

What is Nationwide Better Health?

- Leading provider of health and productivity management solutions
- Only company to provide and truly integrate a broad range of health and productivity offerings, including health, wellness, disability and absence management, to meet employers' and employees' needs along the entire health continuum
- Helps employers lower their health care costs and increase productivity by keeping their employees healthier

What makes Better Health unique?

- One-stop shop for a broad range of fully-owned, integrated and personalized health and productivity products and services; partner with leading vendors to integrate additional offerings
- Customized plans tailored to employers' needs, partnering to establish a culture of health
 - *Employees* experience the highest level of care through the use of a dedicated personal health coach
 - *Employers* benefit from the integration of health and productivity offerings with reduction in administrative cost
- Integration services that provide single point of contact for seamless management among products and vendors; includes integrated reporting, communications and data
- Fully integrated disease and disability management offering, helping employees regain health and return to work
- Absence tracking to trigger when employees may need health coaching, disease management and other health and productivity services

Nationwide Better Health executives have insight and expertise on a range of health issues, including:

- State of U.S. health care (issues, economy, policy, trends and costs)
- Corporate health and wellness programs (objectives, offerings, incentives and outcomes)
- Health promotion benefits: personal health coaches, health risk assessments, on-site screenings
- Employer-sponsored health management programs: obesity, nutrition, smoking cessation, physical activity
- Disease management coaching: oncology, heart disease, depression, diabetes, back pain
- Importance of health in retirement planning
- Employee privacy (HIPAA concerns, confidentiality issues, etc.)
- Absence management – the effect of unplanned absences on employees, their co-workers and employer
- Consumer driven health plans and health savings accounts
- Importance of exercise and preventive medicine
- Consumer education and accountability
- Electronic medical records and personal health records
- American Heart Association Start! corporate walking program (regional sponsor)

Nationwide Better Health can also offer you:

- Medical insight from staff medical experts, Ph.D.s, and R.N.s
- Case studies of employers and employees on wellness, health promotion and disease programs
- External industry insight, including expertise from American Heart Association, Integrated Benefits Institute and the Disease Management Association of America

About Nationwide Better Health experts:

Holly Snyder, M.B.A., president, Nationwide Better Health

- Leads Nationwide Better Health's charge towards increasing employees' health and wellness while benefiting employers' bottom lines
- 18 years of professional experience in health care, financial services, government and public accounting
- Previously worked for Nationwide Financial
- Previously worked for Ohio Bureau of Workers' Compensation, implementing managed care within the state workers' compensation system

Dr. Neil Gordon, M.D., Ph. D. M.P.H., chief medical and science officer, Nationwide Better Health

- Responsible for overseeing Nationwide Better Health's medical advisory board, outcomes assessment initiatives and integrating an evidence-based medicine approach to the company's health and productivity offerings
- Practicing physician and has faculty appointments as a clinical professor of medicine at the Emory University School of Medicine in Atlanta
- Founder of INTERVENT, a provider of health risk assessments and online and telephonic lifestyle coaching services (INTERVENT was acquired by Nationwide Better Health in 2007)
- Author of eight books on exercise and preventive medicine and more than 100 scientific manuscripts in peer-reviewed medical journals
- Former chairman of the American Heart Association's Committee on Exercise
- 25 years of working to prevent cardiovascular disease and other chronic illnesses
- Principal investigator for research grants funded by American Heart Association and American Diabetes Association
- Obtained his M.D. and Ph.D. in exercise physiology in Johannesburg, South Africa

Joe San Filippo, M.B.A., chief health care strategist, Nationwide Better Health

- Works with employers to create a culture of health in the workplace and secure participation in wellness programs.
- 20+ years of professional experience in health care
- Served on Ohio Governor Taft's Medicaid Study Council
- Board member and past president of the American Heart Association Central Ohio Metro Division
- Member of the Health Policy Institute of Ohio

Nationwide Better Health Programs Results

- Approximately 25 percent of participants in Nationwide Better Health's smoking cessation programs remained smoke-free after one year
- After one year, half of all participants in weight management programs lost at least ten pounds
- Absence management tracking saved employers/customers \$5.3 million in 2006 and reduced overall absences by 25 percent
- Employee satisfaction with personal health coaches is rated greater than 95 percent
- After completing Nationwide Better Health programs, 98 percent of employees are compliant with their physicians' treatment plans compared to the national average of 50 percent
- Among customers, Nationwide Better Health reduced average disability durations 10-25 percent below the national average and some common conditions even more

For more information or to schedule an interview with a Nationwide Better Health executive, contact Terri Erlenbach (614.249.5755, erlenbt@nationwide.com) or Janvi Jhaveri (212.453.221, janvi.jhaveri@fleishman.com).