



Nationwide[®]
On Your Side



NEWS RELEASE

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Nationwide Recognized as an American Heart Association Start! Fit-Friendly Platinum-Level Company

*Start! helps companies take steps
to decrease health care expenses, increase productivity*

Columbus, Ohio – Nationwide has been recognized as a Platinum-Level Start! Fit-Friendly Company by the American Heart Association’s Start! movement for helping employees eat better and move more.

“Physical activity and employee wellness are important priorities at Nationwide. We are honored and excited to be recognized by the American Heart Association’s Start! movement as a Platinum-Level Start! Fit-Friendly Company,” said Kathleen Herath, associate vice president of health and productivity. “We’re committed to providing the best workplace environment possible. This will benefit our associates’ health and produce even more positive results for our company overall.”

As the first company to reach Platinum-level status in Central Ohio, Nationwide met the following award criteria in order to be recognized for the honor:

- Offers associates physical activity options in the workplace
- Increased healthy eating options at the worksite
- Promotes a culture of wellness in the workplace
- Implemented at least nine criteria outlined by the American Heart Association in the areas of physical activity, nutrition and culture
- Demonstrates measurable outcomes related to workplace wellness

As a company on the cutting edge of employee wellness, Nationwide has on-site wellness clinics and exercise facilities, and recently implemented healthy dietary options through “Your Health Your Way”

cafeteria stations. Nationwide has also contracted with its own health and productivity company, Nationwide Better Health, to bring absence, disease, maternity and disability management, along with biometric health screenings, health assessments, lifestyle health coaching and self-help wellness programs to the company's 35,000 associates across the country.

After just a few years with its integrated health and wellness program in-place, Nationwide has seen results:

- 7 percent decrease in the number of associates who are obese
- 8 percent reduction in associate physical inactivity
- 5 percent reduction in associate low diet quality
- 22 percent improvement in productivity

The Start! Fit-Friendly Companies Program is a catalyst for positive change in the American workforce by helping companies make their associates' health and wellness a priority.

American employers face increasing healthcare expenses and health-related losses in productivity that cost an estimated \$225.8 billion a year. Many American adults spend most of their waking hours at sedentary jobs. Their lack of physical activity raises their risk for a host of medical problems, such as obesity, high blood pressure and diabetes. Employers face \$12.7 billion in annual medical expenses due to obesity alone. Start! helps change corporate cultures by motivating employees to start walking, which has the lowest dropout rate of any physical activity.

“The Start! Fit-Friendly Companies Program offers a unique, easy-to-implement opportunity for corporations to increase employees' physical activity, which will help improve their health – and their employers' bottom line,” said Rebecca White, vice president of the Columbus Metro/Central Ohio American Heart Association. “Even people who haven't exercised regularly until middle age can reap significant benefits by starting a walking program. A study published in the New England Journal of Medicine found that individuals could gain two hours of life expectancy for every hour of regular, vigorous exercise they performed.”

For more information about the Start! Fit-Friendly Companies Program and how it is helping to improve the health of Americans by focusing on an activity that is convenient, free and easy, call 614.848.6676 or visit heart.org/start.

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About the American Heart Association

Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart diseases and stroke. These diseases, America's No. 1 and No. 3 killers, and all other cardiovascular diseases, claim nearly 870,000 lives a year. In fiscal year 2006–07 the association invested more than \$554 million in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives. To learn more, call 1-800-AHA-USA1 or visit americanheart.org.

About Nationwide

Nationwide, based in Columbus, Ohio, is one of the largest diversified insurance and financial services organizations in the world, with more than \$161 billion in assets. Nationwide ranks #108 on the Fortune 500 list. The company provides a full range of insurance and financial services, including auto, motorcycle, boat, homeowners, life, farm, commercial insurance, administrative services, annuities, mortgages, mutual funds, pensions, long-term savings plans and health and productivity services. For more information, visit www.nationwide.com.

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. 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 disease, disability, absence, medical and maternity management. 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. Nationwide Better Health has a network of 1,050 employees serving 350 customers and their approximately 3 million employees nationwide. For more information, call 866-404-6924 or visit: www.nwbetterhealth.com.

¹ Sesso, HD, Paffenbarger, RS, JR, Lee, I-M Physical Activity and Coronary Heart Disease in Men: The Harvard Alumni Health Study.