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
What is wellness?

Employees say:
“Feeling good and living my life without interruption.”

Employers say:
“Keeping employees healthy to increase productivity and reduce premiums.”

Source: WellPoint Customer Viewpoint Program
The situation:

We face a wellness crisis.

- More than half of all Americans live with one or more chronic conditions\(^1\)
- According to the U.S. Centers for Disease Control and Prevention, the majority of chronic diseases could be prevented through lifestyle changes\(^2\)
- Most adults will be overweight or obese by 2030, costing $950+ billion\(^3\)
- Productivity losses related to personal and family health problems cost U.S. employers $1,685 per-employee-per-year or $225.8 billion annually\(^4\)
- This loss in productivity represents about 20% of the payroll\(^4\)
The opportunity:

Healthy behaviors = healthy employees and businesses.

- Chronic conditions such as diabetes and heart disease account for 75% of our nation’s health care costs.\(^1\)
- 10-year savings through reduction in tobacco use = $190.5 billion.\(^2\)
- Obesity costs employers $45 billion annually in medical costs and lost productivity.\(^3\)

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1 Center for Science in the Public Interest, The Key to Affordable Health Care Reform: Better Health through Prevention, April 2008
2 The Commonwealth Fund, *Bending the Curve*, December 2007
3 The Economic and Health Impacts of Obesity, Institute on the Costs and Health Effects of Obesity, National Business Group on Health, February 2009
## Building a Culture of Health

Third-party research firm conducted telephonic surveys among company decision makers as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
<th>Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small companies</td>
<td>100 - 999 employees</td>
<td>200</td>
</tr>
<tr>
<td>Large companies</td>
<td>1,000+ employees</td>
<td>200</td>
</tr>
</tbody>
</table>

- Respondents were read the following introduction re: a Culture of Health:
  - “This study is about establishing or maintaining a Culture of Health at your company. You may already have certain programs in place to help employees make healthy lifestyle choices. For the purposes of this survey, please think about a Culture of Health as one in which your employees know that it is important to you/the company that they make decisions and behave in such a way as to help them be as healthy as possible.”
Insight #1

Overall interest in a Culture of Health is very high, especially among larger companies.

Employers have a responsibility to maintain and improve the health and well-being of their employees.

Question asked: Overall, how interested are you in establishing or maintaining a culture of health at your company?
Insight #2

About half of all respondents strongly agree that employers have a responsibility to help maintain employee health.

- Concrete corporate goals related to a COH: 2.1
- Internally publishable measurements of employee health: 2.1
- Formal wellness committee: 2.0
- On-site health coaching and classes: 2.0
- Disease Management Services: 1.3
- Tobacco-free workplace: 1.1
- Preventative health services: 1.1
- Online access to health info and programs: 1.0
- A 24/7 Nurseline: 0.9
Insight #3

Companies with a Culture of Health are more likely to have certain health-related initiatives in place

Employer interest in building a Culture of Health

- 86% of companies with 1,000+ employees are extremely or very interested
- 78% of companies with less than 1,000 employees are extremely or very interested
- 81% of total companies are extremely or very interested

Extremely or Very Interested
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
- ConditionCare
- MyHealth Advantage
- Online Tools and Resources
  - MyHealth@Anthem
  - MyHealth Assessment
  - MyHealth Record
- Condition Centers
- Online Community
- Specialoffers@Anthem
- AudioHealth Library
- Time Well Spent

Also Available
- ConditionCare: Support
- ConditionCare: Kidney
- MyHealth Coach
- Healthy Lifestyles
- Worksite Wellness
- EAP
- Pharmacy Benefit Management
- Staying Healthy Reminders
- Incentives
The solution: 360º Health ConditionCare

Helps employees manage high-cost conditions:

- Asthma
- Diabetes
- CAD
- COPD
- Heart Failure
The solution: 360º 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: 360º 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: 360º 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
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\(^2\) ▼ 32%
- Inpatient admissions\(^2\) ▼ 20%
- Inpatient days\(^2\) ▼ 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
360° Health’s Time Well Spent

Time Well Spent is a resource available through 360° Health to help employers communicate and encourage healthier behaviors among their employees.

▪ A turnkey solution to help create a culture of health in the workplace and help improve the health of employees.

▪ A health and wellness promotional campaign designed to foster a culture of health (employees spend most of their time at work) and increase awareness of the need to change unhealthy behaviors.

▪ Tool kit to help employers educate their employees about healthy lifestyle choices that can help to improve their health.

▪ Part of 360° Health; just one component of our overall wellness strategy.
Components of Time Well Spent

- Variety of modules focused on health topics
- Over 400 branded member-facing pieces that promote wellness
- Materials housed on Web site accessible from anthem.com
- Print on Demand solution through FedEx Kinko’s
- Monthly E-blast campaign to employers
Time Well Spent Tool Kit Modules

- Healthy Eating
- Increasing Physical Activity
- Know Your Numbers
- Heart Health
- Diabetes Awareness
- Cancer Screening
- Antibiotic Uses
- Cost of Unhealthy Habits
- Prevention
- Men’s Wellness
- Stroke
- Smoking Cessation
- Cold & Flu Prevention
Time Well Spent on anthem.com

Time Well Spent is available via a link on the employer landing page on anthem.com.

Select “Employers” and then your state.

http://www.anthem.com/timewellspent/home.html
Time Well Spent Click Path

Click on the link for Time Well Spent
Select a health module
Healthy Eating Module Landing Page

Anthem 360 Health

Healthy Eating

Good health is one of the most valuable assets employees can bring to their job. And eating well is a basic way for them to be their healthiest.

Do your employees know that they can eat their favorite foods and still follow a healthy eating plan? Do they know eating healthier over time can help prevent or reverse conditions like Type 2 diabetes, obesity and high blood pressure?

Take advantage of this educational toolkit! Encourage your employees to make the best choices no matter where they get meals and snacks -- a brown bag, drive-thru or vending machine.

WANT TO PLACE AN ORDER? Print tool kit materials at discounted prices through FedEx Kinko's Docstore!

User name: timewellspent  Password: anthemcbcs!
Fed Ex Kinko’s Doc Store

Accessible from Time Well Spent landing pages

Username: timewellspent
Password: Anthembcbs!
Healthy Bytes

“Healthy Bytes” are short, positive bits and facts meant to motivate employees to make healthier changes.

Accessible on the main Time Well Spent web page

Walking up stairs for one minute burns 9 calories.
(based on 150 lb. person).
http://www.healthstatus.com/calculate/cbc

150 minutes of exercise each week may help lower Type 2 diabetes risk by 58%.

Harvard School of Public Health - http://www.hsph.harvard.edu/nutritionsource/diabetes.html#references
Wellness Calendar

A simple solution for better workplace health.

- Easy-to-use, single source repository of tools and resources needed to support health and wellness promotion within the workplace.
- Each month features a different health topic with links to relevant 360° Health programs and tools, as well as related authoritative resources.
Wellness Calendar Links

Anthem Blue Cross and Anthem Blue Cross Blue Shield

- Opens to Landing Page where you can select your state
- http://wellnesscalendar.anthem.com/
Wellness Calendar Additional Resources

**Employer Guide:**

- Simple easy to follow directions to access all features and content
- Includes links to the website and suggestions on how to use the materials to promote wellness in the workplace
Promotional Ideas

- Hang posters or fliers in common areas like the cafeteria, break room, stairwells or elevators
- Send quarterly or monthly emails highlighting one health program or a wellness article from Time Well Spent
- Provide fliers at Open Enrollment meetings, in your HR office, or on your company intranet site
- Highlight health programs in your company employee newsletter
- Add healthy bytes from Time Well Spent to emails from company executives
- Tape healthy recipes to the front of the break room refrigerator