Putting Wellness to work for you

HealthAdvocate Solutions





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Discussion Topics

- Who we are West HealthAdvocate Solutions
- Challenges employers are facing
- Taking your Wellness Program to the next level
- Measuring value
- Discussion and next steps

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we are west

We are a leading provider of technology-driven communication services, serving Fortune 1000 companies and clients in a variety of industries, including: healthcare, telecommunications, retail, financial services, public safety, and technology. World's largest provider of collaboration solutions, enabling

159,000,000 conference calls annually

2016 REVENUE \$2.29 Billion HEADQUARTERS Omaha, NE EMPLOYEES 10,700 LOCATIONS 15 The leading provider of healthcare advocacy services, touching **40,000,000** lives

Automatic Location Information

(ALI) bids and Enhanced 9-1-1

444,000,000

transactions

A pioneer in healthcare communications, delivering **BILLIONS**

of email, texts, voice alerts, and notifications





The leader in contact center modernization and patient engagement

64 BILLION

voice minutes annually

Health Advocate connects it all

WHO WE ARE

- Nation's leader in healthcare advocacy and assistance
- Distinguished roster of 11,500+ nationwide clients
- Serving over 50M eligible lives

WHAT WE DO

- Resolve healthcare and insurance-related claim and billing issues
- Uncover health risks before they turn into problems
- Clarify healthcare conditions, treatments, and benefits; answer questions
- Support them in making healthy lifestyle changes and managing chronic conditions
- Help them make informed, cost-effective decisions

We meet people along their journey. No matter where they are.





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Financial

Emotional

Professional

Social

Employer Challenges

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Key challenges facing employers

- Nationwide epidemic of chronic diseases due to unhealthy behaviors
- Rising healthcare costs
- Fragmentation of benefit services creates confusion for employees and is administratively overwhelming

Source: IBISWorld Industry Report OD4621, "Corporate Wellness Services in the U.S.", 2016





Program features that drive greater employee engagement and utilization in Wellness Programs Using claims data, biometrics or HRA data will identify programs that matter most to your employees

 Greater personalization and awareness are needed to drive employee engagement using High Touch and High Tech

Incentives and rewards are a driver for program participation

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Sources:

• National Business Group on Health, Survey On What Motivates Employees to Improve their Health, 2016

• Fidelity Investment Survey, March 2016

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Health Advocate's Point of View

We believe when organizations effectively...

- Understand the wide spectrum of health needs across an employee population
- Offer benefits programs that are personalized to meet the needs of <u>all</u> employees using both high touch and high tech engagement methods
- Provide incentives and rewards that are meaningful to the employee

...they are best positioned to reduce absenteeism, increase retention, drive greater employee engagement, and impact health costs.





Taking Wellness to the **Next Level**

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Elements of success

Providing a successful integrated well-being program that meets the needs of the entire employee population requires four elements:



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The results:

- Greater engagement and better health outcomes
- Reduced health plan costs



Understanding health risks across the employee population ANALYSIS AND STRATIFICATION

Gain Insights

- Biometric Screening
- Personal Health Profile/ Health Risk Assessment
- Claims Data Analysis



Identify Risk Segments across the Population to determine the types of programs to provide the employee base

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Biometric screening insights



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Introduced

If it weren't for Health Advocate, I would never have known that I had these conditions.

- Robert learned he had high blood pressure and high blood glucose
- He worked with Coaches and doctor
- He lost 18 lbs. and got blood pressure back within the normal range





Intelligent design

WELLNESS and WELL-BEING PROGRAMS

Programs and Services to Improve Health

WELLNESS PROGRAMS

- Weight Management
- Healthy Eating
- Tobacco Cessation
- Behavior Change Programs
- Closing Gaps in Care
- Gym Membership Discounts

OTHER WELLBEING PROGRAMS

- Diabetes Management
- Hypertension Care
- Asthma Management
- COPD
- Financial Wellness
- Many others

INCENTIVES TO DRIVE ENGAGEMENT

- Incentive Management and tracking
- Company-Sponsored Challenges
- Rewards Mall
- Attestations & Company-Sponsored Events

METHODS OF ENGAGEMENT

- Wellness Coaching
- Clinical Coaching
- Multi-channel employee engagement Text, email, automated voice, mobile app, web portal, remote trackers

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Get expert guidance from your Wellness Program Consultant

- Your Wellness Program Consultant (WPC) is your dedicated resource for strategy and planning
- Your WPC can assist in developing an incentive program that is specific to your organization's health and wellness priorities
- Share best practices used by other employers of your size and market
- Your WPC will meet with you regularly to review your program to offer recommendations for success and discuss on-going wellness strategy
- They will help you understand your utilization and make suggestions on how to increase engagement, including helping with communications, promotions and educational materials
 - The WPC will work with the rest of your Health Advocate team to the deliver high quality services and promote exceptional customer service







Connecting members and resources EMPLOYEE ENGAGEMENT

Combining High Touch and High Tech Communications to Drive Higher Engagement

- Clinical experts, lifestyle coaches, claims experts working closely with employees and discovering the unasked questions
- Proactive employee engagement multi-channel preferences (text, email, automated voice, mobile app and self-service portal)
- Develop an annual communication plan, combining print and electronic materials
- Meet the member where they are connecting to appropriate services
- Matching your engagement strategy with your culture









High-touch meets high-tech with our online member experience

- View personalized to-do lists and alerts based on incentive activities and personal risk
- Access useful health and wellness information
- Complete the Personal Health Profile
- Compete in fitness challenges
- Choose methods of communications that are right for the individual

Plus, your HR team can create custom alerts to notify your employees about important events like health fairs!

Available features dependent on contracted Health Advocate offering









Evaluating your strategy MEASURING SUCCESS

Establishing a Baseline and Measuring Results

- Engagement / participation rates
- Incentive Program participation
- Yearly executive reporting on risks and behavior
- Aggregate coaching, online activity and HRA activity
- Year-over-year comparison





Why Health Advocate is **the best partner** to support your Wellness program

Integrate. Engage. Connect. How we drive greater success in your Wellness program – meet people where they are

- Multi-channel outreach based upon employee preferences
- Our wellness program provides the flexibility to create a strategy that matches the unique needs of your organization and the employee
- We offer the level of support each member needs to achieve their goals
- We provide a suite of integrated benefits programs that work handin-hand with each other, yielding better outcomes and lowering costs
- Our wellness coaches are qualified to help drive lasting behavior change



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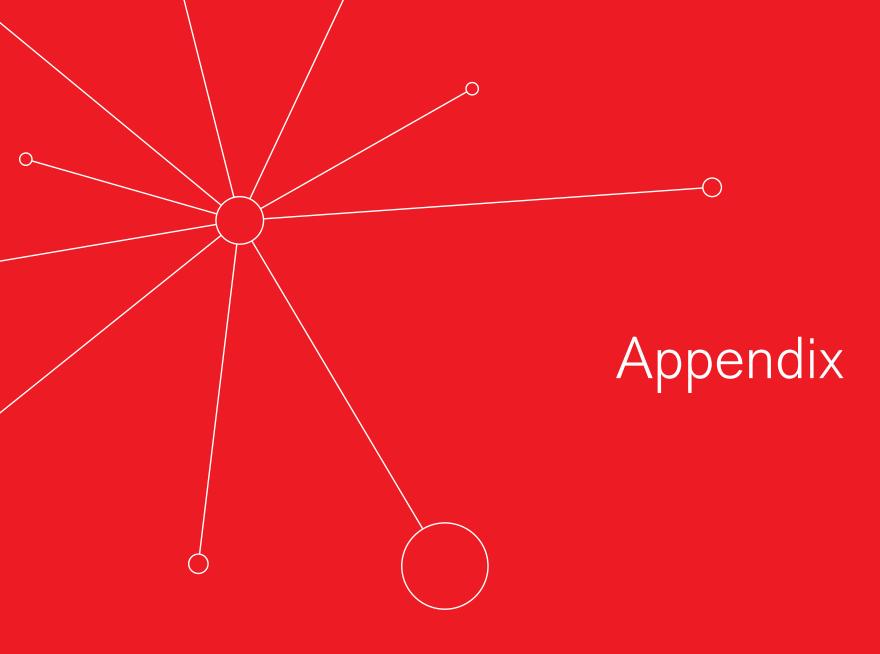




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Chronic Care Solutions

Our unique strategy

Seamless integration = Total health engagement

- Strong synergy with Wellness Coaching and Biometric Screening services
- Identification and risk stratification
- Evidence-based self-management coaching
- Personalized support from a Nurse Coach
- Skills for long-term management of condition(s)
- Coaching "partnership" for overall health
- Ongoing engagement and improved outcomes



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CLIENT CASE STUDY National Provider of Healthcare Services Number of Employees: 50,000+

Challenges

- Large, diverse population made up of Union, non-Union and Managed employees
- Employees were struggling with complex benefit offerings with different variations and carriers
- Call volume continuing to increase
- Desire to improve the employee wellness and engagement experience
- Need to streamline account management services



CLIENT CASE STUDY National Provider of Healthcare Services Number of Employees: 50,000+

How We Helped

- Implemented a single, comprehensive solution to:
 - Take both union and non-union benefits into account
 - ✓ Streamline the employee experience
 - ✓ Increase engagement
- Employees called one number to access their benefits
- Personal Health Advocates and a team of experts:
 - ✓ Answered questions
 - ✓ Resolved issues
 - ✓ Helped employees improve their health
- Program supported by healthcare data analytics and a single technology platform



CLIENT CASE STUDY National Provider of Healthcare Services Number of Employees: 50,000+

In the first 10 months after implementation... Health Advocate expertly managed:

- 45,000+ cases
- 160,000+ interactions

Client experienced:

85% Member Engagement

Significant increase in Wellness engagement:

- 35% of all cases
- 85,000+ interactions
- Over 90% of total clinical utilization

Total aggregate savings: \$5.8 million

Productivity, Absenteeism and Presentation savings: \$5.7 million

Our state-of-the-art wellness portal helps you improve your employees' health anytime, anywhere

For employers...

Employee Engagement	Support	Personalization	Administrative
 Communication materials designed to increase engagement Multiple Channels of Communication Seasonal Campaigns, Monthly Events, and Weekly Campaigns 	 Enhanced Gateway option for integration of third-party vendors Hub of all Health Advocate Solutions Dedicated Health Advocate team Wellness Program Consultant 	 Co-branded – add your logo, welcome message, company news, and program details Incentive Program Customization Accommodates multiple incentive strategies, including new hire or spouse programs 	 Collect consent to communicate outbound to the member (phone, email, SMS, in app notifications) Yearly, monthly reporting for engagement, risk, and incentives ClientConnect access for self-management of challenges

Our state-of-the-art wellness portal helps engage employees anytime, anywhere

For members...

Personalized	High-Tech	High-Touch	Incentives
 Personal Health Profile to identify risks and encourage readiness to change Personalized To Dos recommending actions Gym membership discounts Zipongo© nutrition platform Disease Management Coaching* 	 Mobile access to all tools Company sponsored and personal challenges Health and fitness trackers with option to sync to devices and apps Self-guided online programs Tobacco Cessation Nutrition Exercise Financial Diabetes Weight Loss Sleep Sleep Resiliency 	 Unlimited access to personal Wellness Coach Multi-Channel Communication Phone Secure Email Chat Text Automated Voice Outreach to high risk members* 	 Participation- and outcomes-based programs with reasonable alternatives Healthy Change gift card redemption

Just some of the ways members can earn incentive points

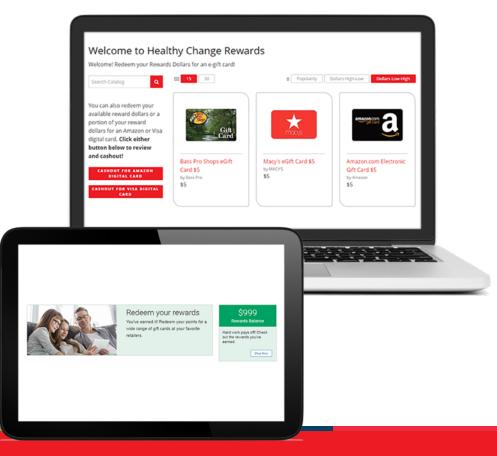
- Complete the PHP
- Complete a Screening
- Visit a physician
- Achieve outcome scores
- Participate in challenges
- Enroll in coaching programs
- Complete a coaching program, including Tobacco Cessation

- Complete a workshop or online program
- Speak to an Advocate about claims
- Meet exercise and nutrition goals
- Website visits and registration
- Company-sponsored events
- Committing to making lifestyle changes



Encourage engagement with our Healthy Change Incentive Mall

- Seamless online experience for members to redeem earned points for gift cards of their choice
- Online incentive mall e-gift cards for over 50 vendors
- Member chooses a digital or physical card – (extra fees for physical card will be deducted from card value)



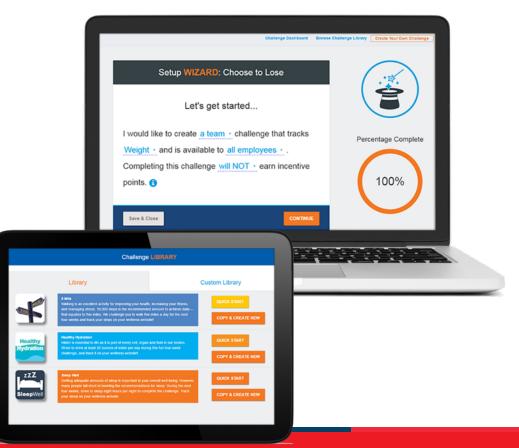
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Be in control with ClientConnect

Designed for HR and Wellness Champions

- Allows employers to manage and create challenges
- Easy to use Setup Wizard
- Individual and team challenges available
- Turnkey communications include for each challenge
- Library of 25 "ready-to-use" challenges



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Choose from Our Challenge Library, or Create Your Own

5 Mile:

Employees aim to walk at least 10,000 steps (5 miles) each day. Duration: 4 weeks

Choose to Lose:

This challenge can help jump-start employees' weight loss and rewards the employee who loses the greatest percentage of body weight. Duration: 12 weeks

Choose to Move:

Employees are challenged to work out at least 150 minutes a week. Duration: 4 weeks

Go the Distance:

Employees are challenged to do 5 miles' worth of exercise each day. Duration: 4 weeks

Healthy Hydration:

Employees are challenged to drink at least 32 ounces of water daily. Duration: 4 weeks

Post-Holiday Hustle:

This challenge motivates employees to exercise with the goal of getting back in shape after the holidays. Duration: 4 weeks

Step Up to 10,000:

In this challenge, employees will compete to see who can get the most steps with the ultimate goal of reaching 10,000 steps per day at the end. Duration: 1 week

Strive for 5:

Employees aim to eat a minimum of five fruits and vegetables daily. Duration: 4 weeks

Summit Everest:

Employees are challenged to see who can exercise the most miles with the ultimate goal of reaching 62.5 miles at the end of 42 days. Duration: 6 weeks

Walk America:

In this eight-week challenge, employees "virtually" walk the United States, from the east coast to the west coast, while competing to take the most steps. Duration: 8 weeks

Walk at Work:

In this challenge, employees are challenged to walk at least 10,000 steps daily, with an emphasis on fitting in more steps during the work day. Duration: 4 weeks

Sleep Well:

In this challenge, employees strive to sleep at least 8 hours every night. Duration: 4 weeks

Springtime Shape-Up:

This challenge, which is ideal to begin in late winter or early spring, helps employees get in shape for the summer swimsuit season by starting and maintaining an exercise routine. Duration: 8 weeks

Walk Yellowstone:

In this challenge, employees virtually walk Yellowstone National Park while competing to take the most steps. Duration: 8 weeks

Whole Grains:

Employees try to eat at least three servings of whole grains daily. Duration: 4 weeks

More organizational challenges are being added every quarter!

Employees reach their health goals with personalized coaching

- Multi-channel, unlimited access to a personal Wellness Coach to meet people at the right time based on their communication preference.
 Supporting high-tech and high-touch options
- S.M.A.R.T. Goals: One-on-one collaboration to develop short- and long-term goals with achievable steps, timelines
- Employees work with the same Coach throughout the program; coaches motivate, educate and guide every step of the way
- Supported by 24/7 access to comprehensive Wellness website

Our approach to coaching

- Proven, validated methodology: Prochaska's Stages of Readiness, evidence-based techniques that support healthy behavior change
- Supports members with personalized action plans for behavior changes
- Provides one-on-one education on health risks from biometric screenings, Personal Health Profile Results, and a wide range of health topics
- Inbound model initiated by member outbound options available
- Unlimited coaching by phone and secure email messaging
- Help with weight loss, fitness, nutrition, stress management, and more

Add Chronic Care Solutions and EAP+Work/Life to get added support from our nursing and counseling teams



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Our Wellness Coaches' credentials

- Full-time, salaried Health Advocate employees
- Minimum of a Bachelor's degree in a health-related field (more than half hold Master's-level degrees)
- Minimum of one additional national certification
- Certified in tobacco cessation counseling by the American Lung Association
- 4-month training period with a senior coach
- Ongoing training and education

Driving Engagement

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What are our most engaged clients doing to make their wellness program a success?

Of organizations with over 40% engagement...

84% Incorporate screenings into the incentive

58% Administer at least one company-sponsored Wellness Challenge

56% Incentive valued at \$300+/employee/year

74% Program in place 2+ years

58% Program in place 3+ years







Trends of highlyengaged groups (>40% utilization):



- Rich incentive (\$300+ per employee per year)
- Incorporate Health Advocate biometric screenings into the incentive
- Comprehensive program telephonic coaching, online health assessment, online tools and resources
- Executive support and dedicated resource to Wellness program – employee(s) whose role includes dedicated time to Wellness
- Company-Sponsored Challenge At least one Health Advocate Wellness Challenge per year



Trends of highlyengaged groups (>40% utilization):



- Company Wellness Activities support HA services (lunch & learns, exercise breaks, healthy food options (and subsidized) in the cafeteria)
- Consistency have had Health Advocate Wellness for 2-3+ years
- Ongoing communication throughout the year
- Utilize Health Advocate monthly newsletters and other wellness materials to promote services
- Regularly scheduled calls with Health Advocate Wellness Program Consultant



Trends of less engaged groups (<10% utilization):



- Company culture does not embrace well-being as a value
- Wellness is offered, but not promoted
- Lack incentives tied to wellness
- No biometric screenings
- No dedicated wellness resources
- Do not utilize Health Advocate wellness communication materials