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BIOFUNCTIONAL HEALTH SOLUTIONS

Revolutionizing Employee Wellness Programs

Employees are the most vital assets of any organization. Teams of talented and dedicated employees are what leads companies to success. In the journey, it is not only important to sustain the employees of the company, but also support them in ways that help them grow and flourish. This can be achieved by creating a good working environment and taking care of the team—both mentally and physically. According to the Benify 2019, Employee Happiness Index benefits for health and wellness is the only benefit that is ranked in the top 2 across all four working generations.

The value proposition to companies considering a wellness program must address whether their investments are important to the employees, appreciated by them, and different than what other companies offer. BioFunctional Health Solutions uniquely and exceptionally checks all three of these boxes. While other companies offer digital solutions and some have hands-on soft tissue healthcare solutions, there is no other company that combines the power of leveraging the scope of practice of registered nurses with hands-on musculoskeletal (MSK) condition and pain care trusted by professional athletes. Moreover, this leading health and wellness provider delivers the solution in a scalable manner which is affordable to companies of 10 employees or more.

Delivering Total Employee Health and Wellness

BioFunctional Health Solutions (BHS) inceptioned its journey with one Fortune 500 manufacturing company that wanted to take care of their employees and to do so they hired the physician from a professional baseball team to keep them productive and pain-free at work and home. The innovators at

BioFunctional Health Solutions (BHS) are the early inventors who discovered and combined the best ingredients of corporate wellness, occupational health, soft tissue healthcare, and screening/prevention tools for employee health. These unique ingredients were further backed by technology and tied together to deliver a measurable impact on employee productivity for U.S. companies. Shortly, BHS's



“Every company is a little different and our technology-enabled wellness programs are customizable to find a solution and implementation strategy that fits each unique customer.”

unique solution gained popularity nationwide and recently the company has expanded its operation in Texas to accommodate the growing trend of businesses moving to that area.

BHS is the only full-service onsite and digital occupational health and wellness company to also provide soft tissue healthcare trusted by professional athletic teams. The BHS team has coined the term “Health Assurance” which covers the total health and wellness of the employee. The focus is on eradicating the root causes of the three productivity killers, pain from MSK conditions, poor health and wellness to include nutrition and fitness, and infectious disease prevention. BHS pairs the human expertise of the highly trained nurses with the latest technology and best-in-class processes to individualize effective wellness programs that result in fast and measurable outcomes. These solutions cater to almost every industry niche and are affordable for companies from small businesses to Fortune 500 companies.

One-of-its-kind Solutions

BHS is a technology-enabled total health and wellness provider. Its uniqueness and innovative approach have provided the company with a competitive edge. The company brilliantly couples the technology with the personal in-person touch, as total wellness cannot be achieved without the in-person aspect—especially true for MSK treatments. This customized hands-on approach is integrated with patented technology which brings employers the most effective and comprehensive solution to address MSK pain, nutrition, fitness, ergonomics, and much more. BHS's total wellness approach offers:

- **Prevention:** It curates customized programs that enable the

- employees to achieve their healthiest self through MSK injury prevention, nutrition, fitness, and other wellness strategies.
- **Assessment:** BHS offers a patented MSK screening system that is trusted by professional athletes and administered by its highly trained registered nurses.
- **Self-Care Empowered:** BHS is the first and only healthcare provider to successfully translate the clinical provider system into a complete MSK self-treatment application proven to resolve issues that cause MSK pain.
- **Treatment:** the company specializes in MSK conditions treatment which is trusted by professional athletes to stay competitive and avoid surgeries.
- **Care Management:** All this is done by BHS's full or part-time, in-house registered nurses that manage the employees' wellness needs to assure unmatched outcomes.

As the early inventors in this niche, BHS continues to evolve its offerings and their customers are always delivered the latest and best. The team is all set to release BHS flagship technology in August 2021 called YouMari. YouMari will be the first hands-on self-treatment system to identify and resolve MSKs from anywhere with no special equipment required. BHS also offers a complete 3D mobility health screening that leverages a patented system, which identifies MSK issues and injuries. Additionally, the system can be used to assess treatment progress and objectively measure success through restoring range of motion. Similar technology is used by professional athletic teams in the United States, Europe, and Canada, and now BHS is

planning to use it for the welfare of US employees. The onsite programs are supported by its proprietary system for scheduling and note-taking that provides valuable program data for utilization and outcomes to employers. “The goodwill and loyalty created with leading employee benefit programs are paid in exponential dividends through productivity and retention,” quotes Brent Krueel, the CEO, and Founder of BioFunctional Health Solutions.

The Visionary of BHS

Brent Krueel is the visionary behind BHS. He is a two-time combat veteran and completed a tour in Operation Iraqi Freedom (OIF) in which he was the hospital administrator of the largest military hospital in Iraq. Since 2000, he has worked as a C-suite executive in various hospitals and healthcare companies.


Unfortunately, in 2014 he tore his ACL and though the surgery repaired the ACL, he lost 25% of the range of motion and walked with a limp requiring a second surgery. As a former NCAA Division-I track athlete at the U.S. Air Force Academy and now an avid mountain climber/biker and skier, limping was not an option. Through this injury, he witnessed first-hand soft tissue healthcare treatment which was only available to professional athletes. The treatment worked miraculously and in less than 15-minutes, his range of motion was restored, and the surgery was cancelled. Drawing inspiration from this incident, Brent was determined to make this elite care available for as many individuals as possible through employers who care for their team's health and welfare.

Brent and his team are dedicated to promoting soft tissue healthcare

through all platforms and spreading the benefits of BHS's offerings. The team is also asked to speak on health and safety, and employee benefits events as well as participate in health fairs both at customers and for communities at large. “We are passionate about improving the quality of life of people and continuously seeking strategic partnerships with other innovators to assure that our customers receive the best possible outcomes from our programs,” asserts Brent.

Increased risks of MSKs

The pandemic of 2020 has majorly impacted the health and wellness of individuals worldwide. Many businesses were shifted to virtual platforms and remote working became the new norm. The current situation is one of the biggest triggers that can affect not only the physical but mental health of the employees. Amid the crisis, companies have increased their investment in health and wellness programs. Remote working employees are at a bigger risk of MSKs conditions due to poor ergonomics and posture hygiene practices. There is also a rise in sitting disease, which also contributes to double your risk of MSKs—according to the National Institute of Health—with the average working American spending more than 13 hours sitting every day.

As aforementioned, the team is also looking forward to launching YouMari—the first hands-on self-treatment system to identify and resolve MSKs from anywhere. Brent concludes, “Our mission is to make American employees feel their best and be their most productive through addressing the big three killers of productivity: pain; poor health and wellness; and infectious diseases; and we will continue on that path.” 



BHS Nurses Assure Employees Can Return to Work Safely Now

Before COVID-19, infectious diseases have been wreaking havoc on the workplace with \$11.2B in costs annually due to influenza alone. The pandemic underscored the need for better workplace public health practices to prevent infectious diseases from spreading. Acknowledging the need, BHS has augmented their solutions and made it cost-

effective for businesses with as few as 10 employees to have access to their registered nurses to implement simple processes and training to assure employees can return to work safely.

