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**Nationwide Better Health Continues to Enhance Its
Total Absence Management Solution**
Company identifies employee absences earlier to improve results

Columbus, Ohio — **Nationwide Better HealthSM**, a leading provider of health and productivity management solutions, continues to introduce the next generation of productivity solutions by enhancing its integrated absence management solution for employers looking to take a holistic approach to improving employee health and productivity.

Outsourcing for leave of absence (LOA) administration is on the rise. In 2008, 30 percent of employers partnered with an outside source to administer LOAs, nearly double the percentage recorded in 2004¹. Employers listed more consistent administration (93 percent), better compliance with laws and regulations (87 percent) and more timely distribution of required notifications (76 percent) as the top three achievements as a result of outsourcing. Through sophisticated tools and more than a decade of absence tracking expertise, Nationwide Better Health provides integrated solutions for employers seeking to better manage and control workplace absences.

“Absence management can be a powerful cost-cutting solution for employers when administered in an integrated fashion,” said Jeff Harner, associate vice president of performance and outcomes for Nationwide Better Health. “Many employers may start the search for an absence management partner to maintain a consistent approach to absence policies and FMLA regulations. Due to better employee health and cost savings, it’s better for them in the long-term if they partner with a vendor that has the ability to integrate all components of their absence program, whether managed by one or multiple vendors – including disability, incidental absence, workers’ compensation and health management services.”

Using absence management triggers to link health and productivity

Nationwide Better Health’s absence management platform is equipped with early identification sources to help enroll employees into appropriate health management programs at the first warning signs, before their condition worsens or develops into a chronic issue down the road.

When an employee reports an absence or disability incident through TOPS, Nationwide Better Health’s time off planning service, a series of questions can be asked to identify if the individual could benefit from any health management programs already in place at their worksite, including

¹ Hewitt: The Nuts and Bolts of Leaves of Absence, 2008

health coaching, employee-assistance programs or other applicable services available through their employer. If the employee meets the criteria for a program, TOPS provides available resources and gives the option for the employee to be contacted and will send the program provider an automated referral with the employee's contact and condition information.

With more serious cases, disability may be the primary reason behind an individual's absence from work. Nationwide Better Health has disability nurse health coaches trained to identify cases where the individuals may be on leave with a primary or secondary chronic condition, such as diabetes, asthma or depression. Nationwide Better Health's team of nurse health coaches know what disease management programs are available for the workplace and can refer employees to options that can help them address their condition and gain a swifter and more sustainable return to work. The company demonstrated a 25 percent increase in its disease management enrollment rate for people that signed up from their disability nurse health coach's referral in 2008.

Incidental absence data is also filtered through the TOPS program, and automatic alerts are generated based on absence patterns and trends. The nurse health coach then reaches out to the employee telephonically to determine if their absence from work is driven by a health condition that would qualify for a referral into a disease management, lifestyle or assistance program.

"Beyond the benefits our absence management program gives employees, employers also benefit by seeing the impact absences create on productivity and profit," continued Harner. "Our absence management program allows employers to review the absence trends and patterns at their workplace to help them bridge the gap between their absence and health management programs. It's all about making sure employees have access to the right programs to address their health conditions at the time they need it most."

Nationwide Better Health also has the ability to manage military, state medical and ancillary leaves through TOPS, captured through the intake method and monitored by trained and experienced FMLA administrators. Additionally, the company recently added a new attendance policy tracking feature through TOPS that allows employers to tag absences that violate their company's attendance guidelines.

For more information about outsourcing absence management to help organizations control costs, please visit <http://www.nwbetterhealth.com/docs/media-kit/outsourcing-absencemgmt.pdf>.

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. For more information, call 866.404.6924 or visit: www.nwbetterhealth.com.

