

You can
never have
too many options



Nationwide
Better Health[®]

On Your Side[®]

Better Results

When you work with
Nationwide Better HealthSM,
we offer you comprehensive
solutions that are tailored
to your needs and deliver
the results you want.

Product and Service Enhancements

We understand that no two companies and no two individuals are the same. That's why we work with you to help you choose enhancements to our health and productivity programs that are right for your workforce and culture.

Convenient. Comprehensive. **Connected.**

If you're looking to add even more value to our health and productivity programs, we have innovative and comprehensive enhancements to help make them the perfect fit for you. Whether you're looking for customized communication pieces to increase participation or benefits coaching to help your employees get the most from their benefits plans, we have the solution to improving the health of your employees and your company's bottom line.

Managing What Matters

Enhancements to our existing services include:

Integration Health Services – Nationwide Better Health™ can manage the integration of your entire program. We provide guidance to enhance program viability, credibility and accountability, and form alliances to ensure collaboration. This relieves your team from the burden of dealing with several provider contracts and creates a unified strategy to meet your company's health-related goals. We take care of all evaluation and reporting and help you communicate shared objectives to all vendors. We'll even help you organize vendor summits, which encourage a higher level of communication and collaboration. With an integrated approach, you have a single point of contact: Nationwide Better Health.

10K-A-Day™ Walking Program – Our new 10K-A-Day walking program offers adventurous, virtual North American trails, while providing an easy-to-use online tracking system that engages and educates participants. Through the program's "buddy system" called Sole Mates, groups of participants can form teams to provide support and encouragement. The program also includes reporting so that you can evaluate effectiveness in terms of participation levels, member satisfaction, documented behavioral changes and a before-and-after snapshot of steps taken. Our walking program delivers results: with modest incentives, completion rates can reach 60 percent, and incentives in excess

of \$100 have demonstrated up to 80 percent completion rates.

Customized Communications – Employee participation is key in making your health and productivity initiative a success. Programs should be communicated – not just "announced" – to your employees as part of their benefits package in order to maximize participation. We'll work with you to develop a custom communications strategy targeted to your workforce and corporate culture. Then, using our creative writers and designers, we'll bring that strategy to life through printed and electronic communication pieces that reflect your organization's brand. We can also help you with fliers, posters, postcards, giveaways, newsletters, calendars, brochures, or even word-of-mouth campaigns and competitions.

Online Health Portal – Online Health Portal – Our customized web portal provides a one-stop shop for a range of information and services, tailored to your needs and program purchases. Created with your employees in mind, the portal serves as a single online entry point for all of our services and can house everything from our Nationwide Better Health Check™ health risk assessment (HRA) 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 and their eligible spouses and dependents will be able to self-enroll and manage their personal data

and it's entirely compliant with the Health Insurance Portability and Accountability Act (HIPAA). To ensure confidentiality, each employee has a unique ID number and password, and all of the portal's menus are specific to the individual user's role and responsibilities (i.e. employee, manager, supervisor, HR administrator, etc.)

Incentive Management – Our incentive management options are specifically tailored to get the best response from your employees where your health management offerings are concerned – we offer a wide choice of rewards so participants can select those that are most meaningful to them. We'll provide you with a highly customized program that seamlessly integrates rewards, systems, guidance and services. Our incentive solution includes both a member-facing participant website, where employees can redeem points assigned to activities for the reward of their choice, and an administrator website to give you program management capabilities, real-time reporting and content updates via an easy-to-use management tool. Other options include the integration of multiple health plans/vendors, payroll integration, self-reporting capability and custom-branded award/reward packaging.

Additional Lifestyle and Disease Management Coaching

Benefits Coaching – Our industry first, personalized benefits coaching program makes it easier for your employees to get the most value from the benefits you offer, while considering

their personal health status, circumstances, budget and needs. Our highly trained benefits coaches help employees select options within your suite of benefits that are right for their current lifestyle, including health care plans, tax-preferred spending and savings accounts, disability and life insurance, 401(k) plans, health and wellness services and more. Additionally, the program educates your employees about minimizing their current and future health care costs, helping them secure a future that's both fiscally and physically fit. Benefits coaching is the perfect complement to our health management services.

Obesity Management – Intensive, dedicated health coaching sessions tailored to an individual's needs form the core of our obesity management offering. Designed for individuals whose body mass index (BMI) exceeds the National Institutes of Health standard of 30, our program helps ensure that good habits are adopted and maintained for the long-term. This successful behavior modification can help reduce health care costs and increase productivity for your company.

Oncology Disease Management – This add-on to our disease management offering

helps your employees deal with the physical and emotional side effects of cancer treatment. Employees learn to manage their illness on a daily basis, comply with their physician's treatment plan and better manage their pain, all of which can help them feel more like a person and less like a patient.

Additional Health and Financial Offerings

We can also bring you the best package of supplemental health and financial services from our parent company, Nationwide®. These offerings are designed to help employees better plan for potential gaps in coverage and be better prepared for health and financial needs, both now and in retirement.

Examples include:

- > Supplemental accident coverage
- > Hospital indemnity
- > Accident and hospital coverage
- > Limited medical plans
- > Retirement savings plans, such as 401(k) and 457 plans
- > IRAs
- > Annuities
- > Life insurance

BETTER CONNECTIONS = BETTER RESULTS

Nationwide Better HealthSM is dedicated to making a difference in the lives of employers and employees. We're the only company able to deliver the benefits of true integration through the connections we make with your employees and the results we deliver for both them and you. By teaching employees how to make healthier decisions, we help them safeguard their most important possessions – their health and well-being.

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



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