

Better Results

Our proven health promotion programs have consistently reduced employees' risk factors:

- > Reduced participants' likelihood of heart attack in the next 10 years by 22 percent
- > Enabled one-third to quit smoking cigarettes
- > Helped employees achieve weight losses of 60 pounds or more
- > Reduced participants' risk of heart disease through our weight management program
- > Lowered blood pressure in 67 percent of participants without medication within three months of enrolling in our fitness program
- > Empowered a majority of participants to achieve health goals solely through lifestyle changes

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 the education, programs, resources and incentives to help your employees make healthy lifestyle changes. Through integration of your health management and productivity programs, a comprehensive, customized communications strategy, co-branded online health portal and an incentive plan – all designed with your company's culture in mind – we'll help you develop a plan to improve the financial well-being of your company.

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 – either into our Nationwide Better Health Check or another HRA tool. 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:

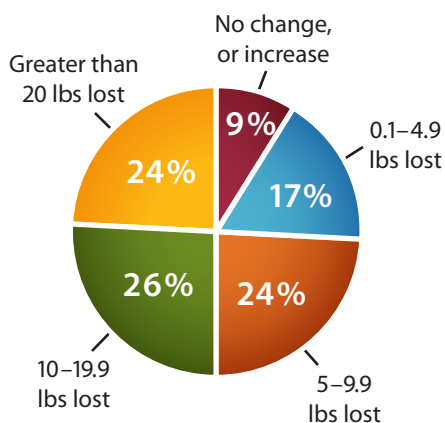
- > A customized profile that calculates "heart age" and wellness score
- > A personalized dashboard to access their information any time after they take the HRA
- > Recommendations on which lifestyle health management options are best for them
- > Year-by-year comparison to track progress and signal 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, using HRA results as the foundation for the intervention.

Unlike most health promotion programs in the marketplace, we view each employee holistically, 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 the number of lifestyle modules they choose. The coach and participant jointly develop the goals, enabling the participant to take ownership of and responsibility for meeting them.

The programs identify an appropriate set of tools selected from a complete library of lifestyle modules. Participants may choose the option that best suits their needs – an easy-to-use, self-directed online or mail-based program, or one that provides additional support telephonically from a dedicated health coach.

Success of employees who lost weight in health promotion program



After one year, 50 percent of all participants lost at least 10 pounds, with 24 percent losing more than 20 pounds.

Source: 2006 NBH Outcomes

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. The health coaches are able to integrate disease, maternity, medical and disability management programs to help employees achieve their goals and maintain successful lifestyle changes.

Our comprehensive lifestyle management programs focus on the following topics and are personalized to the participant's needs: weight management, nutrition, stress management, tobacco cessation and physical activity. 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.

In addition to lifestyle health coaching, we also provide benefits coaching – an industry first. Benefits coaching helps your employees understand the value of and best utilize their benefit plans, while increasing participation and utilization.

All of these programs emphasize a positive employee experience, creating a bond of trust and support between employee and

coach, so participants are more receptive to making better health decisions and behavioral changes that can prevent or limit health care spending for them and for you.

Better for you:

- > Replaces the typical one-size-fits-all program with customized action plans
- > Customizes HRA questions specific to your workplace population
- > Uses award-winning tools and interventions to provide you with evidence-based lifestyle management programs
- > Provides expert communications collateral customized with your company logo and basic contact information, to encourage awareness of and participation in the program
- > Significantly increases participation rates when supported by our customized communications and incentive management programs
- > Saves your health care dollars through special outreach interventions and 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 several options for maintaining and improving health status:
 - Self-directed with online support tools and resources
 - 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
- > Offers personalized goals and action plans for improving at-risk health behaviors
- > Provides one-stop shop for your employees' health information with our optional online health portal
- > Empowers employees and their dependents to take more responsibility for their health

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 possession – their health and well-being.

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**.

