



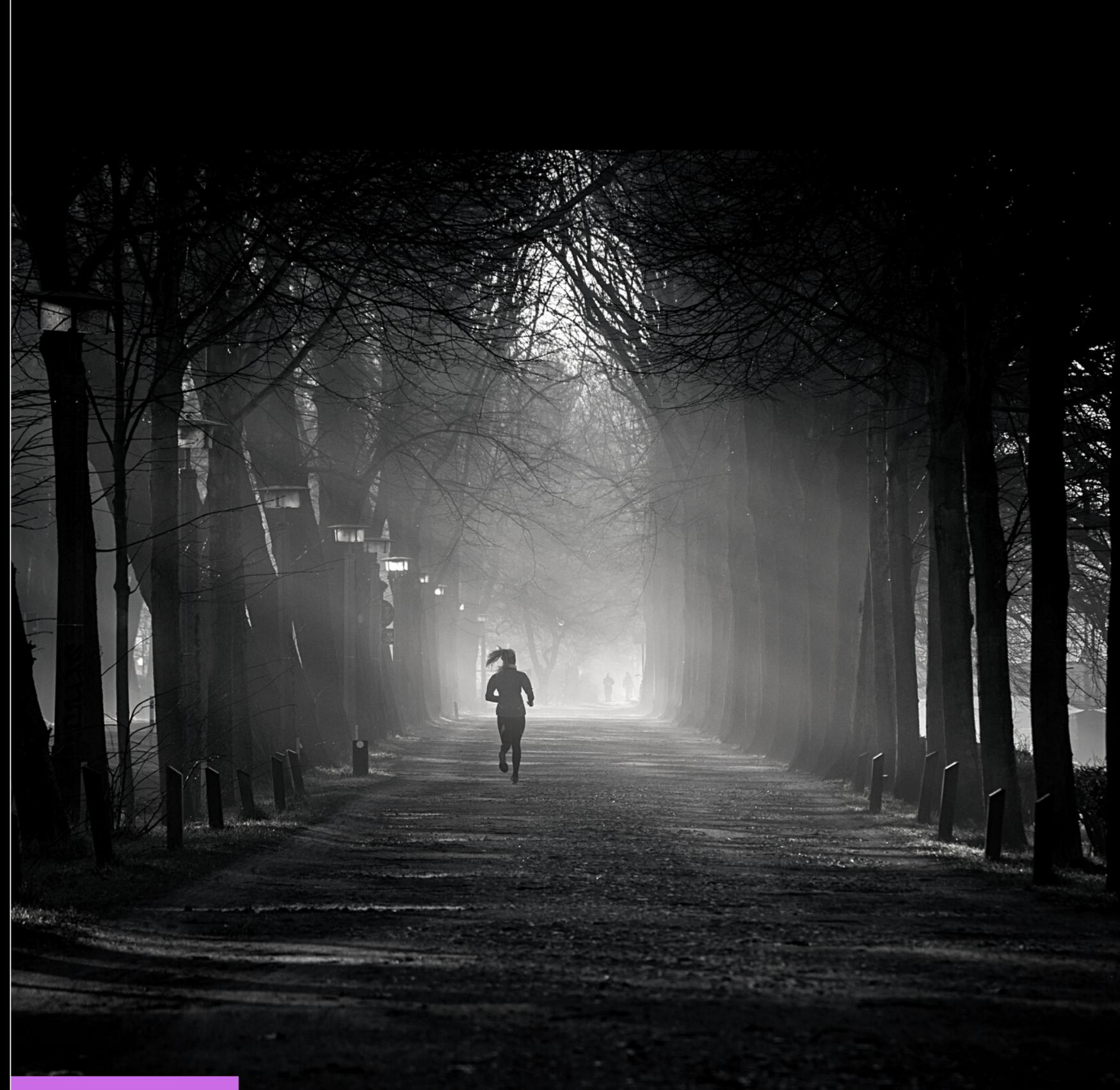
# Chief Wellness Officer

*A community built on wellness in which we live,  
work and play through **one connected solution***

*by Ilana Frenkel Kearns*

## PROBLEM

While 87% of employees have access to health and wellbeing programs, only **23% participate** despite higher budgets and more offerings in 2020



# Health + Wellness Are a Lifestyle

**01.**

## **Lead by Example**

How many people in the C-Suite and those charged with rolling out these benefits lead by example to demonstrate the power of diet, exercise, and sleep on your mental and physical health

**02.**

## **Fragmented Solution(s)**

Health and wellness are a lifestyle, and to see the gains from these wellness benefits, they need to be treated as one connected solution, not just a menu of benefits

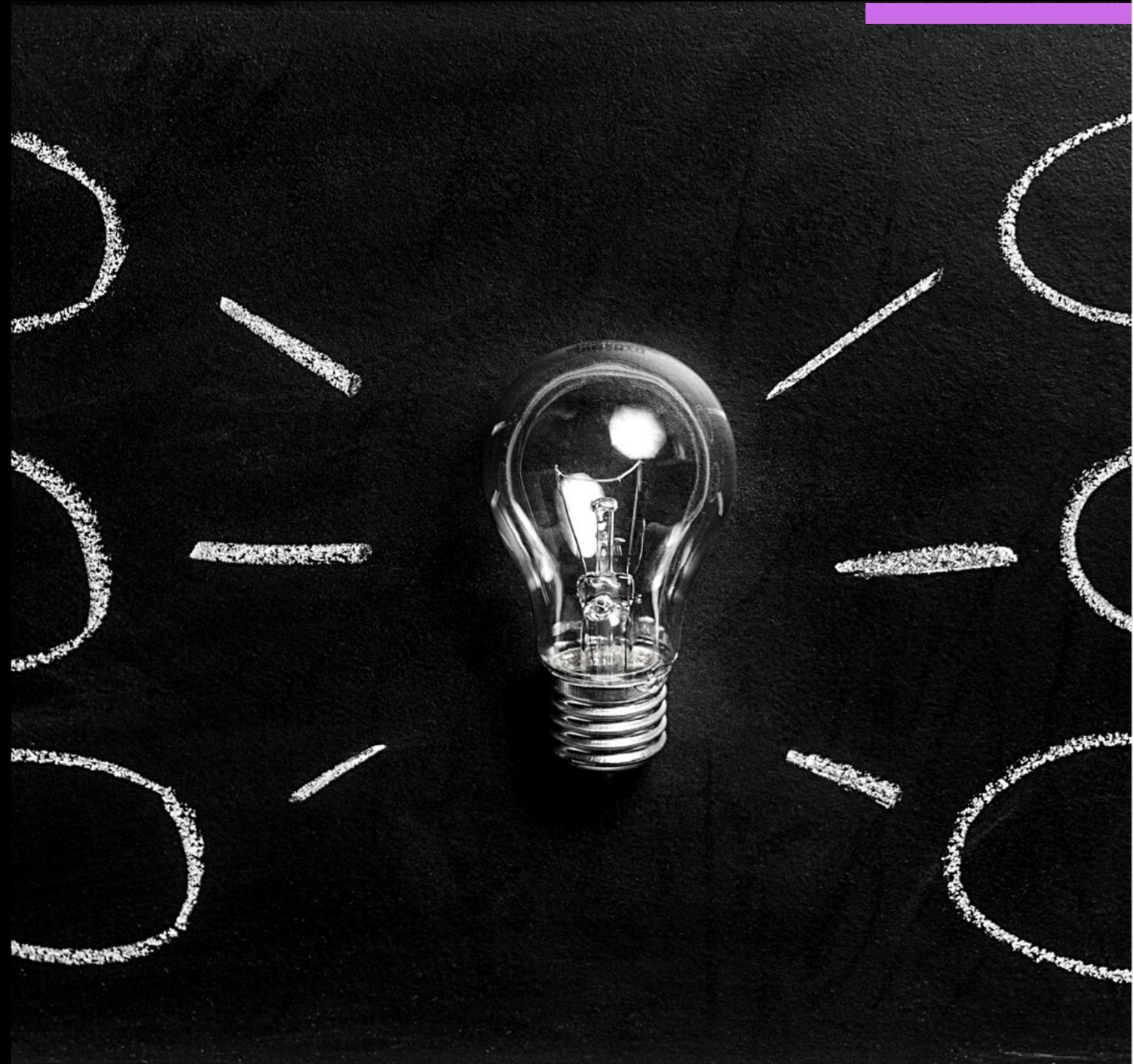
**03.**

## **Connection Counts**

Department(s) and C-Suite traditionally charged with rolling out these menu(s) of benefits fail to form an emotional connection with organization on why health and wellness matter, resulting in poor engagement

*A community built on wellness in  
which we live, work and play  
through...*

**One Connected  
Health and  
Wellness  
Solution(s)**



*The Mission*

**Nurture a system-wide culture of wellness by promoting, supporting, and advocating for staff well-being through a **connected program(s)** with measurable results**





# Definition:

# Institutionalize

*verb: establish (something, typically a practice or activity) as a convention or norm in an organization or culture*



# Measurable Results

**Reduce Healthcare Costs**

**Improve Employees' Health  
through Measurable Metrics**

**Participation Rate**

**Attendance Rate**

**Pulse Surveys**

**Downloadable Content Rate**

**Booth Visitors at Sponsored  
Events**

**Registration (Community  
Events)**

**Brand Recognition (post-event  
surveys)**

**Media/Social Media  
(impressions/comments/stories  
/followers)**

**Employer Brand of Choice  
(retention rate/candidate pool  
pipeline)**

**Post Community Event Surveys**

Measurable Results

**Corporate KPI(s) across  
the enterprise will include  
health, wellness, and CSR  
goals for each department**



# REPORT INTO CEO

Change management and culture start at the top with the CEO to send a clear message that **Health and Wellness** are a corporate priority and will be taken seriously. This role connects HR, Marketing, Communications, CSR, Facilities, Finance, Supply Chain, and the Foundation side of the House to create, implement, and manage **ONE Connected Program** as we **institutionalize health and wellness** into our day to day way(s) of working



## Share the Road

**Collaboration is key** to driving a business forward, particularly in matrix organizations, so driving in the same direction matters; otherwise, a collision will occur. There will be occasions when **changing lanes is necessary** for which a blinker (communication) will be used to give the respective department a heads up; no one should ever be caught off guard. Be a courteous driver (colleague), **abide by traffic rules built on respect**, and let your colleague(s) in through the passing lane. Don't let your title (ego) get the best of you when **everyone is trying to get to the same place**. Learn to ask questions before making any assumptions of anyone's intentions and causing unnecessary accidents. **Every decision made should have the same guiding north star:** is this decision driving the business forward, or am I halting progress because my ego is in the way?



# And at the **Heart**

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## **01.**

### **Employee experience of everything we do**

A **culture of wellness** not only makes financial sense, but it will drive productivity, less absenteeism, create confident employees inside out, foster team effectiveness, and reduce burnout while creating a resilient workforce that can better withstand the ebbs and flow(s) of our rapidly changing business environment

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## **02.**

### **Everyone deserves to be healthy**

And most important of all, give employee(s) the gift of health. Not only does everyone deserves to be healthy, but a culture with health and wellness at the core can alter **someone's life trajectory**



# Can I Get a Connection

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**01.**

## **Increase understanding and reduce stigma**

We will create and carefully nurture a culture of wellness through **emotional connection** by demonstrating the power of a lifestyle with wellness at the core. Nurture a culture of shared stories and experience(s)

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**02.**

## **Make engagement easy**

**Design opt-out programs** that clearly demonstrate why and how this offering will change an employee(s)' health for the better



A community built on wellness in which we live, work and play through...

# Community Outreach Programs





# Corporate Sponsorships

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01.

## Representation at corporate sponsored community wellness events

The days of **unmanned booths and no C-Suite representation** at corporate-sponsored wellness events like road races will end as we lead by example to drive engagement within the broader organization

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02.

## New partnership(s)

**Secure new partnerships** for wellness workshop(s) not limited to running, cycling, bike maintenance, nutrition, yoga, pilates and more

*employer brand of choice*

**Launch of corporate sports  
team(s) apparel for use not limited  
to triathlon, cycling, running,  
crossfit, swimming, rowing events  
to drive awareness of the  
corporate brand**



# Expanding Global Footprint

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We will arm each of our employees with a pair of **corporate-colored sneakers** not only representing our expanding global footprint but to encourage our employees to move! Light up those staircases with fun music. Encourage healthy habits like stair case challenges and replacing one meeting a week with a walking meeting



# Center for Health + Wellness

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**01.**

## **Nutrition**

**Vetted out nutritionists** to help employees achieve best self. Sports, weight loss and special dietary needs

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**01.**

## **Fitness**

**Corporate-sponsored** fitness teams and groups not limited to: Running, Cycling, Swimming, Triathlon, Hiking, Walking, Pilates, Yoga, Meditation and dog walking

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**02.**

## **Men's + Women's Health**

**Center for men and women's health** with reputable resources not limited to hormone therapy cancer, diabetes, cardiovascular, dental, hereditary cancer, LGBTQ, Transgender, mental health, healthy aging

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**01.**

## **Family Resources**

**Resource center** not limited to education, special education, aging parents and family illness



# And We Can't Forget our **Fast + Furriest**

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**01.**

## **Corporate Foster Dog Program**

Roll out a **corporate foster dog, cat, and other not so furry creature(s) program** that will not only save a life, it will drive team effectiveness, health and reduce stress while we change what a corporate CSR scorecard should look like

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**02.**

## **Pet Resources**

**Central resource(s)** not limited to boarding, dog training, food delivery services, and pet insurance

# Sustainable **Habits** for Life

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**01.**

## **Corporate Cookbooks**

Annual corporate cookbook of our employee(s) favorite contributed recipes for quick and healthy meals

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**01.**

## **Responsible Catering**

Introduce best practices for catering guidelines focused on minimally processed food and complex carbs, always being mindful of special dietary restrictions

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**02.**

## **Education**

We will remove all weightloss challenges and focus on sustainable health through real education programs and workshops not limited to how to count macro calories, fun cooking demos and destroy all dieting myths in the process

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**01.**

## **OnSite Farmers Markets**

We will make it seamless and easy for our employees to have access to fresh local produce year round

Background Information

# Eye Opening Health and **Wellness** Stats and Trends



# Healthcare: 2nd Highest Cost Behind Labor



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**\$6,797**

Average employee family medical premium in 2020

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**67%**

Employers' share of medical premiums

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**\$13,717**

What employers are paying out of pocket

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**4%**

Lift YOY between 2019 and 2020, outpacing wage growth

# Since 2019

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**01.**

## **Family Premium Increase**

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**55%**, 2x as fast as wage growth

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**02.**

## **8 out of 10 Employees**

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Have a deductible, up from **70%** a decade ago

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**03.**

## **Average Single Deductible**

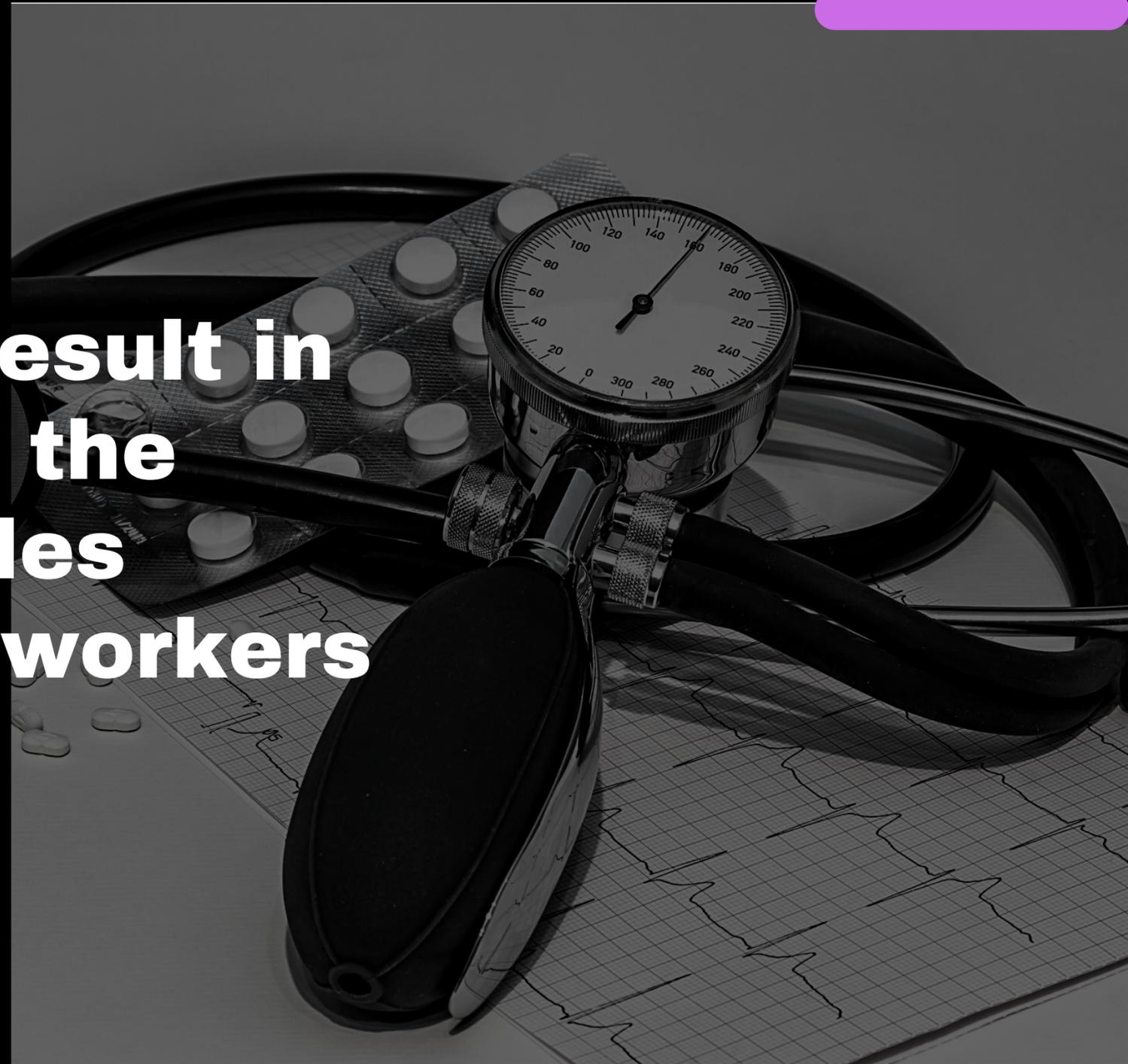
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\$1,655, up from **\$917** a decade ago



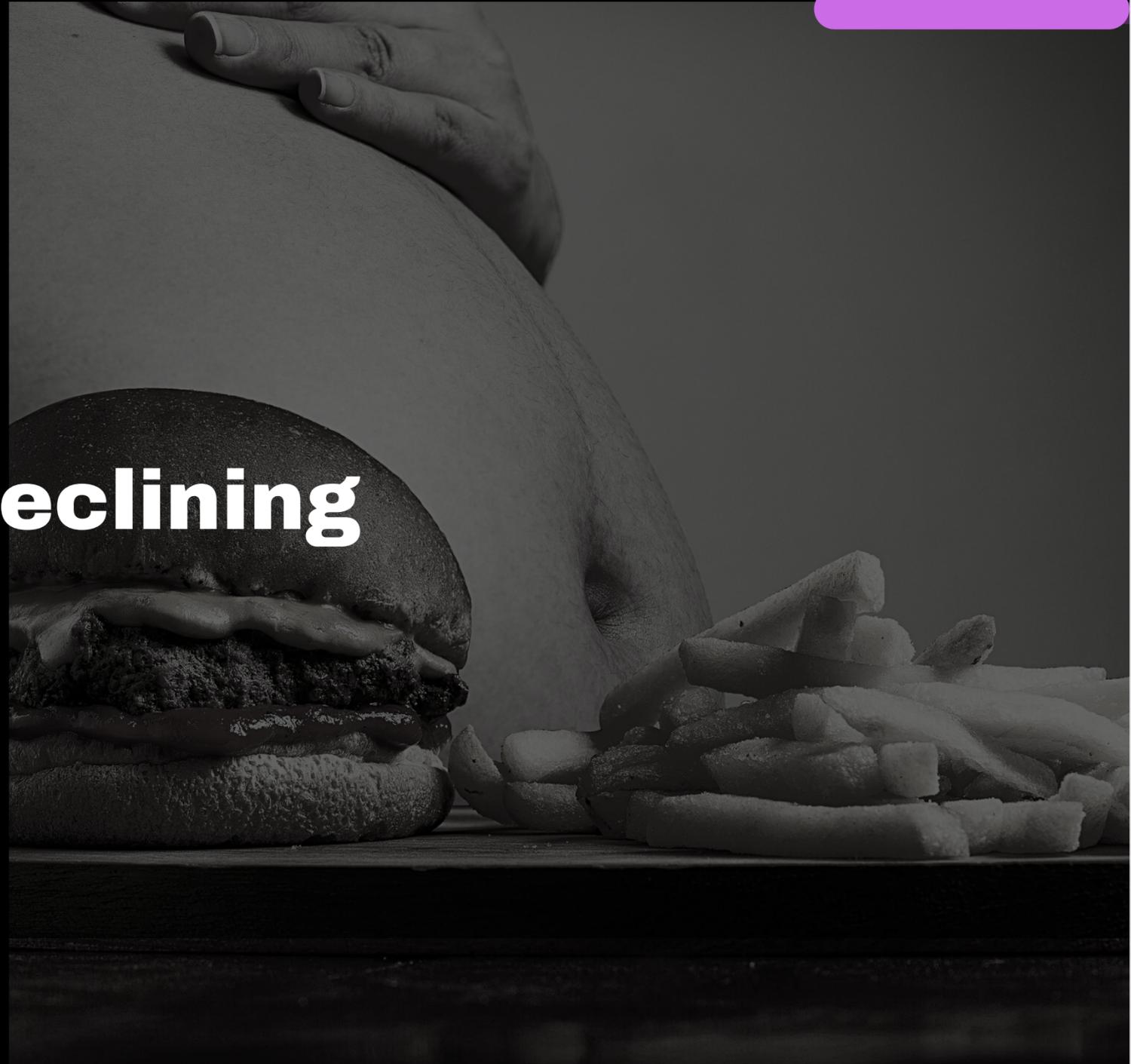
Unsustainable Trend(s)

**These two trends result in a 111% increase in the burden of deductibles across all covered workers**



Unsustainable Trend(s)

**Health is Rapidly Declining**



# unsustainable #healthtrends

**42.4%**

**Obesity rate** in 2020; up from 33.7% in 2007 - 2008

**Age 40 to 59**

Highest rate of obesity by **age group**

**20 Years**

The rate of **Dementia** will almost **DOUBLE** every 20 years, eventually reaching 78M in 2030 and 139M in 2050

**24%**

Between 2019 and 2020 the **increase in deaths** as a result of Diabetes despite more "specialists" than ever

**28.4 Million**

The global **cancer** burden is expected to be 28.4 million cases in 2040, a 47% rise from 2020

## Ultraprocessed vs. Whole Foods

NIH researchers recently found healthy adults gained about a pound per week when they were given a daily diet high in ultra-processed foods, In contrast, when those same people ate unprocessed whole foods, they lost weight. Intriguingly, the **weight differences on the two diets occurred** even though both kinds of foods had been carefully matched from a nutritional standpoint, including calorie density, fiber, fat, sugar and salt



# #burnout is real

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**01.**

**\$190 Billion Dollars**

Burnout leads to about **120,000 deaths** annually with a cost of **\$190B to corporate**

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**02.**

**52%**

Indeed reported from a recent survey **52% of employees** are experiencing burnout

# On #sleep trends

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**01.**

**50+ Million Americans**

Suffer from a sleep disorder

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**02.**

**Sleep Disturbances**

Hinder social, motor, and **cognitive skills** and predict suicide risk, depression, and other mental health problems

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**01.**

**\$411 Billion Dollars**

Sleep deprivations cost the US **\$411 Billion** annually

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**01.**

**25 Million Adults**

Suffer from **Sleep Apnea**

# Top of #mind

## 400% Increase

Increase use of antidepressants between 1988–1994 and 2005–2008

## 16,854 Deaths

# of deaths caused by abuse of antidepressants like benzodiazepine in 2020

## The Western Diet

Study(s) suggests that a Western diet may have a negative effect on the brain, leading to cognitive decline and neurodegenerative issues

## \$1.15 Trillion

Costs associated with the days lost of work due to depression and anxiety is estimated at \$1.15 trillion per year worldwide, and this amount is expected to increase twofold by 2030

## 6.2 Million

Of the 17.3 million adults in the USA who suffer from depression, 6.2 million found NO relief using antidepressants

# healthy #aging

**16.63%**

In 2020, 16.63% of the population were over **65 years** of age

**2X**

The number of Americans ages 65 and older is projected to nearly double from 52 million in 2018 to 95 million by 2060. The 65-and-older age group's share of the total population will rise from **16% to 23%**

**26%**

By 2026, **26% of men and 18% of women** over the age of 65 will make up the workforce, up from 24% of men and about 16% of women in 2018





# Meet Ilana Kearns

*Business Excellence and Operations*

# High-Level Summary

My passion lies in helping create an organization that can pivot quickly in response to ever-changing market conditions with equitable growth opportunities for all by placing the employee experience at the heart of everything we do. And that starts with an employee's health and wellbeing. As your **Chief Wellness Officer**, I will be responsible for creating and maintaining a system-wide culture of wellness by promoting supporting and advocating for staff well-being through connected programs with measurable results. Dynamic verbal and written communicator, able to author and present complex information across a broad audience. Talent for building and maintaining positive and cooperative working relationships with coworkers, vendors, executive teams, and board members. Experience in multi-faceted roles within sports, health, wellness, start-ups, hospitality, franchising, SaaS, QSR, retail, real estate, payments, consumer packaged goods, and automotive sector(s) lends itself to change management and successful business transformation. A self-starter, leader, and mentor, always delivering best-in-class service.

Outside of work, I am an Ironman Certified Coach and passionate about running, cycling, swimming, and endurance sports. Consistently place in top 5% for age group in road race distances ranging from 5K to Marathons. Active member of USA Triathlon, The Ironman Group and Atlanta Track Club. Native to Latvia and speak Russian. Certified scuba diver. Love dogs.

I offer over a **decade of experience** serving as a trusted business partner to the C-Suite of Fortune 500 and privately held organizations

Improved culture, engagement and ROI through an employee corporate gift(s) program and on and off-boarding initiative(s) centered around the employee experience, resulting in **100% participation** in annual employee engagement survey

Designed and delivered comprehensive executive-level monthly report across matrixed environment, **transforming culture** by generating team member spotlight stories, celebrations, service anniversaries, and monthly business performance snapshots

**Community relations strategy leader** for a multi-million-dollar corporation, building relationships with 10+ unique nonprofits across the city of Atlanta and galvanizing volunteerism, sustainability, and people-driven community service

## Professional Achievements



# Driving the **Employee Experience**



## **Inclusion + Diversity**

**Successfully advocated** for first Mother's Room and Transgender Restroom



## **Cultural Awareness**

Drove awareness for cultural diversity through team member spotlights stories focusing on their rich cultural history. Implemented **best catering practices** to accommodate various dietary restrictions



## **Drove UAW-GM Plant, Health + Safety**

Through the implementation of the UAW-GM Suggestion Plan Program, resulting in **70%+ participation** rate from plant workers



## **Stand-Up Desks**

Implemented Stand Up Desks for **100+ employees** at Cox Enterprises



## **Corporate Scrapbooks**

Launched and designed a **corporate scrapbook** for annual holiday gift for Cox Automotive

# #giveback

## Cherokee County School District

Helped institutionalize **1st lunch bunch program** to help children born on Autism spectrum have quiet place to eat lunch while they worked on social skills

## StandUp for Kids

**Spearheaded an event for StandUp for Kids**, which is working to end the cycle of youth homelessness and coordinated event with SUFK staff, managed participation of IHG team, secured donations of boxes of clothing and supplies for these kids to ensure every homeless child received a holiday gift and warm meal, soliciting donations from Chick-fil-A, Corner Bakery and Communicorp

## Children's Healthcare of Atlanta

**Managed participation of the IHG team** and coordinated with the CHOA team as we divided & conquered to clean the "Zone" and serve breakfast to the parents and doctors

## Movember

Drove awareness for Men's health through an engaging **digital-first campaign**

## Atlanta Ronald McDonald House

Organized **12+ meals to feed 50+ families** of Atlanta Ronald McDonald House

## Winship Cancer Institute of Emory

Led a coloring book drive to support the **patients receiving chemo**

I consistently place in the **top 5% for road race distances** ranging from 5K to Marathons based on race results in last three years

**Top 1% Strava user**, in 2021 alone, I have run 1,563+ miles, swam 273,000+ yards and cycled 5,200+ miles

I **coached ME** to my first triathlon, a 70.3 Ironman triathlon with a finish time of 6:24, placing me in top 48% for all women

I earned my **Ironman Coaching certification** to help others get across that finish line

**Passionate** about health + wellness

I have had one h\*\*l of a health journey. **I get it**

I have **proven out** I am one of the most resilient, courageous, passionate and tenacious people you will ever meet

**Ilana Kearns**

**#anythingispossible**



# My Story

I was born in Latvia and immigrated to the US during the Cold War Era when I immediately lost my mother due to tragic circumstances. Between kindergarten and graduating high school, I attended eight different schools, was on my own at 17, and went on to earn my Bachelor's degree in Marketing from a small business school in Michigan. The strength I gained from my childhood adversities would later serve me well as a mother to a child born on the Autism spectrum and raising two boys challenged with overcoming various other learning disabilities, including Dyslexia and Speech Apraxia. My childhood also gave me the mental strength necessary to take on what would prove to be an arduous personal health journey and supporting my husband as he sought alcoholism treatment.

I spent my early professional years in multi-faceted Marketing roles within the Automotive Industry before transitioning to serve as an Executive Assistant to the C-Suite of Fortune 500 and Privately-Held Corporations, which subsequently led to my self-created role as an Executive Assistant and running operations for a multi-million dollar startup business called RMS Automotive, a Cox Enterprises Brand.

In 2018, **I unexpectedly left my job at Cox Enterprises due to a physical illness that extended beyond FMLA** after taking preventative steps to ward off hereditary cancer, including a double mastectomy with reconstruction and removal of both ovaries and uterus, which propelled me into surgical menopause decades before I was ready. As resilient as I am, the physical changes took a toll on me and led to a ministroke in mid-2017 that I struggled to recover from, impacting me both mentally and physically, further fueled by my poor diet. Since being away from corporate, I have used the time for a proper self-growth sabbatical and got my health in order.

In addition to **earning several professional certifications**, including my Project Management and Business Analysis certifications, Fundamentals of Digital Marketing from Google, Risk Management, and Introduction to AI from IBM, I developed my brand and website, **#goatmatters**.

I have **lost and sustained a nearly 40lb weight loss** by overhauling my eating habits and cooking about 90% of my meals from minimally processed ingredients and exercise.

I trained and finished my **first full marathon** in 2019

Earned my **open water scuba diving certification** in 2020

I transitioned from sole treadmill running to an almost exclusive outdoor runner

And in 2020, I set out to knock out a big bucket list item: **An IRONMAN Triathlon!** I started at ground zero with cycling and swimming. I couldn't afford a coach, so I coached myself to my first 70.3 Half Ironman, my first ever triathlon, with a finish time of 6:24, placing me in the top 45% of all women regardless of age. I went from sucking wind swimming 50M to an open water swim time of 36 minutes for 1.2 miles against the odds stacked high against me.

The experience was so transformational for me in so many ways, including my relationship with food, goal setting, adaptability, and mental toughness, I **pursued and earned my Ironman Coaching Certification to help others get across that finish line!** I am now searching for an opportunity to help my corporate colleagues find their best healthy selves by combining the best of my personal and professional background as a Chief Wellness Officer. My experiences allow me to understand and champion the resources, care, and support necessary for our employees in need.



# Contact Information

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## Portfolio

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## Strava

<https://www.strava.com/athletes/33225294>