



## **Who is Nationwide Better Health?**

- Provides organizations with and integrates a broad range of health and productivity offerings, including health and wellness, disease, maternity, disability, absence and medical management services to meet all employers' and employees' needs along the entire health continuum
- Helps reduce health care costs for both companies and their employees and promote a culture of health in the workplace
- Teaches individuals to make healthier decisions through the services, programs and tools we provide

## **What makes Nationwide Better Health Unique?**

- One-stop shop for a broad range of fully-owned, integrated and personalized health and productivity
- Offers the industry's first fully integrated disease and disability management program
- The only company to use absence tracking to trigger action when unaware employees need health coaching, disease management and other health and productivity services
- Launched a new benefits coaching program to help employees address the financial implications of their health status and maximize their benefit plan
- Uses evidence-based approach to identifying participants in need of our programs, which allows us to reach 25 percent more individuals than our competitors do today (earlier disease identification)
- Treat health as an asset – not an expense, which differentiates us from health care providers
- Responsible for more than three million people who are discovering better care, better lives and better health

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

- Integrating workplace health and productivity management programs
- Understanding the state of U.S. health care (issues, economy, policy, trends and costs)
- Discussing corporate health and wellness programs (strategy and objectives, offerings, incentives, communications, engagement, measurement and outcomes)
- Utilizing worksite biometric screenings, health risk assessments and dedicated health coaches to manage and improve health risk in a population
- Implementing employer-sponsored health management programs: diet/nutrition, smoking cessation, physical activity, stress management, chronic care management
- Understanding how health status affects an individual's current and future health care costs (retirement planning)
- Reviewing employee privacy (HIPAA concerns, confidentiality issues, etc.)
- Understanding absence management – the effect of unplanned absences on employees, their co-workers and the workplace
- Using of informatics; technology and benchmarking to drive behavior change and action Understanding consumer accountability with consumer-driven health plans, high deductible health plans and health savings accounts
- Importance of exercise and preventative medicine
- Keeping electronic medical records and personal health records
- Discussing the American Heart Association Start! corporate walking program (regional sponsor)

## **Nationwide Better Health can offer you:**

- Medical insight from staff medical experts, Ph.D.s, R.N.s and lifestyle/disease management health coaches and benefits coaches; executive thought leaders
- 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

## **Nationwide Better Health – Products and Services:**

### Health Promotion

**What's Unique:** Dedicated health coaching, comprehensive program addresses the whole person, proprietary second-level health risk assessment stratification, evidence-based approach, programs address entire population and able to customize based on employer's needs and workplace culture

**Better Results:** Programs have reduced participants' likelihood of heart attack in the next 10 years by 22 percent, enabled one-third to quit smoking and empowered a majority of participants to achieve health goals solely through lifestyle changes

### Work-Site Health Services

**What's Unique:** Customized marketing communications campaigns to drive participation; coordinate between 65-100 health screenings per month across the country, making us the largest provider of work-site health screenings and health fairs with add-on services available

**Better Results:** We secure almost 50 percent on-site employee participation with health screenings

### Disease Management

**What's Unique:** Dedicated nurse health coaches work with a subset of an employer's population with defined chronic conditions; ability to customize offerings based on employers' needs

**Better Results:** Deliver satisfied employees at a rate consistently greater than 95 percent and able to deliver 3-to-1 return on investment. Ninety-eight percent of our employees are compliant with their physicians' treatment plans, in contrast to the 50 percent who typically comply with their doctors' medication orders (Source: U.S. Food and Drug Administration, U.S. Department of Health and Human Services, 2006)

### Maternity Management – FutureFootsteps®

**What's Unique:** Dedicated nurse health coaches enroll members beginning with their first trimester (competitors normally start during second trimester)

**Better Results:** Program participants reduced their average length of stay in NICU by 24 percent, resulting in savings of approximately \$52,060 per stay

### Medical Management

**What's Unique:** Ability to integrate with health and productivity offerings

**Better Results:** Save employers' health care costs (on average \$7,400 per case) by consistently demonstrating exemplary case management outcomes marked by reduction in overutilization, alternative treatment plans, secondary prevention and more

### Nurse Advice Line

**What's Unique:** Ability to integrate with health and productivity offerings

**Better Results:** Able to reduce health care costs by decreasing emergency room visits from 30.7 percent to 18.3 percent

### Disability Management

**What's Unique:** Provides a unique high-touch, medically-driven disability model, bringing in experienced medical expertise at the beginning

**Better Results:** Depending on the type of program in place, we've reduced average disability durations 10 to 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 Elizabeth Stelzer (614.249.1025, <a href="mailto:stelzee@nationwide.com">stelzee@nationwide.com</a> )
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