

# FUTURE INDUSTRIAL TECHNOLOGIES



PREVENTING TOMORROW'S INJURIES TODAY

## Every Financial Crisis Offers a Financial Lesson

Many of you have read our workers' comp related newsletters for many years. A general theme that we try to communicate is how to control the myriad of costs associated with workers' comp especially those caused by back injuries and other sprain/strains.

**The workers' comp industry has grown like an old, gnarled oak tree seemingly evolving void of common sense or logic.**



For example, how is it possible that with all the costs and problems a claim exposes a company to, that no serious effort is put forth to prevent them from happening? I mean truly serious efforts, to once and for all prevent claims. Is there even a line item in your budget dedicated to prevent tomorrow's claims? If you had a leak in your roof that ruined expensive furniture you would never **ignore** the cause of that leak.

Yet in workers' comp some just let the roof keep leaking. Instead of attacking the leaks themselves many run around with buckets hither and yon to "contain" the water damage. We even come up with fancy names for this; managed care, risk mitigation, cost containment strategies, all to make it sound important and effective. Don't get me wrong; a well-placed bucket is a very effective tool. However, you better get someone up on that roof with some tar to choke off those leaks or you will become very exhausted moving those buckets around and end up broke in the process.

The economic crisis that we now face is a big wake up call for Corporate America. The way we do business must change. Money is no longer as available as it used to be. Money is, and will be for some time, more scarce. Companies must run leaner and your bloated workers' comp is a perfect place to start.

Let's get back to this common sense concept. Does it make good sense to plug the leak in the roof to prevent costly damage to your property? Of course, it is logical thinking. Then it should make sense to do everything you can to stop claims from occurring! Why? Because they are too darn expensive and they kill profits and production.

One of our clients really understands this concept. In 2007 we trained 600 employees at a cost of about \$40,000. He just presented a case study at a workers' comp conference to his peers showing a savings of \$600,000 in workers' comp costs in just 12 months and an increase in production of 16%. That is a great ROI and doesn't it just make logical sense? Spend a little now to prevent a lot of expensive claims tomorrow.

**A lesson that should be learned in this crisis is that you can't continue rationalizing high workers' comp costs as a "cost of doing business." It could now turn into a cost of going "out of business."**

It is just a matter of turning your vision a little more upstream to prevent tomorrow's claims from ever reaching you. I know this may not be a "palm slap to the forehead revelation," but in practice it isn't being done nearly enough. Many have been in the "bucket moving" business for so long it takes a crisis to change this modus operandi. Well the crisis is upon us.

Back injuries and other sprain/strains can now be stopped. Cutting-edge developments in the injury prevention training field called "Bionomics™" now provides a much more logical workers' comp solution. It had better because in today's business climate every workers' comp dollar saved is a valuable dollar found and not spent.

**Special "Stimulus" Offer**

If the content of this newsletter makes sense to you we want to make it easy for you to test out our injury prevention training to see for yourself. We have over 1,000 trainers across the United States and Canada ready to help you discover that our injury prevention programs work to prevent costly and life altering injuries.

**Program Guarantee**

We will conduct a thorough on-site assessment for one of your job descriptions to become fully aware of the employees' job duties, physical requirements, sustained postures, repetitive activities, their vernacular, overall level of condition, etc. We will use this information to customize a specific hands-on personalized Backsafe® or Sittingsafe® (Office Workers' Program) Injury Prevention Workshop for up to 15 of those employees.

We will include the on-site assessment, provide excellent personalized injury prevention training, and materials for only \$900. After the training when you discover how our training methods will succeed at your company, speak to us about expanding this training for all of your employees. If you find the training is a waste of time and has no value at all for your employees we will return your \$900.

We want you to change how you manage your workers' comp. The old model of reacting to claims after they occur is no longer affordable or sensible. Its as easy as \$900 to test out our Backsafe or Sittingsafe training workshop so you can experience how our clients are cutting their spending by investing a little today to save a lot of money tomorrow.

You can keep your buckets in place for now, but give us an honest shot at stopping those leaks for you.

**Let's get started. Call us now at 800-775-2225.**

We look forward to hearing from you.

Sincerely,

Dennis Downing, CEO  
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**We're TWITTERing! Keep current on the latest in injury prevention by following us. Find "backsafe" at [www.twitter.com](http://www.twitter.com)!**

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**About Future Industrial Technologies** // Future Industrial Technologies, Inc. (F.I.T.) offers workplace safety and ergonomics training programs. Backsafe® teaches employees how to perform their specific job tasks in a manner that is biomechanically correct. Sittingsafe® teaches office employees how to adapt their existing workstations so they are ergonomically correct. These injury prevention programs make your workplace safer and are proven to reduce injuries and worker compensation insurance costs.

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