

Better Results

Our programs deliver satisfied employees at a rate consistently greater than 95 percent. No wonder – we produce results. For example, based on our 2006 outcomes, 98 percent of our cardiovascular program members were fully compliant with their prescribed medication regimen. Contrast this to the 50 percent who typically comply with their doctor's medication orders (U.S. Food & Drug Admin., Dept. of Health & Human Services, 2006).

Disease Management

On average, 10 to 20 percent of your employees have health conditions that consume about 60 percent of your health care costs. With our effective disease management program, you can alter that ratio and improve the health and well-being of your employees and your bottom line.

Identify. Intervene. Improve.

Nationwide Better HealthSM offers URAC-accredited telephonic disease management programs for conditions that contribute to the majority of your health care costs:

- > Asthma
- > Congestive heart failure (CHF)
- > Coronary artery disease (CAD)
- > Depression
- > Diabetes
- > Low back pain
- > Maternity

We also provide programs with proven results for chronic obstructive pulmonary disease (COPD), hyperlipidemia (high cholesterol), hypertension (high blood pressure), oncology, obesity and end-of-life planning. And we're also able to customize programs based on your employees' needs.

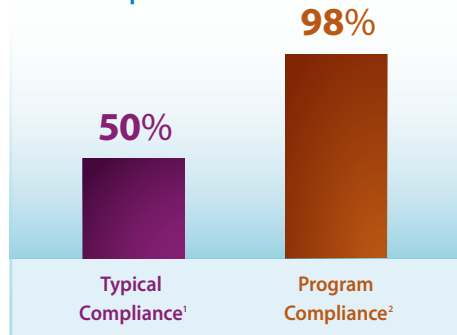
Our state-of-the-art programs center on a clinical team made up of MDs, Ph.D.s, nurse health coaches and other health care professionals, with an average of 20 years' experience.

Our medical directors work with nurses on complex cases, perform case reviews, provide program oversight and actively engage with attending physicians to create better connections.

Managing What Matters

Our proprietary RiskScreen[®] system can identify your employees who already have or are at risk for health conditions so they can experience fuller, healthier lives and reduce your health care spend. Our high-touch model features dedicated nurse health coaches who drive our interventions and create therapeutic bonds with your employees. Our coaches assess your employees' readiness to change and provide them with the tools, support and information they need to improve their health and well-being.

Compliance with physicians' treatment plans



Follow-up studies show that 98 percent of employees in our disease management program are compliant with their physicians' treatment plans.

Sources:

¹ U.S. Food & Drug Admin., Dept. of Health & Human Services, 2006

² 2006 NBH Study

Should a difficult and unexpected health event occur, our 24/7 nurse advice line with a URAC-accredited call center can help your employees select the right care at the right time.

Our focus on behavioral modification has created dramatic results: significant reductions in hospitalizations post-program, a major decrease in absenteeism post-program, a 98 percent compliance rate with physician treatment plan post-engagement and more.

And, by integrating disease and disability management, we provide earlier and targeted interventions for those with chronic conditions. Unlike traditional disease and disability management programs, we break down the barriers between programs so that they can work together seamlessly and effectively. Ultimately, that means employees get the right program, the right information and the right coaching to get healthier – and you get better results as they make a full and rapid recovery or learn to manage their health conditions.

Better for you:

- > Provides flexible, personalized programs to help your employees better manage their condition and improve their health and well-being
- > Provides outreach and coaching to *all* employees with chronic conditions
- > Uses data from medical claims, pharmacy claims, health risk assessments, disability and other sources to identify at-risk employees and offer them appropriate health services
- > Identifies “gaps in care” that put employees at risk for future health conditions
- > Offers the ability to customize the program conditions you include based on your particular workplace needs
- > Reduces your health care spend through early and preventive health care
- > Provides knowledgeable representatives to proactively connect with employees
- > Provides medical directors for peer-to-peer consultations and case reviews to ensure that employees receive the right care within the parameters of your health plan

- > Employs incentive planning to increase participation and effectiveness
- > Provides expert communications collateral (customized with your company logo and basic contact information) to encourage awareness of and participation in the program
- > Can easily integrate with our other programs or with those from other providers
- > Provides positive return on investment (ROI) performance guarantees with returns as high as 3:1
- > Gives you assurance in knowing that we will put our fees at risk based on overall program outcomes, including clinical risk reduction
- > Gives you confidence in knowing that we’ve never missed a disease management performance guarantee

Better for your employees:

- > Provides personalized attention by offering dedicated nurse health coaches who provide confidential, personalized support and education materials
- > Delivers communication options for your employees to inform, engage and meet their needs
- > Provides automatic preventive reminders and wellness care messages based on demographics
- > Increases understanding of self-management techniques for their conditions
- > Encourages course completion and conducts yearly check-ups to ensure follow-through

BETTER CONNECTIONS = BETTER RESULTS

Nationwide Better HealthSM is dedicated to making a difference in the lives of employers and employees. We’re the only company able to deliver the benefits of true integration through the connections we make with your employees and the results we deliver for both them and you. By teaching employees how to make healthier decisions, we help them safeguard their most important possession – their health and well-being.

To learn more about how Nationwide Better Health can contribute to the financial health of your organization through disease management or our other health and productivity solutions, including health promotion, medical, maternity, disability and absence management, call **866.404.6924** or visit **nwbetterhealth.com**.

