

Sales Training: Introduction Sales Script and Key Points for Health Connected

Use with Employer Sales Presentation & Sales Training Presentation (HC7) Powerpoint decks

September 21, 2015

Overall Key Selling Points:

1. **Improve employee health and wellness.** Support employee health with meaningful programs that deliver personalized health action plans and measurable results. HealthConnected includes highly visible posters and promotional material. 59% of employees said a strong health culture was a reason to stay with their current employer.
2. **Improve productivity.** Reduced absenteeism, presenteeism and job turn-over. Healthier employees are more motivated, with higher job and life satisfaction.
3. **Manage health plan costs.** Reduce STD, LTD and reduce risk of progression to more expensive drugs. Enables individuals to identify specific health risks and creates personalized health action plans. Analytics enables employers to identify which areas to focus on to get the greatest impact.

SLIDE 1

Key Points

- Here to introduce Health Connected
- Digital health and wellness program targeting:
 - 1) **Employee wellness**
 - 2) **Productivity**
 - 3) **Health plan costs**

Script Example:

We're here today to introduce something new and really exciting. It's a digital employee health and wellness program, called Health Connected.

Why we're so thrilled to be presenting this today is because of the value we think it'll bring to your company. Health Connected is a digital program that targets:

- **Employee health and wellness**
- **Productivity and;**
- **Health plan costs**

We're constantly looking for innovation we can bring to you and we think we found it with this program. Its got all the feature employees need to get them engaged and participating in their health as well as providing you with the business value you need.

Slide 2

Key Points

- Improving employee health is good for your business
- Healthy companies have:
 - 1) **Improved morale, 75% felt better about their company**
 - 2) **Less turnover, 59% more likely to stay at their current job**
 - 3) **Better productivity, lower absenteeism and presenteeism**

Script Example:

We know that Improving Health and Wellness Is Good For Your Business.

- 75% of employees felt better about their company.
- **<Healthy companies had less turnover and attracted quality employees>**, 59% said they'd stay at their job and 63% would recommend their healthy company to others

Companies with a strong culture of health had lower premiums, less absenteeism and presenteeism and higher employee loyalty with less staff turn-over.

So building a stronger culture of health has a direct impact on productivity and costs.

OPTIONAL:

Other research has found that healthy companies have:

- 20% more revenue per employee
- 16% higher market value
- 57% higher shareholder return

(Reference: Watson Wyatt Worldwide. Health and productivity Drives Organizational Effectiveness)

SLIDE 3

Key Points

- Poor employee health costs employers
- Higher levels of stress and chronic disease means lower work satisfaction and less productivity

Script Example:

<We also know the opposite is true>. Poor employee health & wellness costs you money...

Stress, coping skills, chronic disease, work satisfaction and productivity all impact costs. <employers see these costs through increases in STD, LTD, staff turnover, faster progression to expensive biologics due to poor chronic disease management, having to hire more expensive temporary workers>...<and a list of other cost drivers>

We know some of the key areas for loss include:

- Depression, accounting for 23% of productivity loss
- Back pain, headache <often stress related> and arthritis account for 31% <with unmanaged arthritis potentially costing more due to earlier use of biologics>
- The result is health and drug plan costs continue to rise 10-15%. Health Connected targets these issues and can impact your costs.

SLIDE 4

Key Points

- Companies with health and wellness programs have lower costs

Script Example:

So what is the cost-benefit of implementing a stronger health and wellness program and strategy?

Studies have found that the direct employer cost savings can be \$157/employee/year on plan costs alone.

But lets look at the larger costs. Data on the absenteeism and presenteeism collectively can cost much more, several thousand per employee per year.

The cost of staff turnover can be 60% of an employees salary **<some use 1 month to 1 year of salary as the cost depending on job level>**. Earlier we mentioned that 59% of employees said a stronger culture of health was a reason to stay with their current company so this cost can also be reduced.

Health Connected targets these cost drivers so the benefits to your organization aren't just increases in productivity and better management of your health plan costs.

They include healthier, happier and more engaged employees.

SLIDE 5

Key Points

- This is where Health Connected can help
- A comprehensive turn-key health and wellness solution to improve employee and productivity as well as manage health plan costs.

So you know the benefits of a healthier company, so how can Health Connected help?

Health Connected is a comprehensive and turn-key digital program that targets employee health, productivity and employer health plan costs.

What makes Health Connected different is that it's a complete and comprehensive wellness program that is packaged so you develop a long-term strategy of "Creating a Health Movement"

Because its digital it is accessible office and remote workers providing an ongoing and continuous cycle of engagement over the long-term. It's a program that works for both large and small companies.

SLIDE 6

Key Points

- Provides 3 integrated programs that impact employee health and employer costs
- 3 Programs:
 - A comprehensive HRA to establish baseline risk profile and measure progress
 - Health challenges, including connectivity to wearable devices
 - Digital Health Coach. A program that provides the value of a live health coach to enable employees to create personalized health action plans.

Script Example:

Health Connected is a complete, turn-key, automated health and wellness solution.

The core of Health Connected is 3 unique and integrated programs proven to impact employee health and employer costs.

These programs are:

1. A Health Risk Assessment to establish a baseline risk profile of each employee with aggregate data delivered to you so you can see your company health risk profile. It includes the industry's most extensive reporting and analytics package for employers that aggregates data so you can identify areas to focus your efforts and measure results.
2. A second program is Health Challenges. Health challenges allows your employees to participate in individual or team events such as a "Walking challenge" or "healthy eating challenge". Employees can connect to wearable devices such as FitBit to track progress. You can also use challenges with incentive programs, such as getting a Tim Hortons gift card or some other reward.
3. The third program is Digital Health Coach. Digital Health Coach allows employees to create a highly personalized health action plan. Health coaching is an effective way to impact health behavior, we've digitized this process. If you're not familiar with health coaching it works much like a business or life coach. You meet with your coach to understand your goals and work together to develop a plan to achieve them. This is what Digital Health Coach does for health, it provides employees with a self-management tool that create their very own health action plan based on their health goals and personal situation.

These 3 products all work together to create a complete end-to-end solution. We know that ease of implementation is a key factor for your business. Health Connected is a complete turn-key, automated solution that requires minimal time investment.

SLIDE 7

Key Points

- Simple, turn-key and easy to implement. Less than 30 mins/month.
- Employer support guides and templates to organize implementation of a “Health Movement”.
- Wellness-in-a-Box. A complete in-office promotion package that includes posters, tent cards, desk cards and weekly/monthly employee promotional emails.
- Manager and employee presentations to explain the program and how to use.

Script Example:

For employers we provide a total support package to simplify the process of creating a health movement. We know how difficult it is to find the time and resources for company health and wellness. So we've done all that work for you to make it easy.

Health Connected is completely automated. With only a small time investment, as little as 30 minutes per month, you can implement.

Health Connected comes with a complete set of employer guides and support materials we call “WELLNESS-IN-A-BOX”. This includes:

- An employer roadmap to create a health movement. Its really a how-to guide to implement a wellness program. If you don't have the staff or resources, time or knowledge, this guide provides you with all you need to make implementation simple and efficient.
- You get several PowerPoint presentations that introduce managers and employees to the program. Use these at lunch and learns or staff meetings.
- We also provide posters, tent cards, desk cards <these are small business card sized items you can drop on peoples desk>, for in-office promotion. All you need to do is place post posters in lunch room or hallways and leave other material on desks or common areas.
- We provide a set of emails you can simply forward using your internal email system. You can do this weekly or monthly, its your choice.
- Everything is in a template format so if you want to modify it, or if you have a program already in place and want to change the “Join Our Health Movement” messaging you can.

Our partner in Health Connected is MediResource. They have been leading digital health and wellness provider since 1996 and are Canada's largest. This program is the result of nearly 20 years of expertise in implementing digital health and wellness programs. MediResource has provided programs for decades to Manulife, Great West Life, Blue Cross and Sunlife.

SLIDE 8

Key Points

- Make it fun and engaging for employees
- Every movement starts with a Mission, we organized each program into a mission
- Missions roll-out over time so its more manageable and sustainable for employees.
- Missions can be done in any order, we recommend:
 - 1) HRA. Get a baseline of company health and measure future progress.
 - 2) Challenge (fun and engaging, gets people off side-line)
 - 3) Digital Health Coach. (can be #2, builds self-management skills, good for those that have a defined health goal)

Script Example:

For your employees lets make it fun and provide clear direction on how to participate in your Health Movement.

So we've organized each program to become a mission to achieve. We know people rally around missions, it's a concept people understand because it provides a defined goal with a specific start and finish.

People can start one mission each month (or over a longer if you'd like). This ensures employees have direction and aren't overwhelmed. Many people haven't focused on their health for many years so we want to take small steps over time and not overwhelm them with too many things at once or without a clear path. This approach gives people a greater sense of achievement and builds confidence to participate over the long term.

If you look at any movement it always starts with a mission. Missions fuel momentum for your health movement strategy.

We've suggested an order to these missions but you can do them in any order, although we recommend doing a Risk Assessment first to get baseline starting data on where you stand.:

- Mission 1 is to complete an HRA. This provides you that baseline of your company risk profile so you can determine next steps and where to best to focus your efforts.
- Mission 2 is possibly a health challenge. Health challenges can include use of wearable devices like Fitbit and allows employees to create teams and collect points or rewards. An example of a challenge is lets all "Trek Across Canada", using pedometers to measure progress. Challenges can include leaderboards and teams for friendly competitions.
- The last Mission in the cycle would be Digital Health Coach. This unique tool provides the digital equivalent of a live health coach. It starts with a "Health Skills Assessment" and then provides a personalized health action

plan. Its focussed on health skill development so people can achieve their health goals.

<All along the way you have the support materials you need to promote and encourage participation in Missions with the “Wellness in a Box” support materials>

Once you complete all 3 missions, you can begin another cycle but this time you can start at any point. This means Health Connected provides a perpetual program that doesn't get stale.

SLIDE 9

Key Points

- Includes industry's most powerful analytics engine for profiling your company and identifying areas to focus efforts
- Uses validated measures over 17 different health risk categories.
- Delivers automated reports and insights, equivalent to 100 or more pages. If employer doesn't have in-house expertise reporting guides you and delivers the insights required to plan.

Script Example:

Behind the scenes there is the industry's most powerful analytics engine to profile your company's overall health and measure results.

We continuously measure 17 different risk categories **<such as such as cardiovascular risks, diabetes, stress, sleep, depression and several other chronic disease risks>**, as well as aggregating behavior data about employees. Behavior data includes metrics such as their “readiness to change” and a series of health skills like “commitment to change”.

We provide you an online report equivalent of about 100 pages of risk and outcomes metrics as well as insights to help you make decisions. We provide analytics around things such as your actual loss in productivity due to absenteeism and presenteeism, or specific disease states you should focus on **<for example, we often hear employers want to focus on smoking cessation and later find their analytics show this is not a big cost driver despite that its an obvious target. The metrics and insights in the report might show they should focus on stress, depression or nutrition first>**.

Its simple to use, automated and provides all the insights and guidance you need on where to focus and what to do to next to get the best results.

SLIDE 10

Key Points

- Example of a report and how it provides insights to focus efforts.
- Risk category is “Body Weight”, insight is 66% are moderate to high risk
- Majority 74% ready to make a change, 14% already practicing but falling back to old habits
- So 88% are ready to act on healthy eating, this would indicate you’d have high participation for a body weight program

Script Example:

Lets run through a real example of the reporting that’s included.

Here we separated out some of the analysis for one of the 17 risk factors, in this case “Body Weight”.

The risk data tells us that 66% of employees are moderate to high risk for “body weight”

If we look below, we have some associated behavior for this risk. It shows 74% are ready to act (20.1% that are preparing for it, 53.7% are doing something about it). It also shows that 14.3% falling back into bad habits and need a boost. This tells us that momentum is there to focus on weight management or healthy eating versus another risk category like smoking cessation.

How we integrate those insights to our Health Movement strategy might be to promote a Mission of “Participate in the Healthy Eating Challenge”. We provide you with the Wellness-in-a-Box posters, desk cards and tent cards to promote this “Mission” in the office. To add more awareness of the Mission we also provide Wellness-in-a-Box emails on the topic of healthy eating to send employees reminders to participate or stay on track. Thinking further ahead, the “Mission” after healthy eating might be to re-take the Health Risk Assessment or setup a personal coaching plan for healthy eating to extend the challenge and track progress.

SLIDE 11

Key Points

- Reporting is even smarter and can deliver more detailed insights.
- Quantifies where productivity loss for “body weight” is and how to target
- In this case majority is from presenteeism in 40-59 year olds who have difficulty with the physical demands of the job.
- HRA identified where to focus. Now implement a healthy body weight challenge or a Digital Health Coach program on healthy eating, with special focus on the highest risk group.

Script Example:

The analytics also allows you to drill deeper into the risk of Body Weight. We actually quantify productivity loss and identify where to focus priorities within Body Weight so you can get the best outcome.

We use validated absenteeism and presenteeism measures to quantify productivity loss for each risk factors, in this case Body Weight.

Extending the risk and behavior data from the last section we can see that this company:

- Has \$1MM in lost productivity annually.
- Below we can see that 80% of this comes from 40-59 year olds
- Presenteeism is the main issue, costing twice what absenteeism does
- And to the left we see the physical demands of the job are where the largest loss originates

The insight here might be to use Health Connected to make a special effort and engage 40-59 year olds in a weight management program that would include a health challenge or setting up a personalized healthy eating action plan in Digital Health Coach.

Nothing in the market provides this level of reporting and ease of use to identify where to focus efforts, measure outcomes and deliver to you a turn-key solution that includes the support materials we provide from “Wellness-in-a-box”.

SLIDE 12

Key Points

- 3 Integrated programs
- A complete support programs for easy implementation
- Powerful analytics and automated insights
- All work together for a complete program to improve health, productivity and manage plan costs.

Script Example:

So in summary:

Health connected provides you with 3 integrated programs, a complete support package for easy implementation, powerful analytics and automated insights to help you plan your long-term health and wellness strategy.

The benefits of Health Connected are:

- **Improved workplace health**, short and long term
- **Improved productivity**. Reducing absenteeism & presenteeism
- **Improved employee motivation and engagement**, with less turn-over
- **Improved management** of your health plan costs

Slide 13

Key Points

- **BIG SALES CLOSE:** “Would you like to use my pen or yours, then we can get your company’s Health Movement started today!”

Script Example:

That concludes our overview

SO IS YOUR COMPANY READY TO GET THE BENEFITS OF HEALTH CONNECTED AND JOIN OUR HEALTH MOVEMENT TODAY?

Thank you for your time, are there any questions?