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worklife

hands on corporate health

The colour green can be associated with envy or environmentalism – in this case, both apply. Green Eyed Health specialises in massage therapy in the workplace, achieving tangible improvement in morale, attendance and WorkCover performance for those lucky enough to be so spoiled.

Ex-accountant Jenny Scarborough and massage therapist Mike Veall took over Green Eyed Health in 2000 and immediately gave it a corporate focus. The company has doubled in size since then. Targeting data processing centres and call centres, the pair also expanded the range of health care products Green Eyed Health offers clients.

Mike and a team of seven massage therapists do their work on the client's premises; the worker doesn't leave the chair and no clothing is removed except outer wear such as jackets. A massage may be five minutes per worker, if the client is a large corporation with many staff – Australia Post recently arranged for this service for attendees at a training seminar.

Or, the client may splurge on a 15-minute 'energizing' massage for lucky individuals. This massage doesn't

put the client to sleep, Jenny points out. It's designed to get the blood flowing and renew a busy executive's vitality.

"Massage therapy certainly improves morale," she says. "We always have full attendance on massage days!"

Another benefit of massage is an apparent reduction in WorkCover claims; one Green Eyed Health client is a transport company which arranges for massage therapy as soon as a driver or staff member begins to exhibit symptoms.

"We also do a lot of work for accounting firms, as an end of financial year reward for employees – a thanks for all the hard work."

Green Eyed Health has doubled in size since 2000. Company headquarters is in Adelaide Arcade, but the massage team spends little time there as the corporate 'touring' work grows. A promotional campaign through Val Morgan advertising in an eastern suburbs theatre will begin soon.

"The target is corporates, but it is really the PAs in the corporate world we want to reach, and the human resource managers," Jenny says.

