



**Nationwide
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Nationwide Better Health Introduces Enhanced Health Portal to Drive Program Participation and Improve User Experience

Site offers instant access to health and wellness resources for employees

Columbus, Ohio — **Nationwide Better HealthSM**, a leading provider of health and productivity management solutions, has launched a new health portal designed to simplify distribution of health and wellness-related information and boost program participation for its clients.

According to a recent survey of nearly 500 employers¹, 67 percent listed the poor health habits of employees as the biggest challenge they face when trying to manage their health care costs. Nationwide Better Health's new health portal provides a single point of access to health and productivity products and services made available to clients' employees, including Nationwide Better Health offerings. The portal can be embedded into intranet sites or accessed via a unique external web address and is customizable to help mirror the client company's program branding and promotions.

"We wanted to make it easy to promote and educate people about the employer-sponsored health and wellness benefits available at their workplace," said Kara Kneidel, chief information technology officer for Nationwide Better Health. "Now more than ever, employers are looking for unique ways to promote the programs and services they have in-place for their employees to see a return on their health and productivity investment. We're excited to deliver a new health portal for all of our clients that will engage and inspire their population to log on and utilize the numerous health and wellness resources available at the click of a mouse."

Nationwide Better Health's health portal provides users the opportunity to enroll in a variety of coach-supported and self-management health and wellness programs focused on weight management, nutrition, stress management, tobacco cessation and physical activity. It also provides users with access to its health risk assessment – Nationwide Better Health CheckSM and TOPS, a time off planning service that provides users the ability to report illnesses, personal days, leaves of absences, family emergencies (including family and medical leaves), disability claims, vacations and more. Additionally, clients have the option of adding their own health and productivity services and resources so users have all of the information they need in one easy, convenient place.

¹ National Business Group on Health/Watson Wyatt, *Employer Survey on Purchasing Value in Health Care*, 2009

Nationwide Better Health's health portal also provides access to a variety of health education resources and tools, including the following:

- food and exercise logging tools
- personal health record
- "ask a health coach" e-mail communication tool
- healthy recipes featuring breakfast, lunch, dinner and vegetarian options
- interactive participant health surveys
- health risk assessment participation monitoring tool
- health tools and calculators
- online video library with participant testimonials and more
- webinars on a variety of health topics
- health tips to provide health education
- health newsfeed, with up to 20 new articles each day
- health library, searchable by health topic
- select options available in Spanish

The enhanced health portal is currently being rolled-out to all existing Nationwide Better Health portal clients and their employees.

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.

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