



McDougall Healthy Immersion Programs Make Businesses More Profitable

**Tell Your Employer
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Sick employees are costing your company money. If you want your company to succeed, watch the following 14-minute documentary and then share this vital message with your company's president and health resource personnel. You can make a difference.



The average total healthcare costs per employee are expected to reach \$11,664 in 2012, up from \$10,982 in 2011. In response to these escalating costs, 43% of [employers now provide incentives](#) to encourage participation in “biometric screenings” (checking blood pressure, weight, cholesterol, tobacco use, etc.), and 30% offer incentives to engage in healthy lifestyle activities in the workplace. At the core of a healthier workforce are educational opportunities that employees need in order to lead healthy and productive lives. The McDougall Immersion Live-in Programs have been accomplishing these goals, and much more, for more than two decades.

Documented 44% Reduction of Healthcare Costs

The McDougall Program provides an opportunity to cut healthcare costs in half for your company, improving its underlying strengths and overall profitability in this highly competitive world. Between 1999 and 2001, I ran the McDougall Immersion Program for three separate groups of employees at Blue Cross/Blue Shield of Minnesota. During this time we studied the participants and documented a reduction in body weight (17%), blood pressure, and cholesterol (8%) levels over a one-year period. Medication usage was reduced and/or eliminated. The medical benefits achieved can be described as no less than miracles. Based on the health claims data of Blue Cross/Blue Shield, we documented an average reduction in healthcare costs of 44% for each of the three groups.

Publix Supermarkets of the southeast have also run the McDougall Program for selected employees with similar health benefits.

Two years ago we began McDougall Immersion Programs for the employees of Whole Foods Markets. At our recent Advanced Study Weekend (February 17–19, 2012) John Mackey, the co-founder and CEO of this highly successful supermarket chain, reported substantial savings for his company from the McDougall Immersion, and various other programs, designed to change the diets of their employees. He predicted that because of this success, acceptance of similar programs would soon ripple across the world.

Now is the time and here is an opportunity to help your company to greatness.

Contact the Dr. McDougall's Health & Medical Center:

(800) 941-7111 or (707) 538-8609

write: office@drmcDougall.com

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Dr. McDougall's Health and Medical Center
P.O. Box 14039, Santa Rosa, CA 95402
<http://www.drmcDougall.com>