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## Kendall-Jackson - An Ounce of Prevention is Worth a Barrel of Cure

A new generation of proactive, workers' compensation and risk management professionals are reaping the benefits of a more balanced strategy of controlling workers compensation costs.

**Historically it was believed that workers compensation costs could only be contained through aggressive claims management. This reactionary and down-stream approach was partly due to yet evolved injury prevention options that failed to yield significant savings.**

However, new developments in how to prevent musculoskeletal disorders and other injuries have proven to yield in many cases considerable returns on investment. Today's more aggressive professionals are combining proactive activities such as preventing sprains/strains with their existing successful claim management strategies.

This approach is akin to those prevalent in any competition or battle. In order to win a war, battle or game of football, checkers or chess, etc., one has to have a defense and an offense.

If one only defended (reactionary strategies), they would be forever defending and never win. Many workers compensation and risk professionals have become very tired over the years of mostly reacting to injuries (defending via post claim strategies) then having to defend again against tomorrow's injuries.

In order to win a fight or game, one needs to be equally deft at attacking. One must be able to defend AND to put enough duress on the enemy so that they no longer needed to be defended against. The enemy in workers compensation is the claim. Today more and more organizations are investing in now proven offensive strategies to prevent claims, the ultimate source of workers comp costs, from ever occurring. It makes sense, doesn't it?

**At Future Industrial Technologies, Inc. (F.I.T.), we are very proud of our working relationship with Kendall-Jackson Wine Estates. Kendall-Jackson has become a leader in the wine industry and is now leading the way on how to foster a corporate culture designed to control workers compensation costs by preventing injuries.**

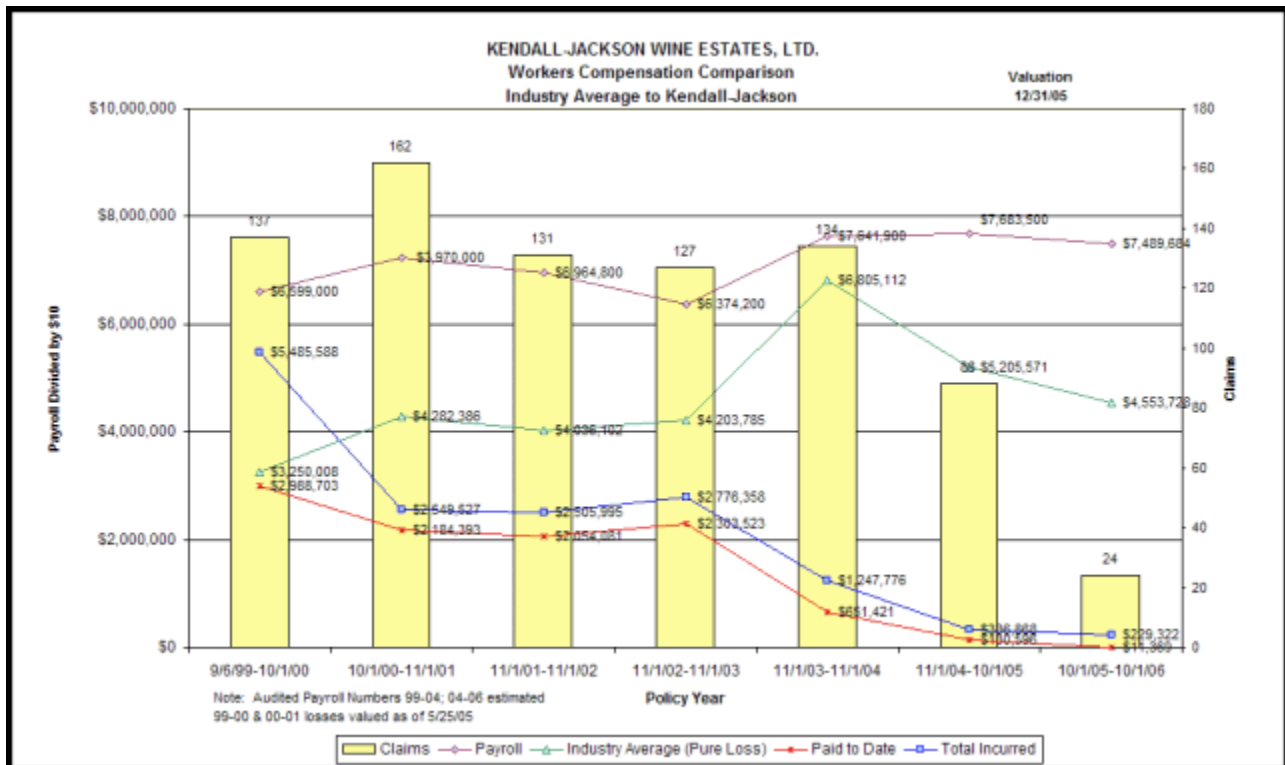
We met Scott Stoner, Facilities and Risk Management Director, over five years ago. It was one of Mr. Stoner's goals to control worker compensation costs and reduce lost workdays.

Below is a graph comparing workers compensation costs of industry averages with those of Kendall-Jackson. Kendall-Jackson has been very successful at accomplishing their goal. The trends are a direct result of a commitment to prevent injuries as a main component of their workers compensation strategy.

Kendall-Jackson implemented our Backsafe program that is based on a new development in training methodology called Bionomics™. Moreover, to make sure the resultant workers compensation savings were not just an overnight wonder; Kendall-Jackson committed to maintenance and reinforcement programs that ensured our Bionomics principles became imbedded into the workday culture.

This attention to "offense (injury prevention strategy) as well as defense (claims management)" separates Kendall-Jackson from the average company within and outside their industry.

The following graph depicts a company that is extremely successful at protecting employee health and eliminating the financial waste so prevalent within the workers compensation system. Yes, it is possible to "prevent tomorrow's injuries today."



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Dennis Downing is the founder and President of Future Industrial Technologies, Inc., a nationwide Industrial Injury Prevention Training Company. It specializes in improving conditions at work and in life by utilizing the proprietary injury prevention programs, and , that have proven to be highly successful at reducing workers comp costs within companies of all sizes and descriptions.

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