



5 QUESTIONS for Lisa Bailey, CEO of Health Promotion Management

Camera staff

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The importance of health and wellness in today's fast-paced world has increased, especially in the workplace.

Boulder company Health Promotion Management is a health and wellness-based organization that offers health screenings, health fairs, health assessments and workshops, as well as injury prevention, and on-site courses. It helps manage incentive programs for companies, to promote healthier lifestyles for companies.

CEO Lisa Bailey, who has worked for the local company for the last 18 years, spoke to the Camera about her company.

1. What interested you in purchasing this particular kind of company?

I studied physiology at CU, and there were two tracks for me: get a Ph.D. or go for a more applied aspect. I was interested in working with individuals to help them be empowered in health and well-being, and the work site was a great avenue to do that.

2. What are your thoughts on how health care legislation has or would affect your practice?

It hasn't been too different at the moment, although it has shined a light on health and wellness. The legislation helps organizations get a start on creating their own programs, but health care costs, and what to do about them are some of company's biggest stressers right now. Organizations are hoping that health care reforms will provide some solutions for them.

3. How have you been able to balance and maintain your practice, even through a struggling economy?

We have a lot of very loyal, long-term clients. We've been in the business for 28 years, and we've seen many organizations where the wellness program is just part of the fabric of the organization. When they needed to go through cuts, they didn't cut those wellness programs, and budgets, because it was just what they do to attract or retain employees.

4. What sets you apart as a company?

Our culture of health. We provide health services, screenings, health risk assessments, robust reporting on health status of employees, and other services, to address the health risks, and the health interest of the employees. We provide a customized, high-touch, hands-on approach for the people we work with. In my field, so much is going to online technology, and we believe we can create health and well being by building relationships.

5. What do you think is one of the most pertinent problems with health and well-being today?

I think nutrition and obesity. Obesity today is an epidemic. Even though Colorado is the "leanest state in nation," obesity is increasing here just like everywhere else. Our challenges are huge, because of how busy people are today, as well as economic cutbacks. It becomes a challenge to purchase and cook good healthy food when there are cheaper, more convenient alternatives like fast-food.

-- S. Gouri Srinidhi

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