



# Nationwide Better Health<sup>®</sup>

*On Your Side<sup>®</sup>*

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## Nationwide Better Health Company Fact Sheet

According to the Integrated Benefits Institute (IBI), employers want to abandon silos and are looking for integrated health and productivity solutions to help reduce inefficiencies, avoid duplication and increase the level of service they receive. Until the introduction of Nationwide Better Health<sup>SM</sup>, this integration of offerings within one company had been missing in the marketplace.

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| <p><b>What We Deliver</b></p>                | <p><b>Nationwide Better Health<sup>SM</sup></b> offers a better approach to helping employers manage their health care costs and employee 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.</p> <p>Nationwide Better Health's offerings work together, or independently, to help employers plan their health and productivity management programs more effectively, reduce health care costs and increase productivity.</p>   |
| <p><b>Our Core Product Offerings</b></p>     | <ul style="list-style-type: none"> <li>• <b>Health Promotion</b> – includes the Nationwide Better Health Check<sup>SM</sup> (health risk assessment), dedicated lifestyle health coaching and online and self-management tools</li> <li>• <b>Work-Site Health Services</b> – includes health screenings, training seminars, health fairs and educational lunch and learn sessions</li> <li>• <b>Disease, Maternity and Medical Management</b> – provides URAC-accredited chronic care, maternity and medical coaching</li> <li>• <b>Disability Management</b> – provides customizable model and utilizes nurses for early intervention</li> <li>• <b>Absence and Leave Management</b> – provides ability to track all absences (first day, incidental, unscheduled), leaves, including FMLA and state, and identify patterns</li> <li>• <b>Nurse Advice Line</b> – offers reliable health care advice 24/7</li> <li>• <b>Additional offerings: nurse advice line</b> – offers reliable health care advice 24/7; <b>customized employee communications</b> – provides communications vehicles that work to promote programs and services to employees; <b>incentive management</b> – motivates employees and ensures program participation; <b>integration health services</b> – manages the integration of your entire program and coordinates multiple vendors; and <b>employee web portal</b> – enables participants to participate and enroll in programs via one point of contact</li> </ul> |
| <p><b>How Our Integrated Model Works</b></p> | <p>At a time when health care costs are increasing eight to 10 percent annually, Nationwide Better Health's integrated model helps employers control health care costs in three key ways:</p> <ul style="list-style-type: none"> <li>• <b>Identifying</b> the barriers to employees' health and well-being that drive health and productivity costs</li> <li>• <b>Integrating</b> health and productivity offerings based on employees' needs by providing them with the care and support they need to make necessary behavioral changes</li> <li>• <b>Improving</b> productivity and health care investment by delivering more productive, healthier employees</li> </ul>   |
| <p><b>What Makes Our Model Unique –</b></p>  | <p>The Nationwide Better Health true integration model is the first to provide better</p>  |

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| <p><b>True Integration</b></p>                                     | <p>connections for better results with its ability to:</p> <ul style="list-style-type: none"> <li>• Provide a broad array of health and productivity solutions</li> <li>• Use real-time absence information, tracking and reporting capabilities to determine when employees need health coaching, disease management and other services</li> <li>• Identify more participants (25 percent more individuals than competitors) in need of our health management service through an evidence based identification approach</li> <li>• Provide dedicated health coaching across multiple programs for greater rapport and compliance</li> <li>• Integrate products and services with employers' existing vendors and with each other</li> </ul>   |
| <p><b>How We Deliver Better Connections For Better Results</b></p> | <p><b>For Employers:</b></p> <ul style="list-style-type: none"> <li>• Offers flexibility of buying as-needed solutions, alone or in combinations</li> <li>• Eliminates inefficiencies and redundancies and reduces administrative costs through integration</li> <li>• Provides reports that provide a clear picture of the current health status of an employer's organization and broader access to coordinated data and outcomes</li> <li>• Provides large-scale multi-line products that stretch across the benefit continuum</li> </ul> <p><b>For Employees:</b></p> <ul style="list-style-type: none"> <li>• Provides one dedicated coach across multiple programs; one-time sharing of health information</li> <li>• Provides access to resources that deliver trusted guidance and results</li> <li>• Offers interactive health risk assessment for determining needs and personalized action plans to improve health</li> <li>• Offers a broad range of health and productivity solutions, including retirement and financial products</li> <li>• Provides personalized support customized to unique health needs</li> </ul> <p><i>The results: quicker and more sustainable returns to work; reduced absenteeism; healthier, happier and more productive employees; and lower health care costs.</i></p> |
| <p><b>About Nationwide Better Health</b></p>                       | <p>Nationwide Better Health, with headquarters in Columbus, Ohio, and offices in Dublin, Ohio; Solon, Ohio; Hunt Valley, Md.; and Savannah, Ga., has a network of 1,050 employees serving more than 350 customers and their approximately three million employees nationwide.</p> <p>With resources and expertise from Nationwide Specialty Health (consumer-driven health solutions), Nationwide Mutual Insurance and Nationwide Financial, Nationwide Better Health helps customers and their employees protect and manage their most important assets, from wealth and property to health and wellness. Nationwide Better Health is 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.</p>  |

To learn more about Nationwide Better Health, visit [www.nwbetterhealth.com](http://www.nwbetterhealth.com) or call 866.404.6924.

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