

A BETTER BOTTOM LINE WITH ON-SITE CORPORATE MASSAGE

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Program Embraced by CPA Firms and National Companies Shows Clear Results

In this high tech, fast paced world, business leaders need effective and simple solutions for the challenges associated with high intensity occupations and desk-bound employees. The level of stress that is part of business and home life is ever escalating as day after day we see the effects of natural and human tragedies. In 1992, a United Nations Report labeled job stress “The 20th Century Disease.” A few years later, the World Health Organization stated stress had developed into a “World Wide Epidemic.” Job stress carries a hefty price tag for U.S. industries - over \$300 billion annually due to absenteeism, reduced productivity, accidents, workers’ compensation claims, along with direct medical, legal and insurance costs.

The website of the The American Institute of Stress <https://www.stress.org/workplace-stress/> helps transform stress through awareness, education and collaboration. “In New York and Los Angeles the relationship between job stress and heart attacks is so well acknowledged that any police officer who suffers a coronary event on or off the job is assumed to have a work related injury and compensated accordingly (including heart attacks sustained while fishing on vacation or gambling in Las Vegas!)” The World Health Organization indicates that cardiovascular disease is the leading cause of death, with fatalities in women surpassing men in 2003. The rise in the stress hormone cortisol results from chronic high stress that fuels inflammation, the beginning of many diseases.

There Is Hope!

There is hope in the midst of these statistics! The premier expert in massage therapy research is Tiffany Field, Ph.D. of the University of Miami’s Touch Research Institute. Dr. Field has dedicated her life to researching evidence-based effects of human touch. Her famous research in 1998 was conducted on premature infants and their ability to gain weight, leave the hospital sooner and incur less hospital costs as a result of receiving massages. The physiological and organic changes from touch helped the infant’s central nervous systems to relax.

A more recent study was conducted on the value of ongoing workplace massage programs, via on-site, clothed and seated massage as documented in the International Journal of Neuroscience. In the study, regular 15-minute massages helped

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reduce anxiety and cortisol levels along with enhancing alertness and improved performance on mathematical computations, <https://www.ncbi.nlm.nih.gov/pubmed/8884390>.

CPA firms that experience tight deadlines during tax season and rely on accuracy and sharp computations are benefitting from this stress reducing solution, and the staff looks forward to them. Large companies that embrace this culture designed to improve the bottom line include Jet-

Blue, The Walt Disney Company, Brandeis University, The Weather Channel, Boeing, Gillette,

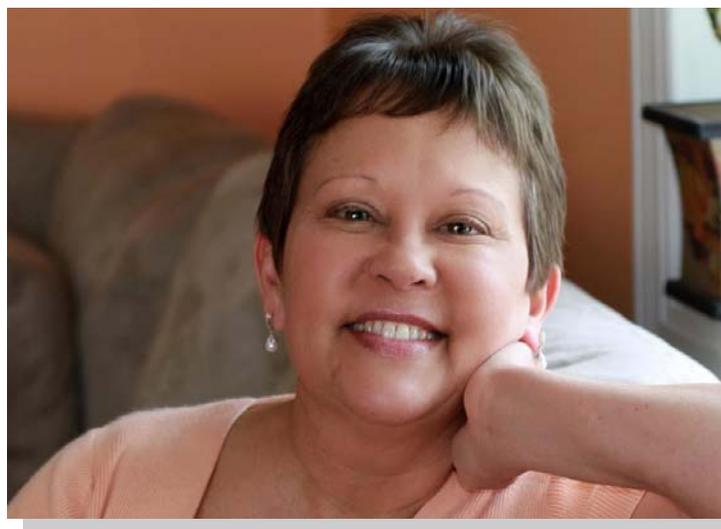
Delta Airlines, Apple Inc., SunTrust Bank, and IBM. Locally the United States Chamber of Commerce and the University of Maryland have routinely scheduled employees and students for this healing modality at health fairs and during finals week.

“If you are not investing in the health of your employee, you may be gambling on the health of your employee” is one of my homemade vital quotes to impart a sense of necessity and compassion toward your greatest asset within your organization.

About Linda Penkala:

Linda Penkala, LMT has been a Licensed Massage Therapist for thirty years and is the owner of two companies, Optimum Health for Life and Corporate Pit Stop. Interviewed and published frequently, Linda is a member of ABMP (Associated Bodywork & Massage Therapist Professionals), and the BWCC (Baltimore Washington Corridor Chamber of Commerce).

Optimum Health for Life, a therapeutic massage and aromatherapy company, offers natural health to all individuals and corporations at their wellness center on Main Street in Laurel, Maryland. Corporate Pit Stop evolved as an extension of Optimum Health for Life, offering on-site seated massages for businesses and their employees in order to enhance the work/life balance for increased productivity and improved morale. Wellness workshops are given by Linda on-site at any company. The natural world of essential oils is shared through massage, educational classes, and available products for home or office, all made from the highest standards.



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