



CASE STUDY

The Challenge

Since 2000, health insurance premiums for one of Nationwide Better HealthSM's largest clients and its employees have skyrocketed, increasing by 100 percent, compared to cumulative inflation of 24 percent and cumulative wage growth of 21 percent during the same period.¹

The Solution

In 2003, our client partnered with WellCorp (which was acquired by Nationwide Better Health in 2007) to redefine its health care culture by taking a simplistic approach. The company wanted to increase employee and retiree confidence with health care issues and decision-making, resulting in better quality outcomes and a more efficient use of both company and employee health care resources.

The solution? The creation of the company's branded wellness program. A soft launch of the program in 2003 focused on providing health awareness through newsletters, seminars and posters. The company also offered flu vaccines, piloted a smoking cessation program and held health screenings.

The official brand launch of the wellness program followed in 2004 with the introduction of a 24/7 nurse advice line, an online health management center, a telephone-based lifestyle health coaching program and a disease management program. In addition, employees were given a monetary incentive for completing the health risk assessment, as well as provided with monthly health-related information through the company's newsletter.

Nationwide Better Health integrated services from all health and productivity partners in order to present a unified program to employees. This enabled Nationwide Better Health to provide one report outlining all vendor results, create a cohesive communication strategy and organize all promotional materials to encourage employee participation.

Over the next two years, the company continued to build upon its wellness program by introducing services aimed at risk identification and health action. These components included a mail-based educational program featuring nutrition, fitness, tobacco cessation, weight loss and stress management tips, as well as an on-site health booth, a personalized lifestyle management program and a publication targeted at providing health information and benefit news to pre-65 retirees.

The Results

In 2007, the company reported robust results. Its health care costs were down eight percent, with more than 9,000 employees participating in one or more wellness programs. Health care usage was also decreasing, as employees became more knowledgeable about their health and learned to manage health risks by participating in a number of wellness programs:

- > 53 percent of employees completed a health risk assessment
- > 25 percent participated in health screenings
- > 14 percent enrolled in lifestyle health or disease management health coaching
- > 5.5 percent called the nurse advice line
- > 1 percent completed the smoking cessation program

Today, our client continues to expand upon its multi-layered program, offering a variety of information and services. Comprised of more than a dozen initiatives and tools, the program is aimed at motivating employees and retirees to become more aware of and involved in maintaining and improving their health.

More 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. Nationwide Better Health is the first company to truly integrate the best collection of health and productivity services available

today, including health and wellness, and disease, disability, absence, medical and maternity management.

For more information, call 866.404.6924 or visit: www.nwbetterhealth.com.

¹ The Henry J. Kaiser Family Foundation, Employee Health Benefits: 2007 Annual Survey. September 11, 2006. www.kff.org/insurance/7672/index.cfm