

Health Promotion

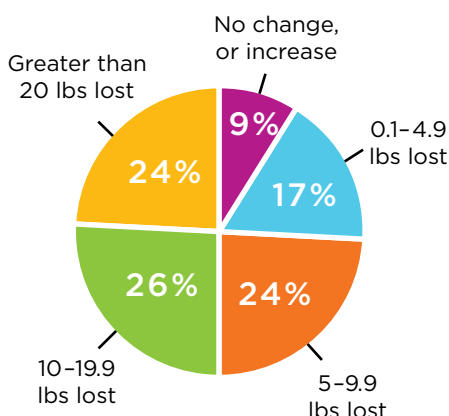
Studies show that more than 1.6 million deaths — and most cases of chronic disease in the U.S. alone — could potentially be avoided each year by making positive lifestyle changes. Employees with healthier lifestyles are more productive and less costly to insure. With our effective health promotion program, you can manage your health care costs, prevent disease before it occurs and protect one of your most valuable assets — the health and well-being of your employees.

Prevent. Protect. Promote.

Nationwide Better HealthSM brings wellness to the workplace by providing URAC-accredited programs and resources to help your employees make healthy lifestyle changes. We'll help you develop a culture-appropriate plan to improve the financial well-being of your company that includes:

- > Our confidential online health risk assessment, the Nationwide Better Health CheckSM
- > Telephonic or self-directed lifestyle management coaching
- > A co-branded online health portal for one-stop information and enrollment
- > Communications to encourage awareness and program participation

Success of employees who lost weight in health promotion program



After one year in our program, 41 percent of all participants lost at least 10 pounds. Exactly 50 percent lost more than 10 pounds.

Source: 2006 NBH Outcomes

Managing What Matters

Starting with the identification process, the confidential, online Nationwide Better Health CheckSM health risk assessment (HRA) uses a two-tier stratification process to direct employees to the right programs based on their unique needs.

A market first, our HRA delves deeper than the industry standard, using clinical guidelines and evidence-based medicine to place employees into high-, moderate- or low-risk categories. And, it doesn't just take the number of risk factors into consideration, but also determines the level of intervention needed for each specific risk factor. Our model enables us to identify 25 percent more individuals in need of intervention than with other HRAs, which means more of your employees in need of intervention will get it.

We also conduct on-site biometric health screenings so that your employees can instantly capture information such as blood pressure, weight, body composition and Body Mass Index (BMI), cholesterol and blood glucose levels. By completing a screening, your employees' current health data will be available for entry into our Health Check. Your employees can enter their own results, or we can upload it for them. Having your employees' biometric health data in the HRA not only gives them a more accurate picture of their health, but also gives you a better picture of your employees' aggregate health status.

Once your employees complete the HRA, they'll get immediate results, including:

- > A customized profile that calculates "heart age" and wellness score
- > A personalized report to take to their doctor
- > Directions on which lifestyle health management options are best for them
- > Year-by-year comparison to track progress and signal areas for improvement

For those individuals who need to modify a lifestyle behavior but don't have a disease or illness, our dedicated lifestyle health coaches create a customized plan around one or more of the following topics, using HRA results as the foundation for the intervention:

- > weight management
- > healthy eating
- > physical activity
- > stress management
- > smoking or tobacco cessation

Unlike most health promotion programs in the marketplace, we view every aspect of each employee's health completely, taking into account an individual's risks, personal barriers and health goals. Our approach is to have the same health coach work with a participant, regardless of how many health needs they want to address. The coach and participant jointly develop the goals, enabling the participant to take ownership of and responsibility for meeting them.

If participants need more flexibility, an easy-to-use, self-directed program is available. This format focuses on specific topics and can be completed online or through mail-based materials. We also offer a 10,000 steps program, an interactive online challenge that motivates your employees to increase their daily steps from an average of 4,000 to 10,000 or more, by enabling them to record and track their progress each day.

Depending on the employee's needs, our health coaches are also able to coordinate with other specialists to deliver a fully coordinated health and wellness plan to the employee. Health coaches integrate disease, maternity, medical and disability management programs to help employees achieve their goals and maintain successful lifestyle changes.

We also offer the following enhancements to add even more ease and value to our programs:

Online Health Portal — Our customized web portal provides a one-stop shop for a range of information and services, tailored to your needs and health promotion offerings. It can house everything from the Health Check and results, to health calculators, articles and helpful hints, healthy recipes and more. We can link the portal to your intranet, so that your employees can access all health and wellness program information in one location through a single sign-on process. Your employees will be able to self-enroll and manage their personal data, as well as their spouse and dependent information, and it's entirely compliant with the Health Insurance Portability and Accountability Act (HIPAA).

Online Scheduling Tool — This tool, available on the health portal, lets employee enroll and automatically schedule coaching sessions at their own convenience. They can also choose the language, and time of day that works best for them, then select the telephone number where they prefer to be contacted. The scheduling tool system will automatically send an e-mail confirmation, followed by a reminder e-mail one business day prior to the scheduled call.

High-quality communications — We offer two expert communications collateral options to help you boost awareness and encourage participation in programs. Our standard communications are branded with your logo and basic contact information. Our customized communications are special campaign pieces created to blend seamlessly with your organization's culture and address specific wellness program objectives.

Incentive Management — Our incentive management options are specifically tailored to get the best response from your employees. We'll provide you with a highly customized program that seamlessly integrates rewards, systems, guidance and services. We offer a wide choice of rewards via a redemption website so participants can select what's most meaningful to them. There's also an administrator website to give you program management capabilities, real-time reporting and content updates.

Better for you:

- > Replaces the typical one-size-fits-all program with customized action plans
- > Provides you with evidence-based lifestyle management programs that use award-winning tools and interventions
- > Saves your health care dollars and delivers early referrals to disease management programs
- > Provides aggregate workplace population data to help you better understand your employees' health needs and lower your overall health care costs

Better for your employees:

- > Provides multiple resources for maintaining and improving health status:
 - Self-directed with online support tools
 - Combination of web tools, printed educational materials and confidential consultations with experienced, dedicated health coaches
 - Mail-based and work-site formats
 - HRA available in multiple languages
- > Provides a better understanding of their health status so they can make needed lifestyle changes and take more responsibility for their health
- > Offers personalized goals and action plans for improving at-risk health behaviors

To learn more about how Nationwide Better Health can contribute to the financial health of your organization through health promotion or our other health and productivity solutions, including disease, medical, maternity, disability and absence management, call **866.404.6924** or visit **nwbetterhealth.com**.

