



FAD
noun \ 'fad \

something (such as an interest or fashion) that is very popular for a short time

Source: Webster's Dictionary

TREND
intransitive verb \ 'trend \

**: to extend in a general direction
: follow a general course
: to veer in a new direction
: to show a tendency : incline
: to become deflected : shift**

Source: Webster's Dictionary

LIFESTYLE
noun \ life-style \ 'lif- 'sti(-ə), -, sti(-ə) \

**a particular way of living
: the way a person lives or a group of people live**

Source: Webster's Dictionary

from FAD to TREND to LIFESTYLE

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Many organizations today are asking themselves, “How far should we swim into this Health & Wellness craze?” The answer is simple. Don’t just get your feet wet; take a deep dive, and then just keep swimming. Health & Wellness is no longer a fad, nor is it a trend. Health & Wellness is a lifestyle that is here to stay.

The wellness movement has been around for a very long time; however, it has now become a part of our daily, mainstream culture that is shaping our attitudes, values, lifestyle, and consumer purchasing behaviors. The World Health Organization (WHO) defined health in its broader sense in its 1948 constitution as:

“a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.”

In the early 1970s, a young resident in preventive medicine at Johns Hopkins, John Travis, MD, MPH, had recently discovered Dr. Halbert L. Dunn’s book, *High Level Wellness*, and was inspired to expand upon WHO’s definition because of Dunn’s vision.

According to the National Wellness Institute in Stevens Point, WI, Dr. Dunn, often referred to as the “father of the wellness movement,” introduced the concept of wellness in a series of lectures in the 1950s. The lectures provided the basis for his book, *High Level Wellness*, which was published in 1961. The National Wellness Institute’s Halbert L. Dunn Wellness Award is the most prestigious award presented by the Institute and is regarded as one of the highest honors in the health promotion and wellness fields.



FITNESS AND RECREATIONAL SPORTS CENTERS EMPLOYED 533,200 PEOPLE IN 2014, AND THOSE JOBS ARE EXPECTED TO GROW 8% BY 2024.

Source: Bureau of Labor Statistics

Dr. Travis came up with a new concept called the Illness-Wellness Continuum.

According to this concept, the definition of health today goes beyond mere freedom from disease or infirmity and emphasizes *the proactive maintenance and improvement of health and well-being.*

Expressed on a continuum that extends from reactive to proactive approaches to health, his belief is that wellness falls firmly on the proactive side, incorporating attitudes and activities that:

- prevent disease
- improve health
- enhance life quality
- bring a person to increasingly optimum levels of well-being

There are certainly fads and increasing trends that exist *within* Health & Wellness today. More than ever, people are seeking integrative medicine, joining fitness/wellness centers, getting massages, forest bathing, doing 15 types of yoga, practicing Reiki, cooking and eating healthier, becoming protein smoothie junkies, exercising daily instead of being couch potatoes or just “weekend warriors,” taking dietary supplements, learning about herbs and essential oils, exploring meditation and mindfulness, and focusing on creating more stress-free lives. Those are just *some* of the trends happening today.

Each year, something new tops the list as being the hottest thing to try. However, all of these fads and trends are catalyzed by a lifestyle, whether concrete or aspirational, of Health & Wellness.

In addition to consumers, employers have increasingly become interested in workplace wellness programs to improve employee health, such as wellness screenings, onsite clinics, healthier food options in cafeterias and vending machines, and greater opportunities for physical activity.

The latest survey on wellness programs from Fidelity Investments and the National Business Group on Health (NBGH) reveals employers spent an average of \$693 per employee on wellness-based incentives in 2015, up from \$594 in 2014 and \$430 five years ago.

The survey is the latest in a series Fidelity and NBGH have conducted since 2009 to analyze the growth and design of corporate health improvement programs.

Entegra Procurement Services® has made a commitment to the Health & Wellness lifestyle in the products, services and supplies it offers to its multi-industry client base.



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The part can never be well unless the whole is well.
~ Plato ~



THE GLOBAL MARKET FOR GLUTEN-FREE PRODUCTS WAS VALUED AT \$4.63 BILLION IN 2015 AND IS PROJECTED TO REACH \$7.59 BILLION BY 2020.

SOURCE: MARKETSSANDMARKETS



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Notable



Entegra provides procurement management for multi-unit clients in various industries including acute, seniors, leisure, hospitality, and restaurants. Entegra is part of a global procurement network that manages more than \$10 billion in spend for food, services and supplies, and serves more than 41,000 purchasing sites throughout North America.

As Tracey Ranallo, entegra’s Vice President of Marketing and Program Activation stated, *“All consumer insights and industry trends tell us that we need to be providing products, as well as education, about Health & Wellness to our clients. This is part of our belief in helping our clients and their member facilities make the most informed purchasing decisions that enable them to drive operational efficiencies, as well as consumer satisfaction. Our supplier partners have portfolios of products that deliver what our clients’ consumers are looking for related to Health & Wellness. Being able to bring these products to our clients supports our mission of designing and managing customized procurement programs that make a difference in each client’s ability to meet their organizational objectives and exceed their customers’ expectations.”*

In 2015, entegra conducted a market assessment of seven markets that included acute, seniors, hospitality, leisure,

restaurants, faith-based ministries/camps/conference centers, and colleges/universities with dormitories. Respondents ranged from food and beverage service managers, chefs, purchasing agents, food vendors, food manufacturers/partners, and market segment leaders.

In total, 493 interviews were completed focusing on a range of questions regarding Health & Wellness. When asked, the top word used to describe Health & Wellness was “Nutrition,” with one-third characterizing their broad definitions of Health & Wellness to be “healthy, sensible, responsible eating.”

The top requests being made by entegra’s survey respondents to accommodate Health & Wellness (types of products, foods, modifications, etc.) today and/or in the future included:

- Gluten-free
- Allergen-free/friendly options
- Vegetarian
- Vegan
- Salad bar/made-to-order salads
- Fresh products/ingredients
- Low sodium
- Vegetables/steamed vegetables
- Dairy-free/lactose-free
- Fruit
- Organic products
- Locally grown products
- Low sugar/sugar-free



- Uncommon meat and seafood
 - Wine in a can
 - Plant-based everything
 - Culture Craze: Fermented foods and probiotics
 - Non-GMO-fed verified products
 - Graze Craze: Grass-fed 2.0
 - Dried and true: dehydrated foods
 - Heirloom ingredients beyond the tomato
 - Alternative, gluten-free, wheat-free flours
 - “Old World” flavor adventures
- SOURCE: WHOLE FOODS MARKET – DECEMBER 2015

Across the board, survey respondents mentioned that keeping pace with Health & Wellness trends was mandatory, versus discretionary, in an effort to meet growing customer demands and expectations. Entegra survey respondents shared the most pressing trends today relative to Health & Wellness include:

- Increased level of general awareness/education
- Increased awareness of gluten-free options
- Increased availability of healthy foods/product
- Increased need for Health & Wellness program/initiative customization
- Healthy food options are becoming more popular
- More people are choosing a healthier lifestyle
- Increased desire for local/fresh/natural foods
- Greater awareness of food allergies
- Higher costs for Health & Wellness
- Ingredient transparency
- Increased demand to meet personalized/individual needs versus group needs
- The challenge of helping people to embrace the importance of Health & Wellness

The trend most pressing for us is to help our seniors understand that their Health & Wellness is important to us. We have to get this across. We need to stop them from thinking, 'I'm 80; I'm done.' It's a changing attitude that we are addressing with general wellness awareness and education."

The main concerns of entegra's survey respondents relative to the overall Health & Wellness movement today include:

- The need for awareness/education/support
- Understanding and/or meeting needs
- Increased costs/business risks
- The Health & Wellness of individuals being served
- Half-hearted commitment to being healthy
- Healthy product availability
- The “how to” of providing healthy choices
- Safety/food preparation
- Keeping on top of emerging trends

One survey respondent from the hospitality market discussed the importance of viewing Health & Wellness as personal needs of clients, rather than fleeting options. She stated, *“We need to focus on allergens as customer needs, not trends. Sometimes, people get lost in the fads. We forget about our customers' personal needs and how to best serve them.”*

One respondent from the senior care market stated, *“There's more to it than just the pool and fitness center. Health & Wellness is all about the lifestyle – it's the whole person.”*



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“
THE TOTAL NUMBER OF MEMBERSHIPS AT FITNESS CENTERS/HEALTH CLUBS IN THE U.S. INCREASED FROM 32.8 MILLION IN 2000 TO 55 MILLION IN 2015 – 22.2 MILLION MORE MEMBERSHIPS.
”

SOURCE: STATISTICA



One final group of interesting answers in the entegra market assessment was in response to the needs/expectations from food service providers and/or vendors relative to support for their Health & Wellness initiatives. The following are the top areas they feel they could use additional assistance when trying to meet client/customer needs today and/or in the future.

- Healthy products/options
- Accurate information/materials/resources to share
- Product access/availability
- Nutritional information/labeling
- Good customer service
- Cost-effective products/support
- High quality products
- Recipes/menu ideas
- Low sodium/fat products

In the article, *Consumer Trends in Health and Wellness*, November 2015, The Hartman Group, a recognized thought leader on demand-side trends in the food industry, located in Bellevue, WA, noted that for the majority of consumers, the very definition of Health & Wellness is having the energy to live an active life. Laurie Demeritt, CEO, The Hartman Group, shared, “About 25 years ago, most consumers and companies were looking to solve primarily baseline Health & Wellness conditions, or find new approaches to them. Those goals fell into one of two buckets. The first bucket was health condition management.

Consumers were looking for food and beverage products that would help them treat or prevent specific conditions. The second bucket was around weight management. At the time, consumers were very much in a reactive mode to their approach. Today’s consumers are very much proactive—and even progressive—in their approach to Health & Wellness.”

Overall, it seems the variety of topics and guidance about Health & Wellness can equal the amount of individual interests, needs, and preferences that exist in the world. Staying on top of changing fads and trends within the Health & Wellness lifestyle can feel like an extremely daunting task. However, companies like entegra may make navigating the waters a bit easier. Stay tuned for more Health & Wellness information/education shared by entegra in the coming months, and specifically related to procurement solutions.

As Cindy Lauer, entegra’s Senior Manager, Business Solutions, stated, “Today, well-being goes beyond food and nutrition. It’s a priority for individuals and organizations. Entegra has embraced the opportunity to help our clients, and their members, to make informed purchasing decisions that meet their goals and objectives. We provide business solutions, such as education resources, wellness promotions, and tools that support the purchase of healthy products and ingredients for their consumers.”



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Entegra is your resource for satisfying the healthy lifestyle choices of your consumers. Listed below are just some of the ways entegra can help enhance and support your Health & Wellness efforts.

Healthy Lifestyle Resources: These resources include educational and promotional materials on key nutrition trends to support the lifestyle of employees, customers, and entegra members. Topics include: gluten-free and allergens, vegetarian, sodium conscious, healthy beverages, and healthy snacks.

Healthy Recipes: Recipes follow a healthy nutrition profile for calories, fat, sugar, and sodium and feature contracted products. Nutrient profiles for categories of entrees, sides, vegetarian, snacks, soups, and desserts are included. Each recipe includes a high resolution photo, nutrition label, cost per serving and the recipe is scaled for 4 individual servings, 24 individual servings, 48 individual servings, and 96 individual servings.

Insights2Solutions: A Health & Wellness procurement resource with articles informing on the latest industry trends, including consumer learnings toward gluten-free and sustainable seafood. These trends are identified through various sources, including industry publications, an entegra survey and our Focus Group made up of entegra customers.

Partnerships: Entegra has established some important industry partnerships whose activities can contribute to the attainment of our customers' Health & Wellness objectives. Partnership opportunities can include, but are not limited to, discounts on products, services, or registration fees, free access to instructional videos and learning materials. Examples of partnerships include: Culinary Institute of America, Dietitian's on Demand, Academy of Nutrition and Dietetics, and ServSafe.

Webinars: Pre-recorded webinars, presentations, and resources are available on trending topics in Health & Wellness. Presentations are led by industry experts/partners who have practical knowledge and experience in the area. A certificate of attendance is available for credits from the Academy of Nutrition and Dietetics, American Culinary Foundation, and National Association of Food Service Professionals. Free CEU topics include:

- Dietary Cholesterol
- Meeting the Needs of Allergen and Gluten-Free Diners
- Trends and Science Driving Plant-Based Eating
- Sodium Conscious – Spicing it Up
- Food Safety
- Healthy Beverages
- The Big Picture Industry Trends

Build a Better Breakfast: Foodservice industry data tells us that breakfast is a critical daypart. Providing a robust, flexible breakfast program for your customers is an important part of your operation, and entegra has provided a solution.

Gluten-Free Tool: Entegra, with the support of our vendor partner and manufacturer, has developed a search tool to find every contracted gluten-free product in any food category.

Sodium Conscious Tool: This interactive tool now contains approximately 2,500 items to meet the demands of sodium conscious consumers. Entegra's Sodium Conscious Products Tool allows an easy product search, filtering by a variety of factors – sodium level, key vendor partner, or food category.



Entegra was founded in 1999 to provide procurement management services for the healthcare industry. Due to an unwavering commitment to integrity, quality, value, and customer service, we have grown to service multiple segments within the industry. Today, entegra is a leading provider of procurement management services for segments including acute, seniors, hospitality, leisure, and restaurants. **To learn more about entegra, contact us at 866 ENTEGRA or info.USA@entegraPS.com.**



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