

# New Partnership between Omni Open House Direct and Retensa to Improve Corporate Health and Wellness

**RETENSA**  
212.545.1280

## FOR IMMEDIATE RELEASE

### *Omni OpenHouse Direct Combines Efforts with Retensa to Create Healthier Companies*

**New York, NY, March, 2006** - 4.3 million employees recorded cases of injury or illness at work in 2004<sup>1</sup>. As the health of America's workforce declines, more attention is turning towards keeping employees healthy. According to employee retention experts at Retensa, employee health and wellness is now unequivocally correlated with employee turnover. Therefore, Omni OpenHouse Direct (OHD) and Retensa have created a joint venture to address these issues and create awareness on the relationship between employee retention and workforce health and wellness.

*"This venture will allow us to leverage Retensa's expertise as a vehicle to communicate the importance of health and wellness and its impact on retention."*

*John Buckley,  
President, OHD*

Recent findings show individuals who participate in corporate wellness initiatives average 28% reduction in sick leave absenteeism, 26% reduction in health costs, 30% reduction in workers' compensation and disability management claims costs. A decrease in employee health and wellness across companies and its link to an increase in employee turnover opened the door for this opportunity to work with each other. "Companies who show their employees they care about their health and well-being, through in-house health programs, tap into one of the secrets of employee retention and ultimately increase productivity and morale," stated the Director of Sales at OHD. This partnership is expected to help educate companies on how to promote a wellness culture that encourages improving health with a focus on strategic retention initiatives. For companies, this means their ability to understand, customize, and encourage an atmosphere where their employees can practice a healthy lifestyle in a way that meets their individual needs.

## About Omni Open House Direct

Omni OpenHouse Direct is a leading independent provider of flexible, quality corporate Health and Wellness fairs and other programs that are building blocks towards reducing a company's overall cost of medical benefits. OHD's unique position of being an independent provider enables corporations to customize each wellness event to fit specific needs of their employees while maximizing the benefits of their insurance program. Employee health and wellness can improve motivation and productivity by enabling access to local, prescreened, in-network medical benefit providers. Omni Open House Direct can be reached at 732.563.9749 or visit [www.healthfairsdirect.com](http://www.healthfairsdirect.com) for more information.

## About Retensa Employee Retention Strategies

Retensa is a leader and innovator of Employee Retention Strategies. They combine experience and web-based technology to develop, motivate, and retain a company's best employees. Retensa builds solutions and metrics to help firms reduce turnover and create a high-performing workforce. To create the "Retention Environment," Retensa provides additional expertise in Leadership Development, Executive Coaching, Mentoring, Employee Surveys, and Exit Interviews. Retensa can be reached at 212.545.1280 or visit [www.retensa.com](http://www.retensa.com) for more information.

*To learn more about Retensa, please contact:*  
Audra Ballard  
212.545.1280  
[audra@retensa.com](mailto:audra@retensa.com)

<sup>1</sup>Bureau of Labor and Statistics

