

Nationwide Better HealthSM

2008 Health Care Reform Survey of Americans

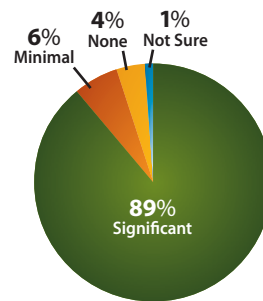
Overview

Nationwide Better Health, a provider of health and productivity management solutions and subsidiary of Nationwide Mutual Insurance, surveyed 2,037 Americans' views on health care and its impact on the election. The survey found that nearly all participants, across age and genders, felt the current health care system needs changing.

Health care costs rise at a rate of 8 to 10 percent each year and Americans have taken note.

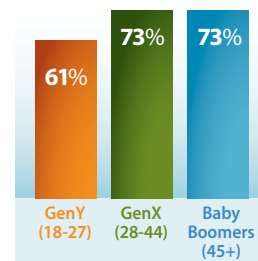
According to the survey, 96 percent of Americans believe that the health care system needs some level of change. Many feel the upcoming election may be a catalyst to this change, with 55 percent of Americans reporting that they will research a candidate's health care platform before making a voting decision.

What level of change does the U.S. health care system need?



Concerns over being able to afford health care and medical expenses extend beyond the Baby Boomer contingent to the younger Gen Y segment, including the 44 million 18 to 29 year olds who are eligible voters in the 2008 election.

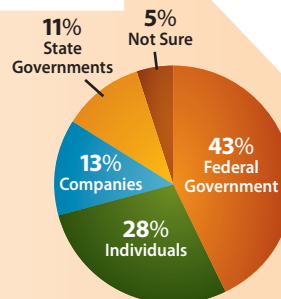
Percentage factoring health care into their voting decision



Americans are not expecting a full solution to health care issues from the election or the current government.

Less than half (43 percent) of Americans place full responsibility for health care costs on the federal government. This is good news for companies who partner with their employees to offer health and wellness solutions to mitigate costs for both parties.

Who do you feel is responsible for managing health-related costs?



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One solution to the rising health care costs comes from company-sponsored wellness programs. A growing number of corporations are adding these new workplace benefits, which focus on prevention and keeping employees fit today – to help reduce costs later in life.

While the government works to revise national health plans, companies are partnering with their employees to offer health and wellness programs, which actually lower health care costs for both parties. Through programs such as lifestyle and chronic care coaching, obesity, maternity and oncology management and programs like smoking cessation and nutrition and weight management, the workplace is able to mitigate costs for both employer and employee.

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 HealthSM, a subsidiary of Nationwide[®], 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, and 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

