



**ALERT***force*<sup>®</sup>

REDEFINING FATIGUE MANAGEMENT

**“We all know what it's like to get that 2:00pm slump! In some businesses that can be fatal. In others it results in lost productivity. So how do you manage this issue pro-actively while increasing energy and improving your employees health and safety?”**

Another key question to consider is how much are fatigue impaired employees costing *your* business?

The research seems evident that by not doing anything about fatigue, it will undoubtedly be hitting your bottom line.

Studies have clearly linked fatigue to increases in human error, accidents, injuries and poor performance. In fact, one study found that fatigued workers cost U.S. employers more than \$136 billion per year in lost productivity. In addition, several studies have confirmed that fatigue impairment can produce a similar impairment as alcohol in terms of logical reasoning, concentration, information processing, judgment, hand-eye coordination, and reaction times. Quite simply, as people perform without sufficient rest, the likelihood of errors and accidents increases.

While New Zealand employers are required, as per The Health and Safety in Employment Act 1992, to take all practicable steps to prevent harm from workplace hazards, including fatigue and the behavior of fatigued workers, it appears that many businesses are at a loss as to where to start first.

The question we need to ask is 'Are you prepared to continue to loose good workers to burn out or injuries; to accept that productivity levels are below

where they could be or that the health of your most valuable assets are potentially effected by their working environment?' The answer should be 'NO!'

For those of you who are saying 'We care....' then Alertforce is here to change the way you look at fatigue management! Literally!!

We believe 'What you can measure, you can manage'

Unique to Alertforce, we now have the technology to screen for fatigue impairment using a non-invasive eye scanning tool. This is the breakthrough solution to identifying levels of fatigue within an organization. Used in conjunction with effective fatigue countermeasures, you are well on your way to managing (and monitoring) fatigue levels in your business.

Once Alertforce has established your company fatigue base line in the form of a Fatigue Audit, we implement the first key countermeasure, education. Your employees need to be aware of fatigue and be able to recognise when it's occurring, or identify specific activities that can instigate it. Our educational programs are delivered by professionals, across a variety of key categories, with a large focus on good sleep hygiene and fatigue fighting strategies.

Case study: 'International transportation company goes the extra mile.'

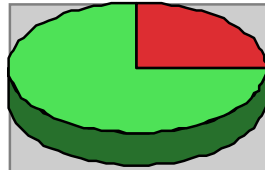
Following are the results of one such company who demonstrates commendable commitment and who aims "to become the world's leader in combating fatigue in our industry" (Transportation)

They demonstrated over a 12 month period, that with the implementation of fatigue countermeasures, such as education (including family focused modules) and frequent testing and screening of employees, they were successful in reducing the overall fatigue levels by 50%!

- They noted a reduction of minor repairs to buses – 39% (backing into buildings, damage to other vehicles, minor accidents and incidents because of inattention)
- Reduction of medical time off for illness – 47%
- Reduction of health care costs – 28%
- Increase bottom line cash flow of company – **23%**.



**July 2008**



**June 2009**

**Fatigue Impaired: 51.9%**

**Fatigue Impaired: 25.38%**

**Non-fatigued Impaired: 48.10%**

**Non-fatigue Impaired: 74.62%**

**CALL ALERTFORCE TODAY FOR YOUR FATIGUE MANAGEMENT PLAN**

Telephone 0800 627 763 email [rachel@alerforce.co.nz](mailto:rachel@alerforce.co.nz)

[http://www.alerforce.co.nz/nz\\_files/training/why\\_choose.aspx](http://www.alerforce.co.nz/nz_files/training/why_choose.aspx)