



The U.K. Experience

Three Years On

Simon Shepard

Optima-life

People

Potential

Performance



People

Potential

Performance

The Goal

- Health / function
- Winning / personal best
- Productivity / profit

- **Engagement**
- **Ownership**
- **Resilience**



People

Potential

Performance

3 Key Markets



People

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Performance

Overview



Why?

What?

What next?

People

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- Emergence of sports science
- Performance
- Injury prevention

Science



- Players
- Coach
- Physio

- Doctor
- Physiologist
- Biomechanist
- Massage therapist
- Psychologist
- Dietician
- Analyst
- Press liaison officer
- Manager
- Agents

People

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1 % or Foundations

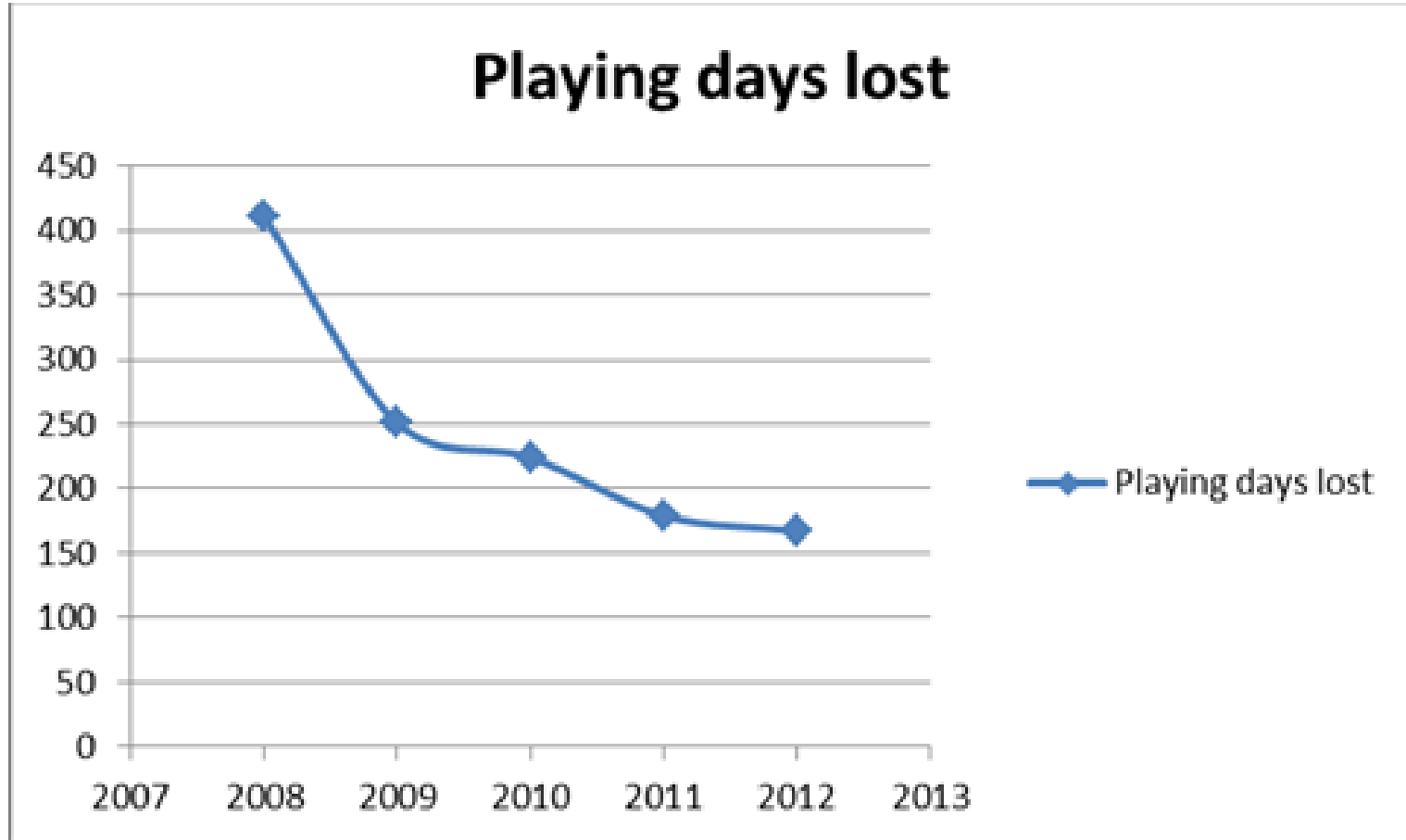
'The ability to determine how the athletes are responding to the stress of training and how they are recovering on a daily basis, has not only improved our understanding of fatigue, but has also allowed us to push right up to the limit of what is possible.....

Without doubt our use of the Firstbeat SPORTS contributed to the achievement of a career best performance from the crew in The Olympics.'



Paul Reedy
Coach to Sophie Hosking and
Catherine Copeland

Injury



People

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What next?

- Benefit for those who are in it for the long haul
- Longitudinal data
- Change
- Domino effect
- Get people excited
- Manage expectations

A Catalyst



People

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Work

- Productivity / performance
- Regulation (Health & Safety / Fatigue management)
- Profit

Why?

10,300,000

20,000,000

23

11%

10

148

1911

4%

10

4,100,000,000

Numbers

1,200,000

148

25

2011

13,000

1,514,000,000

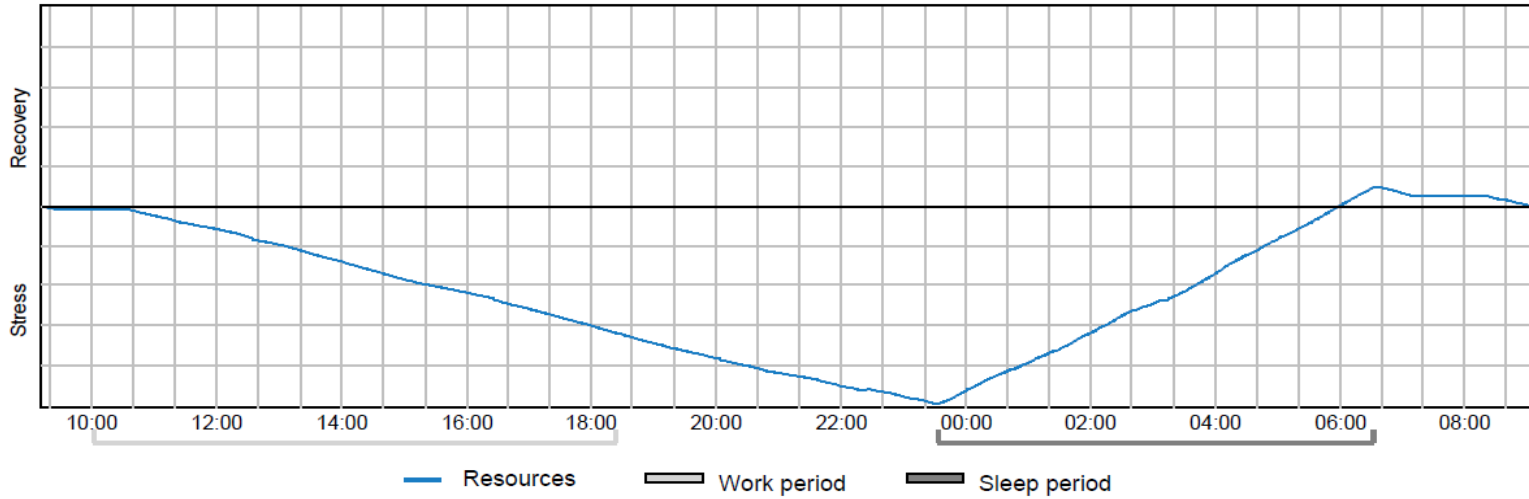
100

People

Potential

Performance

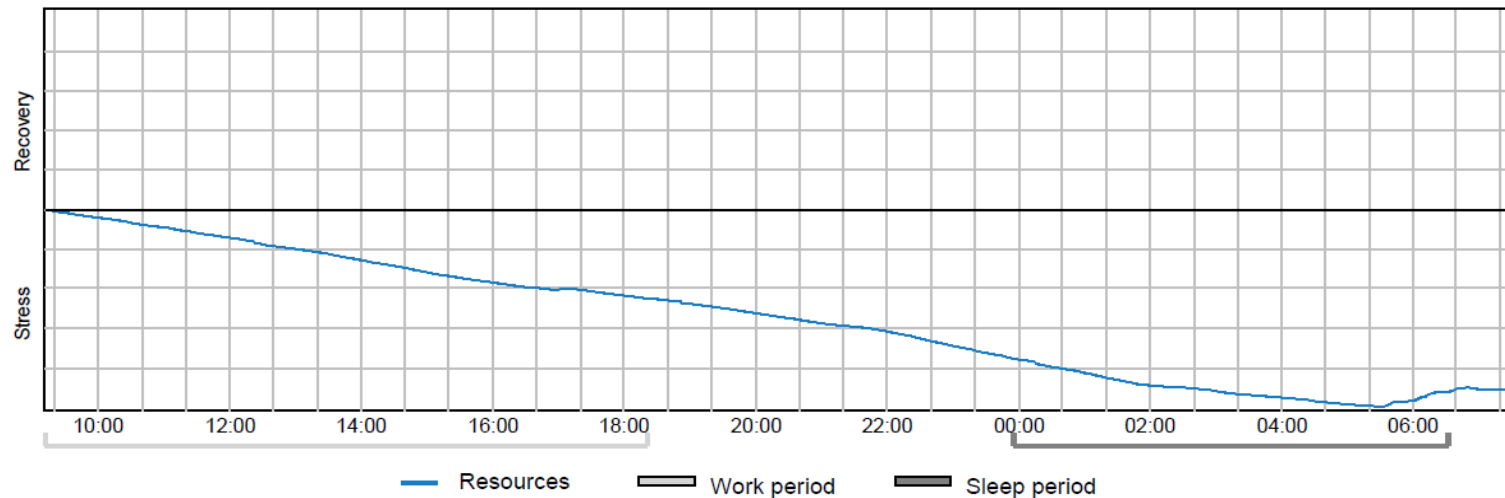
Resources Chart



+ive territory

-ive territory

Resources Chart



+ive territory

-ive territory

People

Potential

Performance

$$1 + 1 > 2$$

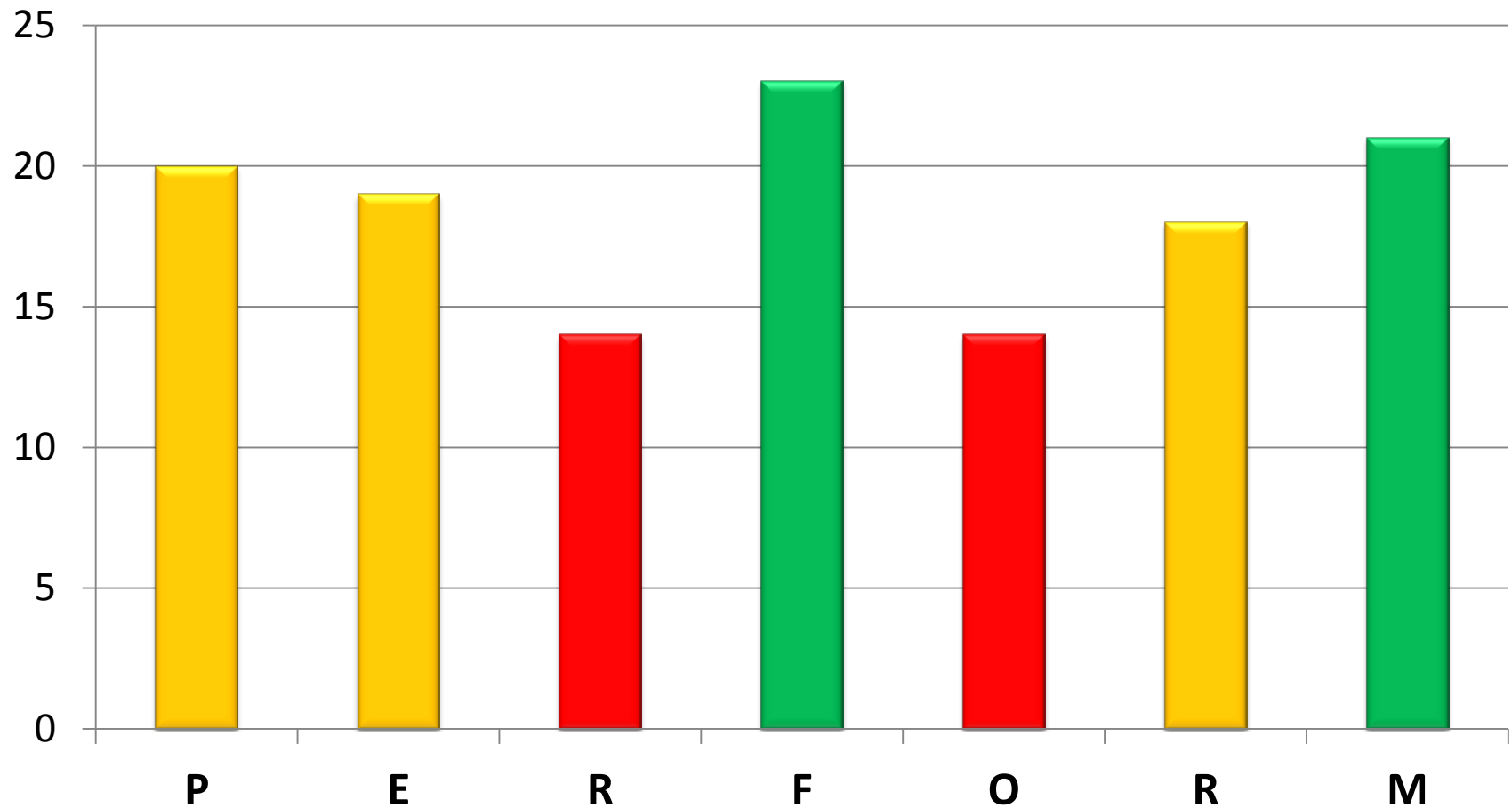
% of 24 hour period in a loaded (sympathetic) state	55	52
% of 24 hour period in a relaxed (parasympathetic) state	19	33
Sleep Index (scale from -100 to +100)	-1	52
% of days when resilience (positive territory) achieved	53	79

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PERFORM Diagnostic



People

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Energy Profiler



Psychology (the way we think)

66%

74%

Productivity (the way we work)

59%

67%

Physiology (the way we move and eat)

52%

65%

Recovery (the way we recharge)

56%

67%

Overall score

58%

70%

People

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Typical Programme



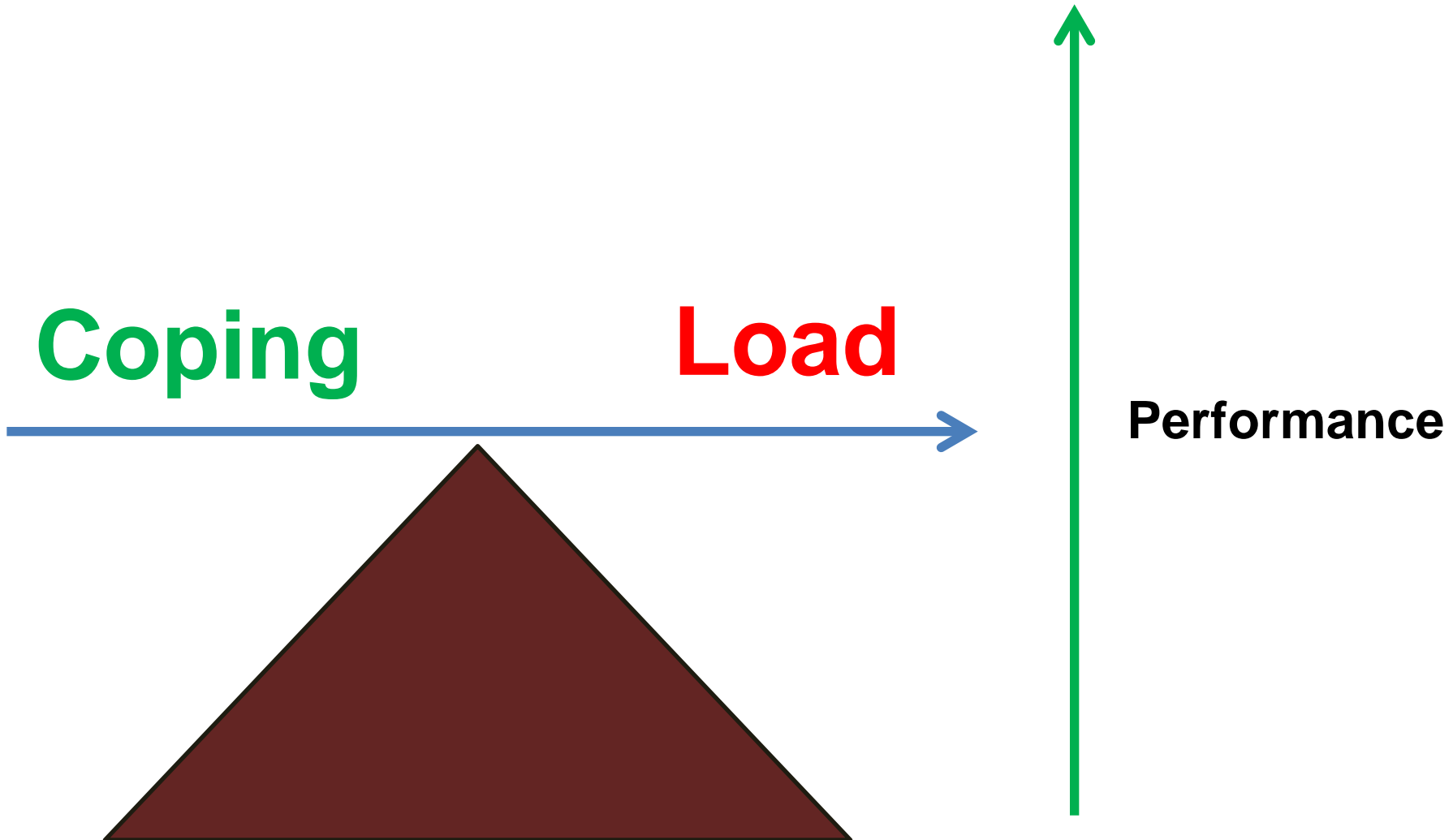
- Pre workshop on-line diagnostics
- Firstbeat Lifestyle Assessment
- Workshop – 7 Pillars of Performance
- E-learning
- Evaluation
- Support tools

People

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Balancing Act

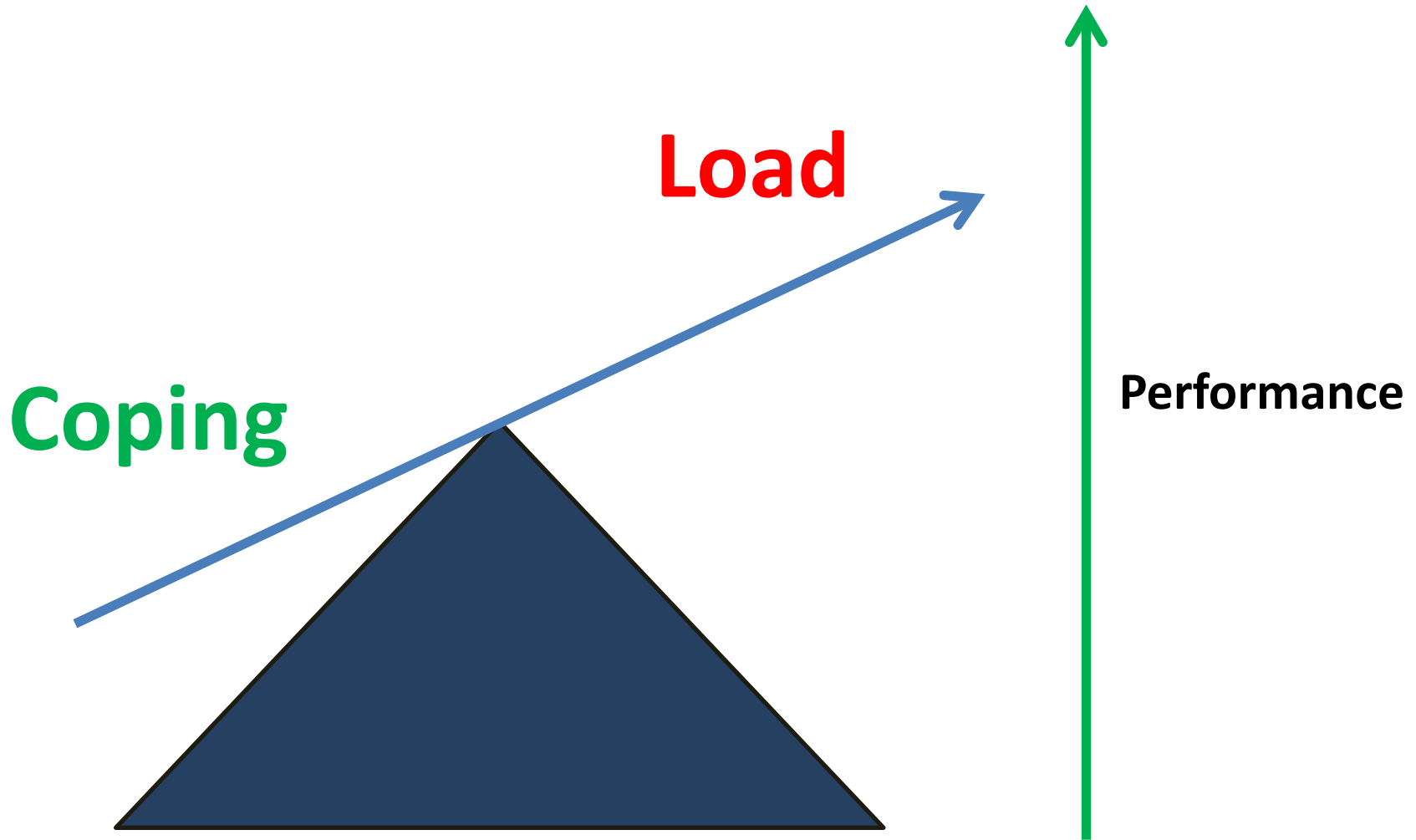


People

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Tipping the scales



People

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What next?

- For the extra 1% or **getting the foundations right**
- Longitudinal buy in
- Culture
- Induction
- Using sport / physical activity as a stimulus

A large, solid red circle with a slight gradient and a shadow effect, containing the word "Health" in a white, bold, italicized sans-serif font.

Health

- Lifestyle diseases
- Health is different to medicine
- NHS could be our best chance of creating a health tsunami

21st Century



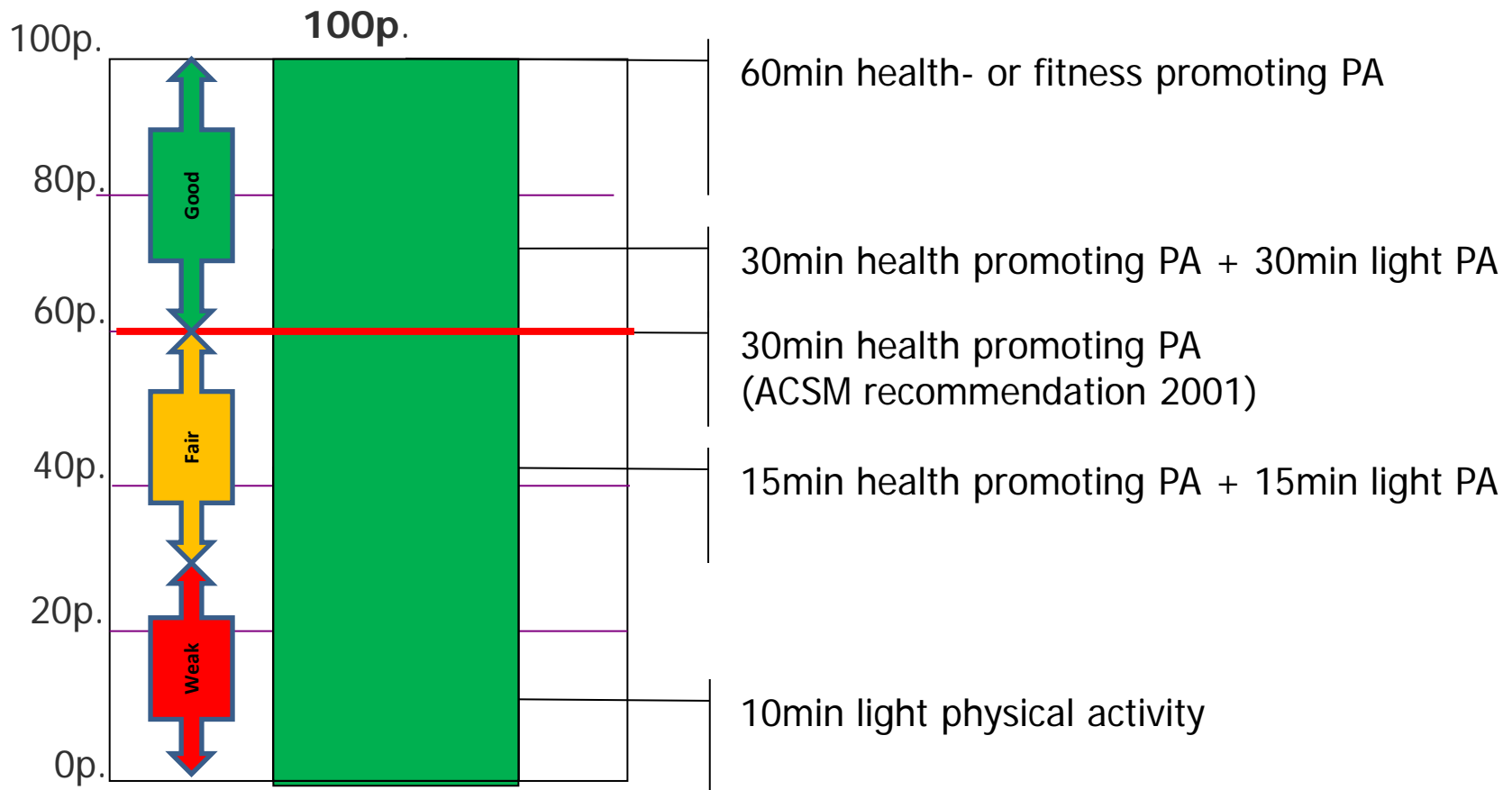
- Diabetes
 - Incidence has increased by x3 over past decade
 - In under 40 year olds by a factor of x10
- Stress
 - Human health, social work, teaching

People

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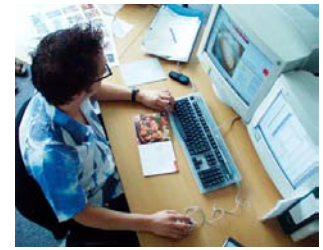
Health Promoting Physical Activity



People

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02

33

45

67

100

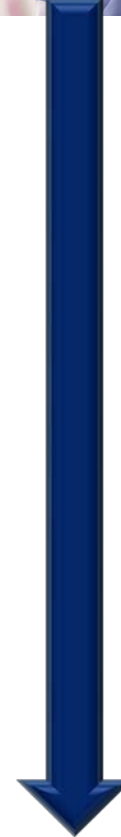
Physical Activity Score

People

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Performance

The answer



50

85

99

100

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NHS Sport and Physical Activity Challenge 2012

<http://www.sportandphysicalactivity.nhs.uk/>

Other results



- Sickness absence reduced by 0.52%
- Short-term absence rate reduced by 0.53%
- Days lost (FTE) due to sickness reduced by 0.15%
- Sickness absence direct costs reduced by £918,081
- Bank/agency/locum spend reduced by £1,180,127
- This represents a saving of just over £2,000,000 to the Trust

People

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What next?

- Longitudinal buy in
- Culture
- Induction
- Win / win situation
- Using sport and business as a stimulus

Summary

Sport

Health

Work

People

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Learning opportunity

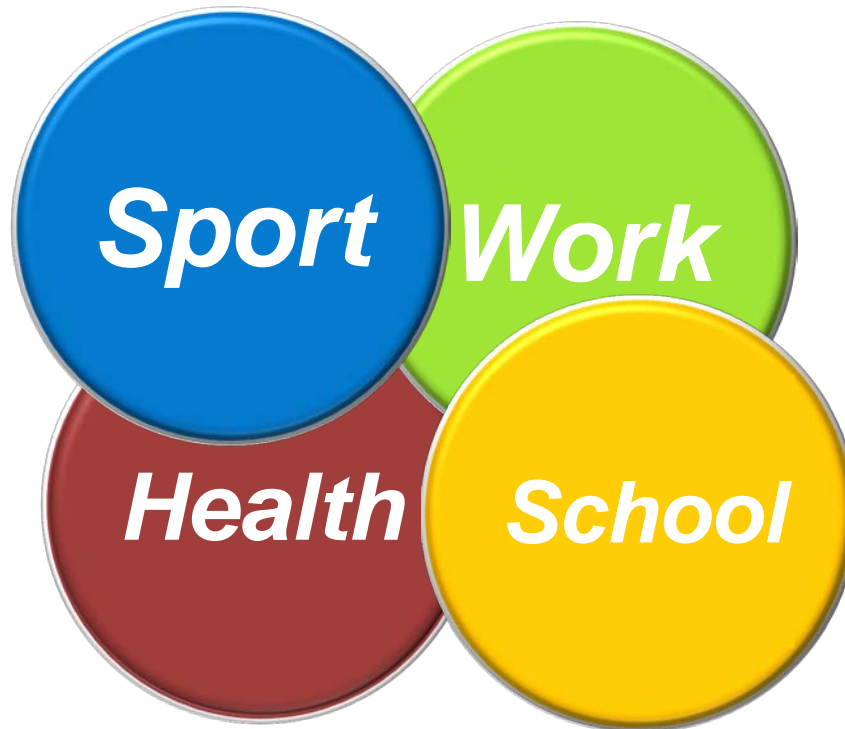


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The Aim



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The Key Question



Interested or committed?

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