



FreeConferenceCall.com



Snapshot

Customer:

MBSconnect

Industry:

Corporate Wellness

Challenge:

As a virtual company with staff across the U.S., MBSconnect was faced with building its network of holistic practitioners and integrative providers.

Solutions:

- FreeConferenceCall.com
- Free Conference Recording

Benefits:

- Significant cost savings of \$24,000 to \$48,000 annually
- Lead generation tool to attract new business
- Recording helps build podcast library of services

MBSconnect

Growing Corporate Wellness Company Builds its Business from the Ground Up with FreeConferenceCall.com

MBSconnect (Mind, Body, Soul Connect – www.mbsconnect.com) is a wellness company serving as a bridge between the world of wellness practitioners and the world-at-large. The MBSconnect vision is to help employees around the world be well through its mission of offering comprehensive, interactive, and easy-to-use wellness resources.

MBSconnect was created out of an economic and systemic awareness that putting a band aid on the disjointed “health care” model where fixing a person’s “broken” parts one at a time is like plugging up holes on a sinking ship. Rather, MBSconnect’s intention is to empower people to thrive through holistic wellness education and integrated services for sustainable change and success.

According to Lisa Rittberger, Founder and CEO of MBSconnect, the corporate wellness business is a fairly new market, recently emerging over the last few years. As health care costs have gone through the roof, many Fortune 500 companies are recognizing the value of corporate wellness programs to keep employees healthier and health care costs down. The company’s interactive corporate wellness program is a blend of podcasts, online programming, and onsite programs and uses a set of interactive tech tools. “We have the capability to demonstrate instant ROI based on these interactive measures to prove that a healthier employee translates into significant savings – this component of corporate wellness never existed before,” said Rittberger. “In 2008, insurance rates are projected to increase in the United States by 20 to 35 percent annually. If we cannot afford the health care we are demanding, the only other option is to become healthier.”

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SimpleBlast™



MBSconnect

These interactive tools are tied to a portal that allows employees to monitor their health and obtain information and allows employers to monitor the health of their workforce as a group. For example, MBSconnect has a computer mouse that measures stress levels. If an employee is interested in meditation, acupuncture or other holistic tips to reduce her stress levels, she can download a podcast and learn how to lead a healthier lifestyle.

The Challenge

As a virtual company with staff throughout the US, MBSconnect was faced with the challenge of building its network of holistic practitioners and integrative providers who can offer services and advertise on its web site. "We had no method to gather these large groups of people," added Rittberger. "In order to assess, train and organize the providers we were adding to our holistic network, we needed a tool to regularly communicate with the providers." Rittberger quickly realized that audio conferencing was the answer. After a short experience with a paid conferencing provider and the pains of dealing with call invitations, MBSconnect conducted a search on free conferencing and selected FreeConferenceCall.com after testing a few providers for two weeks.

The Solution

MBSconnect is presently using 10 to 15 conference lines with each staffer having their own number. "We grew our network of providers using FreeConferenceCall.com," said Rittberger. "Each week, we hold conference calls where providers, corporations and other interested parties can learn about our company. The true value of the service is inherent in the ability to assemble groups of massage therapists, acupuncturists, and coaches – we have conducted calls with up to 95 people on the line."

Flexibility has been a key component of MBSconnect's success with FreeConferenceCall.com. "The fact that we didn't have to pre-schedule any calls was a big advantage for us," noted Rittberger. "With our other conferencing provider, we had to schedule exact dates and times for calls, and then provide this information to all participants. If there was a last minute cancellation, we would be totally stuck."



MBSconnect

The Results

Rittberger and her team conduct three information calls per week that run an hour each as well as another five to 10 hour-long conference meetings per week with providers and other network members -- five to 12 people are typically on each call. "If we were using a paid conferencing service, we would have had to pay anywhere from \$2,000 to \$4,000 per month," said Rittberger. "Not to mention, if we had to pay for the service, we wouldn't have relied upon it so heavily to power our business. When we started MBSconnect, we had no start-up money and were forced to build our business through sweat and tears. There was no pocket of change to pay any conferencing bills based on our call volumes, but now FreeConferenceCall.com allows us to operate as a virtual entity since we can easily gather all the staff and providers on the phone."

MBSconnect has also used the free conference recordings on its web site as audio advertisements of its services. "These recordings have become lead generators that are attracting high caliber Fortune 500 prospects including a major entertainment company," said Rittberger.

The Future

MBSconnect plans on further optimizing the FreeConferenceCall.com recording service for building a podcast library that could be archived on its site. "As we expand our wellness programs nationwide, we will definitely explore FreeConferenceCall.com's other services," said Rittberger. "For an entrepreneur, FreeConferenceCall.com is one of the easiest tools to use and offers buckets of flexibility."

As the company braces for the national rollout of its new corporate wellness programs in Fall 2007, FreeConferenceCall.com will continue to be its healthy choice for conferencing solutions today and tomorrow.