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# For Immediate Release

## **O/E LAUNCHES WWW.SAFETY-IMPACT.COM**

### The Performance Improvement Firm Creates an Innovative Online Safety Community

**Troy, MI, October 3, 2008.** O/E has launched a new Web site devoted to its revolutionary worker safety management system, SafetyIMPACT! The new site, [www.safety-impact.com](http://www.safety-impact.com), details O/E's innovative approach to managing worker safety.

"This concept grew out of the work we did with our customers; they really drove the design and development of our safety process" relates Rick Vlastic, CEO of O/E. "Throughout the implementation of SafetyIMPACT!, our customers would ask us how other organizations approached a given situation, so we decided to give them a forum to talk to each other."

Much of the look, feel, and content came from O/E Director of Performance Improvement, Phil La Duke. "When Rick came to me and explained his idea for a Web site devoted to SafetyIMPACT!, it really got the creative juices flowing. Like the other O/E websites, this site was created entirely with internal resources. As our creative team began collaborating on the project, the ultimate vision for the site just kept getting better and better."

The goal was to stand out from the other safety Web sites without sacrificing any of the functionality of the site. We tried to create a site that was a true resource for safety professionals while not taking ourselves too seriously.

[WWW.safety-impact.com](http://WWW.safety-impact.com) stands out not only because of its highly inviting design, but because of its structure as well. The site has three main purposes: 1) to promote SafetyIMPACT!, 2) to provide a user group for companies who have implemented SafetyIMPACT!; and 3) to create a safety professional's resource room.

The site contains sample tools and templates that a prospective customer can review; a culture survey that people can use to assess their organization's safety climate and needs; written and video testimonials from select customers; and a demo version of our hazard tracking database so people can test drive elements of the system.

"I think I'm most proud of the user group portion of the Web site" says La Duke. "On this site we have discussion threads where our customers can share ideas, ask questions, and create a support system for each other. We have had excellent results in aerospace, heavy truck and bus manufacturing, hospitals, engine manufacturing, and more; this area allows someone from Daimler Truck to share ideas with Henry Ford Health System or Williams International. There's a lot to be learned by sharing ideas across industries."

### **SafetyIMPACT!**

SafetyIMPACT! is a culture-based safety system designed to reduce worker injuries and lower costs through the implementation of six values and four practices common to the world's safest companies. Central to this system is a proprietary database that records hazards, identifies the root causes of these hazards, and tracks them to correction. The philosophy that is the foundation of SafetyIMPACT! is that all injuries can be prevented by identifying and removing the hazards before workers are injured.

### **O/E Learning, Inc.**

Established in 1984, O/E Learning designs and develops new training and performance improvement programs, as well as converts existing programs to different forms of delivery including Web-based, instructor-led, virtual classroom, CD/DVD, and mobile devices. O/E's diverse services range from organizational development initiatives to professional certifications in safety, quality, and employee involvement. The privately held company is headquartered in Troy, MI. Leverage Life, a wholly owned subsidiary, is headquartered in Pleasanton, CA and focuses on providing corporate Concierge, Wellness, and Work/Life programs. Learn more about O/E at: [www.oe.com](http://www.oe.com).