



Nationwide[®] Better Health

On Your Side[®]

Nationwide Better Health Saves Employers Millions of Dollars in 2008 with Disease Management Outcomes

Evidenced-based program has never missed an ROI guarantee

Columbus, Ohio — New government data shows that health care will cost \$2.5 trillion – 17.6 percent of the GDP – in 2009. This makes it critical for companies to immediately address chronic disease at the workplace, which drives 75 percent of the nation’s health care costs¹. Nationwide Better HealthSM, a leading provider of health and productivity management solutions, continues to demonstrate strong cost savings for its disease management customers and has never missed a client ROI guarantee.

Millions of dollars saved in 2008 with chronic disease cost-avoidance

In 2008, companies utilizing the Nationwide Better Health disease management program for their employees saved an average of \$17,000 per person diagnosed with diabetes. The program helps participants manage their existing health conditions and mitigate the progression of disease and future costs, projected by the company’s award-winning, peer-reviewed, published cost avoidance model².

Other notable outcomes for 2008 include average saving for:

- Neonatal intensive care unit (NICU) stays (high-risk maternity): \$102,037 per participant, per year
- Cardiac: \$16,586 savings per participant, per year
- Asthma: \$3,669 savings per participant, per year
- Low back pain: \$2,276 savings per participant

“These numbers not only demonstrate that Nationwide Better Health is saving companies tens of thousands of dollars each year, but is also improving the quality of life for individuals in our programs. We do this by teaching them how to properly manage or mitigate the progression of their chronic disease,” said Dr. Chris Wilhide, director of clinical program research and outcomes for Nationwide Better Health. “In order to accurately assess a participant’s behavior change, we review the clinical metrics both pre- and post-program for all program participants. Our results indicate that our average participant is able to significantly reduce their health risks, which translates into savings for both their wallet and their company.”

¹ Partnership to Fight Chronic Disease

² “Impact of behavioral compliance on clinical improvement and functional status in a diabetes disease management program” *Disease Management 2008; 11:169-175.*

Nationwide Better Health features a high-touch participant coaching model, with dedicated nurse health coaches who drive interventions and use motivational techniques to assess participants' readiness to change. Using the company's proprietary RiskScreen[®] predictive modeling tool, nurse health coaches are able to review a participant's risk score to provide them with the right tools, support and information they need to improve and sustain their health and well-being.

To learn more about how the Nationwide Better Health disease management program can impact your company's bottom line, please visit <http://www.nwbetterhealth.com/products-services/disease-management.html>.

About Nationwide Better Health

Nationwide Better HealthSM, a subsidiary of Nationwide[®], is a leading provider of health and productivity management solutions, aimed at improving the health and productivity of America's workforce. The company's health and wellness, disease, disability, absence, medical and maternity management, along with supplemental workplace benefits programs, help employees make healthy lifestyle changes that help reduce health care costs in the workplace. For more information, call 866.404.6924 or visit: www.nwbetterhealth.com.

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