

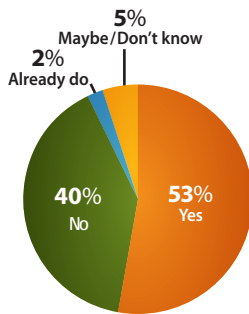
# Nationwide Better Health<sup>SM</sup>

Workplace wellness: Employees look to their employers for healthy solutions

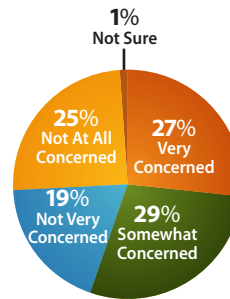
The cost of employment-based health benefits has grown 50 percent since 2000 – double the rate of growth in wages (Employee Benefits Research Institute). With health care costs rising by 8 to 10 percent annually, American businesses are spending approximately \$496.8 billion each year on health.

To thwart these costs to the bottom line and to minimize health costs later in life for employees, employers have turned to health promotion programs. And employees are anxious to take advantage of these new workplace benefits.

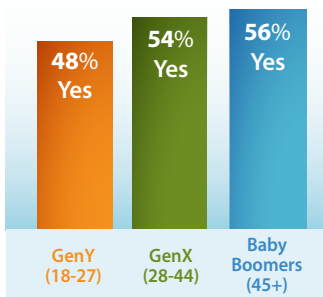
Given the chance, would you take advantage of a lifestyle health coach paid for by your employer?



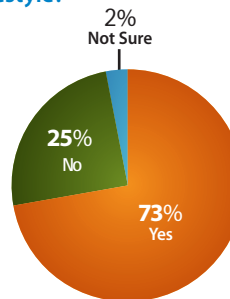
How concerned would you be with your company seeing your health information if your employer matched you with a personal health coach?



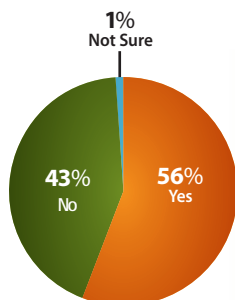
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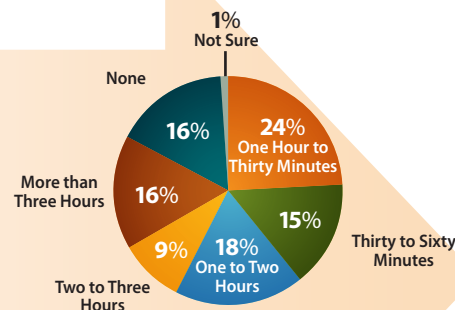
Does your current workplace allow for a healthy lifestyle?



Would non-traditional health and wellness benefits, such as access to a personal health coach make a company more attractive to you?



How much time during the work week do you spend addressing your health care needs?



Note: Percentages may add to 100 +/- 1 due to rounding of data.

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## Health Promotion Programs: Proven Results

Nationwide Better Health's health promotion program uses dedicated health coaches and evidence-based programs to serve more than three million employees and their families along the entire health continuum. Employee satisfaction level for care from health coaches is consistently rated greater than 95 percent. Employees value their health coach's recommendations and are twice as likely to enroll in other programs when recommended by their personal health coach. Follow-up studies show that 98 percent of program participants are compliant with their physicians' treatment plans and plan to continue with what was taught with the help of a health coach (compared to national standard of 50 percent).

### Survey Methodology:

The survey results are based upon telephone interviews conducted among a national probability sample of 2,037 adults comprised of 1,014 men and 1,023 women, 18 years of age and older and employed full-time. Interviews were conducted by Opinion Research Corporation, December 6-10, 2007. The margin of error is approximately plus or minus 5 percent. A copy of the survey questionnaire and full results are available upon request.

### About Nationwide Better Health:

Nationwide Better Health<sup>SM</sup>, a subsidiary of Nationwide<sup>®</sup>, is a leading provider of health and productivity management solutions aimed at lowering health care costs, increasing productivity and improving the quality of life for employers and their employees. Nationwide Better Health is the first company to truly integrate the best collection of health and productivity services available today, including health and wellness, obesity, disease, disability, absence, medical and maternity management. Nationwide Better Health utilizes health assessments, work-site screenings, lifestyle health coaching services, online tools and customized communications and incentive management strategies to obtain best-in-class results to improve health and productivity in the workplace. The company's offerings work together and independently to address both sides of the cost equation: increased efficiency of health and productivity programs and better employee health and well-being to reduce health care-related costs.

For more information, visit: [www.nwbetterhealth.com](http://www.nwbetterhealth.com)

