



## WellNow Inc. Promotes Healthy Living and Healthy Business Growth

By Patricia Duncan

WellNow Inc. is an integrated membership program encompassing business development support and advertising as well as personal care and development for the complementary care industry and those catering to a healthier lifestyle primarily through the website Wellnow.ca.

Sue Millingen, the president and founder of WellNow Inc., has a dream: “to make Wellnow.ca a household name across Canada and improve the health and productivity of the workforce through awareness and the networking of health professionals.” Three years ago, Sue founded the company and, with her sales team and corporate partners, she is forging ahead enthusiastically to meet her goal. The combination of a commitment to natural health and business networking is a perfect fit for Ms. Millingen. Sue explains that an earlier career as an independent communications consultant gave her valuable hands-on experience in operating a business. More recently, realizing that she truly enjoyed developing her own business, Sue attended Seneca College where she enrolled in the Holistic Health Program. Through this program she became a certified iridologist and also a Reiki practitioner. Through the creation of WellNow Inc. Sue has turned her personal dedication to natural well-being into a thriving business which helps others.

Sue feels that WellNow Inc. has “something for everybody” and this is a continuing goal in her company’s development. Businesses can participate through two levels of membership; Basic and Affiliate.

Both levels allow members to participate in all discounts and benefits that WellNow offers. There is a full listing of all corporate partners available at Wellnow.ca. This listing provides details of the business discounts offered by WellNow’s corporate partners. Sue points out that discounts from companies such as Grand and Toy, HP shopping, NEBS Business Products Ltd, TruCa\$h rewards program, Costco and several involved in communications and web site management offer small businesses the opportunity to access services often not economically available to them. Sue feels that from her experience she “knows what these businesses need” and she is diligent in pursuing partnerships that will meet these needs. The partnerships that Sue has formed with her corporate partners have generated plenty of interest in WellNow membership and, as Sue says, “opens incredible doors for many small businesses.”

WellNow Inc. also offers all members the opportunity to be involved in a Group Insurance program offering Life and Dependant Life insurance, and Extended Health and Dental benefits. This is an exciting offer, which allows smaller businesses to have the protection of insurance at a reasonable cost.

Basic membership brings with it additional promotional opportunities on Wellnow.ca. This level of membership provides a forum for the publication of articles on-line and, the value of networking with other businesses and potential customers through advertising on the website and inclusion in the directory is significant. Soon, a Workplace Wellness Bulletin will be available, offering room for advertising and targeting corporate Canada.



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Basic membership is available for businesses involved in the complementary care industry at a cost of T\$300.00 per annum. This encompasses practitioners, service providers and retailers such as chiropractors, massage therapists, and health food stores. A comprehensive directory is available on the website. The Affiliate membership, targets small businesses not related to wellness, but who are interested in a healthy lifestyle and also in the business benefits and discounts WellNow Inc. offers. Affiliate membership is open to all Canadian small business at a cost of T\$150.00 per annum.

Wellnow.ca is a comprehensive site and illustrates Sue Millingen's desire to educate the public in how to reach the enjoyment of well-being. Wellnow.ca is a free resource for the general public, highlighting crucial health issues like Breast Cancer. Sue believes we need to take control of our own health and, through her website, she offers a tremendous amount of information and links to other sites that encourage wellness.

Networking is a significant part of doing business and WellNow provides a personal touch by hosting quarterly events to which all members are invited. These events include guest speakers on business, health, or other topics. Also, members may set up booths to display services or products at these. What an opportunity to gain contacts and ideas! The last event was held in Toronto at the Mill St. Brewery, and organic wines were tasted, the meeting sounds like a combination of fun and business.

Many studies have shown that employees are more productive in a healthy workplace environment. WellNow Inc., through workplace consulting, is reaching out to educate and to assist in achieving a healthier workforce. Wellevation is the consulting arm of the company and has been a focus this year in the company's growth plan.

What is in the future for WellNow Inc.? Currently, based in Toronto, Ontario with a satellite office in Victoria, B.C, President Sue Millingen envisages growth throughout Canada. WellNow will continue to support small and mid-size businesses. These businesses are an integral part of the economy, and a healthy work force improves productivity and lowers the cost of lost workdays and WSIB claims. Through their website and consulting, WellNow Inc. encourages optimum health.

For more information visit [WellNow.ca](http://WellNow.ca) or contact Sue at 1 866 WELL NOW or [sue@wellnow.ca](mailto:sue@wellnow.ca).

Be well now!