



Nationwide Better Health[®]

On Your Side[®]

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Company Backgrounder

Nationwide Better HealthSM, a leading provider of health and productivity management solutions, offers a better approach to helping employers manage their health care costs and workforce productivity. We combine health and productivity products and services to address both sides of the cost equation: increased efficiency of programs and better health and well-being for employees. The results are a healthier workforce, increased productivity and lower health care costs.

A Better Approach

At a time when health care costs are increasing eight to 10 percent a year and demographic and legislative changes are demanding new thinking about health care management, Nationwide Better Health's fully integrated model helps employers control health care costs in three key ways:

- Identifying barriers to employees' health and well-being that drive health and productivity costs
- Integrating health enhancement offerings based on employees' needs by providing them with the care and support they need to make necessary behavioral changes
- Improving worksite productivity and health care investment by delivering more productive, healthier employees

Product and Service Offerings

Nationwide Better Health's programs work independently or together, and can easily integrate with existing health and productivity offerings to deliver better results. Our approach treats the total well-being of employees by delivering coordinated and personalized services.

Our key offerings are outcome-based:

- **Health Promotion** – includes the Nationwide Better Health CheckSM (health risk assessment), dedicated lifestyle health coaching and online and self-management tools
- **Work-Site Health Services** – includes health screenings, training seminars, health fairs and educational lunch and learn sessions
- **Disease, Maternity and Medical Management** – provides URAC-accredited chronic care, maternity and medical coaching
- **Disability Management** – provides customizable model and utilizes nurses for early intervention
- **Absence and Leave Management** – provides ability to track all absences (first day, incidental, unscheduled), leaves, including FMLA and state, and identify patterns to trigger when employees need disease management or other health and productivity services
- **Additional enhancements: nurse advice line** – offers reliable health care advice 24/7; **customized employee communications** – provides communications vehicles that work with your organization's culture to promote programs and services to employees; **incentive management** – motivates employees and ensures program participation; **integration health services** – manages the integration of your entire program and coordinates multiple vendors; and **employee web portal** – enables participants to participate and enroll in programs via one point of contact

Better Connections = Better Results

Nationwide Better Health offers best-in-class services, but what sets us apart is true integration:

- **For employers**, integration eliminates inefficiencies, aligns health and productivity solutions with identified needs, and coordinates the flow of information. We manage the integration of all health and productivity programs, regardless of the number of different products or vendors used. This ensures cooperation and collaboration among all, while eliminating the burden of juggling multiple providers and providing just one point of contact. This integration eliminates redundancies and associated administrative costs and provides integrated data, reporting and customized communications.
- **For employees**, Nationwide Better Health unifies programs and services from different vendors to present employees with a single health care resource. Our program includes assignment of a dedicated health coach to each employee. Our coaches help keep track of potential health challenges, make appropriate recommendations, and ensure employees have the information, tools and support they need to be the healthiest they can.
- **In terms of product and service integration**, all of Nationwide Better Health's offerings are designed to work independently or together, and can easily integrate with existing programs. Through integration, we create unified strategies based on companies' unique health-related goals, and targeted, customized communications to increase program visibility and participation rates.

Our Story

Nationwide Better Health was formed by combining the expertise and resources of GatesMcDonald[®], a leader in absence, leave and disability management, and FutureHealth[®], a leader in disease and medical management. This union has produced the industry's first integrated disease and disability management offering.

Early last year, Nationwide Better Health acquired WellCorp, Inc. and INTER_xVENT^{USA}, leading providers of health management services, work-site health services and online self-management tools. These new capabilities allow us to offer our customers an even more robust health management service and the ability to reach all employees with information based on their preferences for how they want to be reached – whether it's by phone, online, on paper or in person.

Nationwide Better Health's best practice absence management system uses absences to trigger when employees need health coaching, disease management and other health and productivity services. Offerings from key strategic partners further create the best package of health and productivity services available today.

A Strong Backing

Nationwide Better Health, with headquarters in Columbus, Ohio, and offices in Dublin, Ohio; Solon, Ohio; Hunt Valley, Maryland; and Savannah, Georgia, has a network of 1,050 employees serving more than 350 customers and their approximately three million employees nationwide.

With resources and expertise from Nationwide Specialty Health, Nationwide Mutual Insurance and Nationwide Financial, we help our customers and their employees protect and manage their most important assets, from wealth and property to health and wellness.

We are backed by the reach and power of Nationwide, one of the largest diversified insurance and financial services organizations in the world, with more than \$162 billion in assets. Nationwide Better Health is central to Nationwide's commitment to be a force in the fast-growing, multi-billion dollar health and productivity market.

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

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