Nutrition at Work

Learn How to Live a Healthy Lifestyle

May 5, 2009
Your Carrier’s Offerings:

- MyChoice Health
  - Weight Management Programs
  - Lunch and Learns
  - Educational Materials
Your Carrier’s Offerings:

- My ePHIT
  - Eat PHIT – Nutrition
    - Personalized nutrition plan
    - Meal planner providing menus and shopping lists
    - Calorie and food services tracker
- Lunch and Learns
- Coaching with registered dietitian (telephonic)
Your Carrier’s Offerings:

- Online Behavior Change Programs for Nutrition, Weight Loss, Heart Health, Diabetes
- Care 24: topics such as “Why Diets Don’t Work”
- Tools for Wellness Toolkit
- Discount programs available thru myuhc.com
  - Jenny Craig
Your Carrier’s Offerings:

- **Aetna Healthy Body, Healthy Weight Program®**
  - Outreach and support from a nurse or dietitian to promote weight loss education and discounts on community-based weight loss programs
    - Available through select employers – find out more by calling number on your member ID card

- **Simple Steps To A Healthier Life**
  - Online resources to help with weight loss and healthy eating
  - Personalized action plan

- **Aetna Wellness Counseling**
  - Personalized support from health educators to help address lifestyle behaviors
    - Available through select employers – find out more by calling number on your member ID card
Your Carrier’s Offerings:

- Aetna Natural Products and Services Discount Program
  - Save money on complementary health care services such as dietetic counseling
  - Other savings on health products like over-the-counter vitamins
- Aetna Weight Management Discount Program
  - Save on program memberships, food, weight loss videos and more
- For more information, log onto your secure Aetna Navigator member site
Your Carrier’s Offerings:

- MyHealth@Anthem – Lifestyles Center
  - Five Steps to Nutrition Program
  - Calorie Counter
  - Dessert Wizard
  - Healthy Refrigerator
- MyHealth@Anthem – Special Offers
  - Jenny Craig
  - Weight Watchers
  - Lindora
Questions?

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Help your employees get healthier with Weight Watchers®

Presented by J.W. Terrill
Today’s Discussion

- Rising Healthcare Costs
- The Impact of Obesity
- Why offer Weight Watchers®?
Rising Healthcare Costs
Average family premiums for covered workers in small and large firms have grown at similar rates since 2004 (24% in small firms vs. 29% in large firms) and since 1999 (113% in small firms vs. 122% in large firms.

You and your employees continue to pay more

- Compared with costs five years ago, employers are paying 39% more today while employees are paying 61% more
- Employee premium responsibility is expected to be $2,076 for 2009

Towers Perrin, 2008 & 2009 Health Care Cost Survey
Healthcare costs impact your bottom line

- Second largest expense after salaries

Average compensation expenses

- Wages and Salaries
- Healthcare, Sick Leave, STD, LTD
- Legally Required Benefits
- Vacation & Holiday
- Paid Leave
- Retirement & Savings
- Supplemental Pay
- Life Insurance

1 Bureau of Labor Statistics, June 2006
The Impact of Obesity
Obese employees can cost a company nearly 37% more in healthcare costs.¹

Obesity continues to increase throughout the U.S.

Obesity Trends* Among U.S. Adults
(*BMI ≥30, or about 30 lbs. overweight for 5’4” person)

Over 67% of adults are overweight or obese

Behavioral Risk Factor Surveillance System, CDC
Obesity is linked to 30 medical conditions¹,²

- Type 2 diabetes
- Heart disease
- High blood pressure
- Stroke
- Cancer of the kidneys
- Cancer of the colon, rectum and prostate (men)
- Cancer of the gallbladder, breast, uterus, cervix and ovaries (women)
- High blood cholesterol
- Complications of pregnancy
- Menstrual irregularities
- Stress incontinence
- Psychological disorders such as depression
- Increased surgical risk
- Gallbladder disease and gallstones
- Liver disease
- Osteoarthritis
- Gout
- Pulmonary (breathing) problems
- Reproductive problems in women

² U.S. Dept. of Health and Human Services. The Surgeon General’s Call to Action to Prevent and Decrease Overweight and Obesity 2001
Obesity increases healthcare costs

Three separate studies confirm the significant impact of weight on medical costs.

3. Kaiser Permanente, “Health Services use and health care costs of obese and nonobese individuals.” Arch of Internal Med. 10/04
Obesity impacts presenteeism and productivity

- On a yearly basis, obesity is linked to causing:
  - 39 million lost work days
  - 239 million restricted-activity days
  - 63 million physician office visits¹

- Obesity adds 20 days of lost productivity per year/per obese employee, a cost of $5,350²

² Present dangers: presenteeism is the next area of focus as companies seek to maximize their investment in human capital by improving productivity and promoting employee health and wellness – disability*, Risk & Insurance, March 2004
Why offer Weight Watchers?
For every $1 invested in wellness programs, your company can gain $3 in benefits.
Why Weight Watchers?

- Weight Watchers is the only commercial weight-loss plan with evidence it works.\(^6\)

**We offer:**

- Almost 50 years of experience
- Trusted name
- Emphasis on behavior modification
- Science-based eating plan
- Support in a meeting environment
- Maintenance skills
- Proven results

Our members are able to keep the weight off

- Dieters who successfully lost weight with Weight Watchers® maintained 66% of their weight loss after two years
- Dieters maintained 48% of their weight loss after 5 years
- NIH found that, following typical weight-loss approaches, virtually no dieters maintain it at the 5-year mark

Weight Watchers® enhanced for business

Offerings:
- At Work meetings*
- Community Meetings (Local Meeting vouchers)*
- Online subscription
- At Home kit

Outreach:
- Automated monthly outreach helps promote Weight Watchers to all employees

*Available in participating areas only.
†Minimum enrollment required.
At Work meetings

- **We can come right to your workplace**
  - Led by trained professional leader, weekly at your office
  - Provides your employees with motivation and group support to help ensure weight-loss success
  - Ultimate convenience for employees
- And... research shows that people lose **3x more weight** attending meetings vs. going it alone\(^1\)

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Two other solutions for people who cannot attend meetings:

Online subscription

- Award-winning site
  - Forbes Best of the Web Pick (2003, 2005)
  - Top 100 Web Sites from PC Magazine (2003)

- Track & monitor success

- Helpful tips and recipes

- Tools to help make losing weight easier

At Home kit*

- Information and resources to follow our plan step-by-step at home

*Available only in participating areas in the U.S.
“Build a Culture not a Campaign”

Annual outreach plan designed to integrate wellness into your company culture and help engage employees

Available outreach pieces include:

- Posters
- Handouts
- Table tent displays
- HTML emails
- Newsletter/Intranet copy
- Tip sheets
Characteristics of a successful plan

1. Strategic initiative within the company
2. Centralized communications to support the initiative
3. Dedicated resources (staff and budget)
4. Actively engaged team and commitment to make the plan a success
5. Willingness and ability to invest in your employees’ success
Thank you for your time.

Questions & Answers