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Nationwide
Better Health[®]

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Contact:

Elizabeth Stelzer 614.249.1025
stelzee@nationwide.com

**Nationwide Better Health Triples
NICU Savings With Maternity Management Program**
\$52,060 average savings per NICU stay reported in 2006

Columbus, Ohio — **Nationwide Better HealthSM**, a leading provider of health and productivity management solutions, announces improved 2006 outcomes for its maternity management program, reconfirming the company's efforts to keep soon-to-be moms healthier during and after pregnancy, resulting in a healthier bottom line for their employers.

Nationwide Better Health's URAC-accredited Nationwide Better Health maternity management program, called FutureFootsteps[®], reported an average savings of \$52,060 per neo-natal intensive care unit (NICU) stay in 2006 – nearly triple the savings in 2005¹. Overall, the program generated an \$8.7 million total in employer savings for 2006 NICU admissions and its 2006 pre-term birth rate was 10.3 percent, compared to the national average of 12.5 percent.

“Nationwide Better Health goes above and beyond to enroll all moms, not just individuals who have been classified as having a high-risk pregnancy,” said Dr. Chris Wilhide, director of clinical program development and research for Nationwide Better Health. “This is a differentiator in the marketplace for us, as we want every mom to be a part of our program to ensure a healthy pregnancy, healthy delivery and superb postpartum care.”

The innovative maternity management process begins as early as the first trimester by enrolling pregnant employees through various ways of detection, including RiskScreen[®], Nationwide Better Health's proprietary software that sifts through medical and pharmaceutical claims to identify expecting moms. Other sources may involve pre-certification from physicians, hospital prenatal notifications, health risk assessments, communications from the employer's human resources team or a simple self-referral.

“By enrolling early, we're able to help women enjoy a healthy, full-term delivery – which shows in our results,” continued Dr. Wilhide “In 2006, 6.6 percent of pregnancies under our care resulted in low/very low birth weights, compared to the national average of 8.1 percent.”

- more -

¹ FutureFootsteps recorded \$18,377 average savings per NICU stay in 2005 (Nationwide Better Health)

Nurse-centric model provides coordinated and customized care

Nationwide Better Health goes beyond traditional maternity management programs to offer highly personalized support with its high-touch, nurse-centric program. Once employees are enrolled into the program, dedicated maternity nurse health coaches make an outbound call to assess the health state of the employee.

The maternity nurse health coach gathers important information, such as family history, medical conditions, current prescriptions, and daily environment, such as work and family life. During the initial phone assessment, the employee's responses determine if they have any current risk factors that may add complications to the pregnancy, along with the level of intervention needed for each specific risk, placing them into high, moderate or low risk categories.

Nationwide Better Health's dedicated maternity nurse health coaches create a customized plan for every soon-to-be mom, supporting them for a healthy, full-term delivery. The bond created between employee and nurse health coach sets a foundation of trust and support, allowing participants to be more receptive to make the behavioral changes that result in more productive, healthy employees.

"If the employee has pre-existing conditions, such as obesity, heart disease, gestational diabetes or high blood pressure that may lead to a premature birth, our nurse health coach dedicated to the maternity case can coach the same employee through disease management, eliminating duplication and hand-offs for the employee while making it easy for them to manage or even improve their state of health," continued Dr. Wilhide. "If complications arise for mother and/or baby, they can be transferred to the Nationwide Better Health medical management program for even more care."

In addition to its robust maternity management program, Nationwide Better Health offers its own Nationwide Better Health CheckSM - health risk assessment, on-site health screenings, incentive management and a comprehensive health and wellness program focused on weight management, nutrition, stress management, tobacco cessation and physical activity. Additionally, Nationwide Better Health offers more than 20 different disease management programs that address specific chronic conditions, such as heart disease, diabetes and cancer, along with medical, absence and disability management. These programs are delivered by dedicated health coaches using a variety of telephonic, mail-based and online tools and resources.

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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