How to Promote Wellness and 360° Health® Programs in the Workplace
Good Employee Health is Good for Business.

The health of your business depends on the health of your employees. It’s an investment you make every day.

- 30% of the population consumes 90% of health care resources.¹
- 50% of total medical spending can be attributed to health behavior costs.²
- A national study of health and wellness programs that included 370,000 employees found a 27.8% reduction in sick leave.³

Anthem will lead your business and employees to better health. We deliver measurable results and real value – today and tomorrow.

¹ Source: 2005 Internal Data
² Source: Milliman Medical Index 2007
The opportunity:

When wellness programs are in place employees can change their lifestyles and improve their health.

Wellness Program Results*:

- Sick leave ▼ 27.8%
- Workers’ Comp claims ▼ 33.5%
- Overall health costs ▼ 28.7%

- Overall, average ROI was $5 saved for each $1 spent.

*Based on a study of over 50 health and wellness programs that included 370,000 employees. Source: Proof Positive: An analysis of the Cost Effectiveness of Wellness, 5th Edition, L. Chapman, July 1, 2005
Comprehensive Wellness Benefits

Core Programs
- Care Management
- 24/7 NurseLine
- Future Moms
- ComplexCare
- Online Tools and Resources
  - MyHealth@Anthem
  - MyHealth Assessment
  - MyHealth Record
- Condition Centers
- Online Community
- Specialoffers@Anthem
- AudioHealth Library
- Time Well Spent
- ConditionCare
- MyHealth Advantage

Also Available
- ConditionCare: Support
- Healthy Lifestyles
- MyHealth Coach
- Staying Healthy Reminders
- Anthem Health Rewards
- Worksite Wellness
The solution: 360º Health ConditionCare

Helps employees manage high-cost conditions:

- Asthma
- Diabetes
- CAD
- COPD
- Heart Failure
The solution: 360° Health

Future Moms
Support for healthier pregnancies and deliveries.

- Participants identified through claims data and physician referrals
- Promotes healthier behaviors to improve birth outcomes
- Provides proactive intervention and support
The solution: 360° Health

24/7 NurseLine

Toll-free employee access to trained

- registered nurses any time of the day or night.
- Includes proactive call-backs from nurses
- Helps employees make informed decisions about their health care
- Helps reduce time lost on the job
- Helps optimize costs of care
The solution: 360° Health

MyHealth Advantage

Actionable and individualized messaging to members and providers about potential opportunities to:

- Improve health
- Optimize health care spending
- Avoid critical health issues
The solution: 360° Health

ComplexCare

Proactive one-on-one support to help manage acute medical situations

- Support members with multiple, high-level care issues
- Help improve self-management of chronic conditions
- Empower members to improve their health and quality of life
Health Screening Bundles*

Know Your Numbers
- Total Cholesterol/HDL, Blood Pressure and BMI

Know Your Numbers Plus
- Total Cholesterol/HDL, Blood Pressure, BMI, Glucose

Lipid Panel Plus
- Total Cholesterol/HDL/LDL/Triglycerides plus Blood Pressure and BMI (Fasting Required)
- Total Cholesterol/HDL/LDL/Triglycerides plus Blood Pressure BMI and Glucose (Fasting Required)

*See WW Services List for complete listing
Health Seminars

- **Multi-media delivery** – onsite, tele-seminar or web-based technology
- **15 health topics** – focus on nutrition, exercise, smoking cessation, & other general health topics
- **Well Informed Guide** – participant goal setting tool
- **Well Applied Quiz** – post seminar comprehension tool
- Opportunity for **incentive integration**
Therapeutic Massage

- Neck and Shoulder via chair or table
- Reflexology – Hands and Feet
- 5, 10, 15 and 30 minute massages
- Reduces ergonomic strain
- Promotes healthy posture
- Popular employee incentive tool
Fall Influenza Vaccinations

- Onsite flu shot clinics
- Coupon program
- Online Scheduling
- Delivery date driven by CDC’s recommendation for administering to healthy populations
- Convenient and conventional approach to employee health
- Key message – my employer wants to help me stay healthy
360° Health – The result:

Greater health and productivity, lower costs.

- 94% have more control over their health/condition\(^1\)
- 50% fewer missed days of work\(^2\)

- Emergency room visits\(^2\) \(\blacksquare\) 32%
- Inpatient admissions\(^2\) \(\blacksquare\) 20%
- Inpatient days\(^2\) \(\blacksquare\) 7%

1 WellPoint Voice of the Consumer, 2008
2 Results are from a recent, 3-year internal analysis of diabetes, CAD and HF programs for CO and NV. For clients included in the study, service delivery began in September 2002. Asthma and COPD were added in 2007. (275,000 total members, 12,000 participating in Condition Management) Study Code: 1400750
Your help is here…Time Well Spent!
Time Well Spent…covers key health topics

- Healthy Eating
- Chronic Conditions
- Cancer
- Exams and Checkups
- Diabetes Awareness
- Women’s & Men’s Health
- Smoking Cessation
- Sleep, Stress, Mental Health
- Weight Management
- Lunch Well Program
Helping you...spread wellness at work

Tools and resources to aid in wellness promotion

- Includes email blasts and templates
- A “preview” ability to see materials easily
- Spanish Materials
- Condition Kits – “turnkey” wellness campaign
Condition Kits – campaigns on one health topic

- Digital magazine format provides step-by-step instructions for a 6-month educational campaign to employees

- Eight health topics, including heart disease, diabetes, pregnancy, and high blood pressure

- Every month contains:
  - Customizable email copy - For the employer to communicate information to the employees
  - Multimedia – Links to videos with information about the specific health topic
  - Engaging activities – ex. potlucks, quizzes
2013 Employer Webinars

Free events that help inform clients of current wellness trends and resources. Register for events on the Time Well Spent-Webinar page. Check out our library of recorded topics while there!

March:
- Wellness 101 for Small Business (Beginner): How to get started, low cost tactics customized for small businesses, sample wellness plan, case studies
- The Next Level of Wellness (Advanced): Specifically designed for companies that already have a basic wellness plan in place.

April:
- How to Inspire Weight Loss at work: How to execute challenges, motivate employees, and what tools Anthem has in place to help

Last year almost 5,000 clients attended or downloaded recordings of our events and 94% rated the information shared as helpful.
2013 Employer Webinar Topics (cont.)

May:
- **Low/ No Cost Wellness tools (Beginner):** Highlight Condition kits, engagement videos, screen savers, Time Well Spent, Employer Guide to Wellness, Walking Works, Wellness Calendar, etc.
- **Using Incentives for Effective Behavior Change (Advanced):** Incentives work! Lean about our own 3 year wellness strategy and what results we’ve accomplished thus far.

June:
- **How to Inspire Smoking Cessation at work:** Ways to encourage your employees to quit smoking. What’s included in your coverage, what’s available for purchase, workplace best practices

July:
- **When Members Get Sick:** Highlight services for members like 27/4 NurseLine, ConditionCare, Case Mgt., ER Alternatives, Complex Care, Estimate Your Costs, EAP and Behavioral Health

August:
- **Patient-Centered Care: The Next Generation of Provider Engagement:** Learn about how Anthem is revolutionizing the way providers work with health insurance companies
Doc Talk – Free Member Webinars

These hour-long, member-facing webinars feature a Medical Director speaking on the hottest health topics in the headlines.

2013 Topics:
- May: Practical tips for weight management
- August: Urgent Care or ER? Choosing the right place for care
- November: Behavioral Health & Depression

Members can participate by registering at https://doctalk.webex.com
Health and Wellness Screensavers

- Value add for clients to help create a culture of health in the workplace
- Three different sets of screensavers
- Highlight health & wellness programs with & tips for better health
- Clients can download from Time Well Spent and push to employee computers

Coming soon to Time Well Spent
How do I find Time Well Spent?

At Anthem.com

- Go to the Employer page
- Select “360 Health”
- Select the link on the page

Go directly to this address:
www.timewellspent.anthem.com

To help remind you, sign up for our monthly wellness email service!
Member Engagement Videos

Free web based videos that can help inform members of the health programs available to them.

- 1-2 minutes long
- Member-facing
- Describe specific health programs available to the member
- Post-sales promotional tools
- Drive awareness and engagement
- Give member program introduction
  - Benefits
  - What the member can expect
  - How to enroll in the program (if applicable)
New Member Engagement Videos

Videos available for:

- Future Moms
- MyHealth Coach
- MyHealth Advantage
- ConditionCare
- NurseLine
- EAP

Employers can post on their intranet site or embed in an email to help increase awareness and engagement in health programs.
Where to find the Engagement Videos?

- **Direct URLs**
  - anthem.com/nurseline_video
  - anthem.com/futuremoms_video
  - anthem.com/conditioncare_video
  - anthem.com/eap_video
  - anthem.com/myhealthadvantage_video
  - anthem.com/myhealthcoach_video

- The videos can be accessed via the new Health and Wellness Toolkit on the Broker Communications Portal

*Please Note: The videos should not be viewed by members that do not have these programs*
Summary: What Works in the Workplace

Real, long-term corporate commitment to wellness
- From the CEO on down
- Formation of Wellness Committee

Support and funding for wellness initiatives
- Budget item for the organization each year
- Multi-year focus is ideal

Continual Communications to employees
- Letters, emails, posters, intranet
- What best reaches the employee?

Variety of wellness programs to select
- Mix of fun, engaging programs
- Disease management should be included to manage high-cost members
- Include programs for those employees already doing things right!