

# PARTNERSHIP OF SPORT FOR ALL WITH HEALTH INSURANCE COMPANY



# BACKGROUND OF PARTNERSHIP

## WHY ?

- **ŠUS** had developed "**HEALTHY CLUB**" and searched for partner.
- **TRIGLAV** had the same goals and searched for partner in this field.
- **LONG-TERM PARTNERSHIP.**



# GOALS OF THE PROJECT

**FOLLOWING THE WHO RECOMMENDATIONS AND SLOVENIA NATIONAL PHYSICAL ACTIVITY AND HEALTH STRATEGY.**

**THE MAIN GOALS OF THE PROJECT ARE:**

- Strengthening the physical sources of health.
- Strengthening the psycho-social sources of health.
- Reducing the number of risk factors.
- Dealing with complaints and problems connected with health.
- Getting the people used to health beneficial physical activity.
- Improving motor skills.



# GOALS OF THE COOPERATION

## PROGRESS ON QUALITY MANAGEMENT IN BOTH INSTITUTIONS:

- To increase social and financial security of our customers;
- To build customer awareness of the importance of a healthy lifestyle;
- To get minimum number of visits to a doctor or a pharmacy.



# HEALTHY CLUBS ACTIVITIES

## 31 HEALTHY CLUBS with:

- More than 20 different “healthy physical activity programs”;
- More than 35 healthy clubs coordinators;
- More than 150 trainers and other experts in healthy clubs;
- Application forms;
- Self-evaluation;
- Follow up;
- Regionally balanced club system;
- 10 % increase of physically active population in Slovenia in last 3 years.



**COMPETITIVE ADVANTAGE FOR POLICY-HOLDERS.  
HEALTHY LIFESTYLE.**

# BENEFITS

## ŠUS, TRIGLAV & INDIVIDUALS:

- Discounts for club members who are insured;
- Discounts for policyholders who are club members;
- Reciprocal advertising in publications;
- Reciprocal advertising on websites;
- Lectures on healthy lifestyle for the insured;
- Monitoring of persons involved in the program and analysis results;
- Distribution and promotion of "My healthy diary";
- Collaboration on the project: [www.sportaj.net](http://www.sportaj.net)



# EFFECTS OF PARTNERSHIP

- At the beginning we just strongly **BELIVED** that this is the right way.
- Now we will **PROVE** it.



## TAKE RISKS:

if you win, you will be happy;  
if you lose, you will be wise.

# EFFECTS OF PARTNERSHIP

## EXPERIENCE

Healthy club is not just a project, but it has become a **process** of sport club development.



## PROGRESS WITH EXERCISE

Not just prevention, but also **education** – establishing a **healthy lifestyle**.





# EFFECTS OF PARTNERSHIP

## PROGRESS WITH UKK HEALTH-RELATED FITNESS TEST

It is a valid and reliable method to assess and monitor fitness and a safe and motivating method to promote health-enhancing physical activity and fitness.

It is a professional tool for physical activity counseling in both primary health care and recreational settings.



### The aims are:

- to give feedback of adequacy of fitness and physical activity with respect to health,
- to motivate for regular physical activity,
- to monitor changes in fitness.

### The client:

- Learns about the many aspects of health-related fitness,
- Receives a safe personal physical activity programme.



# FUTURE PERSPECTIVES

**DEVELOPING EVIDENCE BASED  
TRAINING PROGRAMS FOR SPECIFIC  
TARGET GROUPS.**



**COMPARISON OF TEST RESULTS WITH  
THEIR STATE OF HEALTH.**

**PROVING THAT MEMBERS OF HEALTHY  
CLUBS ARE HEALTHIER IN COMPARISON  
WITH OTHER POPULATION.**



**MEASURABLE RESULTS - TOOL TO  
CONVINCE OTHER ACTORS TO  
COLLABORATE .**

# THANK YOU FOR YOUR ATTENTION

More details:

Sports Union of Slovenia

[info@sportna-unija.si](mailto:info@sportna-unija.si)

[www.sportna-unija.si](http://www.sportna-unija.si)

Triglav, Health Insurance Company

[matjaz.novak@zdravstvena.net](mailto:matjaz.novak@zdravstvena.net)

[www.zdravstvena.net](http://www.zdravstvena.net)

