The Wellcoaches coach training school has trained more than 3,000 coaches, and now trains 1,000 coaches annually in partnership with Wellcoaches shareholder, the American College of Sports Medicine ([www.acsm.org](http://www.acsm.org)).

In May 2008, Wellcoaches was issued a seminal and broad U.S. business method patent for web-supported personal coaching for health, co-invented in 1999 by Coach Meg and Paul Clark, a prominent patent attorney.

Wellcoaches is supporting coaching research studies to prevent disease and improve life satisfaction in the areas of weight loss, cardiovascular disease, cancer survivors, metabolic syndrome, and depression.

ABOUT COACH MEG Margaret Moore, BS, MBA, CEO & Founder, Wellcoaches Corporation [www.coachmeg.com](http://www.coachmeg.com)

Margaret Moore founded Wellcoaches in 2000 following 17 years as an executive in the biotechnology industry in the US, UK, Canada, and France. She shifted her focus from the high tech side of medicine to prevention and well-being, and is widely known for her leadership in establishing the field of wellness coaching. Ms. Moore is co-founder of the McLean Hospital/Harvard Medical School Coaching & Positive Psychology Initiative and annual Coaching Psychology Conference (visit [www.harvardcoaching.org](http://www.harvardcoaching.org)). She has published several papers and the in-press Lippincott Williams & Wilkins Coaching Psychology Manual, the first coaching textbook in healthcare.

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<sup>i</sup> The CIGNA survey on health and the economy was conducted by TSC, a division of Yankelovich, Inc.