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Nationwide Better Health introduces program participation prediction model

Columbus, Ohio — Nationwide Better HealthSM, a leading provider of employee health and productivity management solutions, recently unveiled a new Program Participation Prediction Model that is designed to help employers better predict participation in and results from their health management programs.

“Just because you offer health management programs doesn’t mean that people will automatically join,” said Jeff Harner, Nationwide Better Health associate vice president of performance and outcomes. “That’s why it’s important to use a modeling tool to better predict participation and determine the right investment when it comes to incentives, communications and leadership support.”

About the model – backed by science and industry insight

The Program Participation Prediction Model uses simple and clear projections that help employers better predict their health management participation– allowing them to be more informed and better able to adjust their health management program options.

Nationwide Better Health’s performance and outcomes team developed the [employee health services](#) model using years of longitudinal data tracking hundreds of thousands of eligible employees. The team also leveraged the company’s more than 80 peer-reviewed published studies, as well as industry meta-analysis on issues that impact participation. These data points were then mapped across Nationwide Better Health’s client portfolio to determine how gender, risk level and program interest drive participation.

Comprised of 20 different variables with customizable fields, the model provides employers with a range of opportunities and assists in proper planning for engaging employees in health management programs. Nationwide Better Health’s client services and performance and outcomes teams help employers develop their participation objectives, better understand their workplace culture and outline assumptions (upcoming plans) or existing campaign activities.

Once the following variables are determined, they’re added into the model:

- Workplace demographics
- Dollar incentives and distribution
- Level and frequency of communications
- Baseline understanding of corporate drivers (culture, corporate support and accountability, prior programs and employee trust levels)
- Results secured in previous campaigns
- The employer’s program participation goals

The model provides a likely range of outcomes the employer can expect to achieve. This information can be used to test assumptions and determine if:

- Incentive levels need to be adjusted (amounts and distribution method)
- Communications are properly aligned, timed and engaging
- Health management activities support their corporate culture
- Leaders are visible and supporting the program the best way possible

The outcome: better overall results when it comes to engaging employees, reducing health risk behaviors and identifying productivity issues. Employers are able to effectively evaluate multi-year plans to build the most effective health management approach for their company and establish the right level of accountability when it comes to employees taking more responsibility for their health. They're also able to effectively measure their results against their benchmarks, optimize their allocation of resources and identify gaps clearly and quickly.

Employer clients of Nationwide Better Health are already seeing results using the model. For example, one client had 77 percent of its eligible employee population take a health risk assessment. This success was due to the client's strong incentive and communications plan which promoted a personal accountability for taking care of one's health.

"Once we get people in our programs we can change behaviors with our evidence-based tools and coaching methods," Harner added. "Once people are engaged in programs their risk levels decrease and better results are delivered."

About Nationwide Better Health

Nationwide Better Health, a subsidiary of Nationwide[®], is a leading provider of health and productivity management solutions, aimed at improving the health and productivity of America's workforce. The company's health and wellness, disease, disability, absence, medical and maternity management, along with supplemental workplace benefits offerings, help employees make healthy lifestyle changes that help reduce health care costs in the workplace.

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