- Introducing a new and exciting digital employee health and wellness program, Health Connected

Addressing key issues that employers face today
- Improving health and productivity
- Managing plan costs

- Health Connected also used for employee retention strategy ** added benefit realized by companies that have created a stronger culture of health.

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

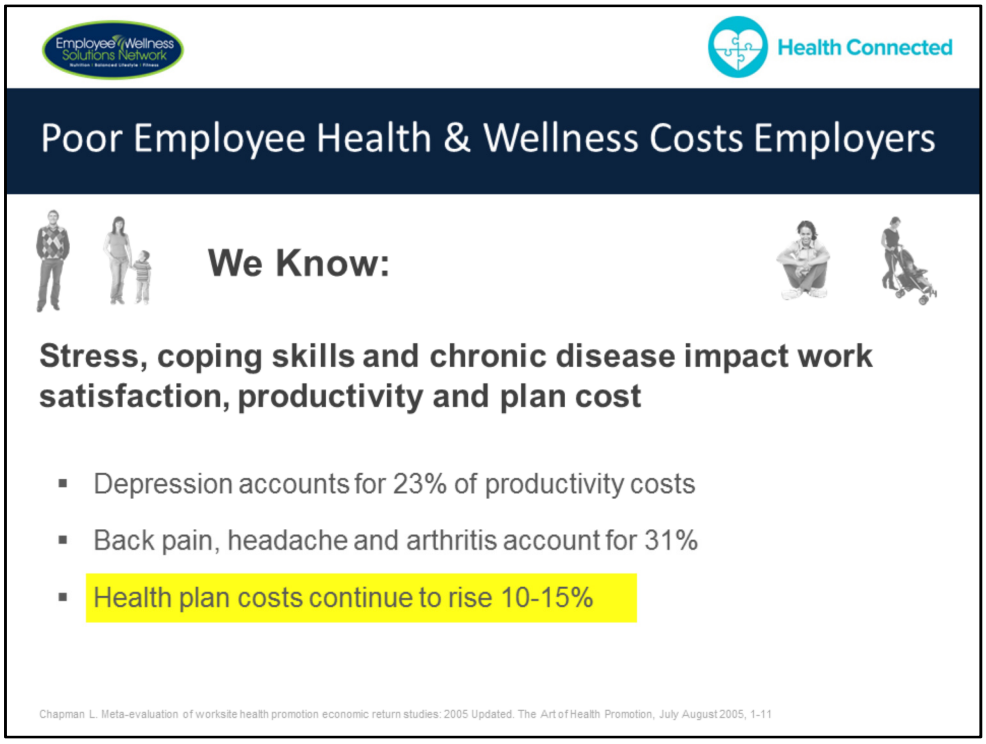
- 75% of employees felt better about their company.
- **<Healthy companies had less turnover and attracted quality employees>**, 59% said they'd stay at their job and 63% would recommend their healthy company to others

AND… strong health culture means : less costs associated with absenteeism, presenteeism and staff turn-over; improves productivity and manages costs.

OPTIONAL:
Research has also found that healthy companies have:

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

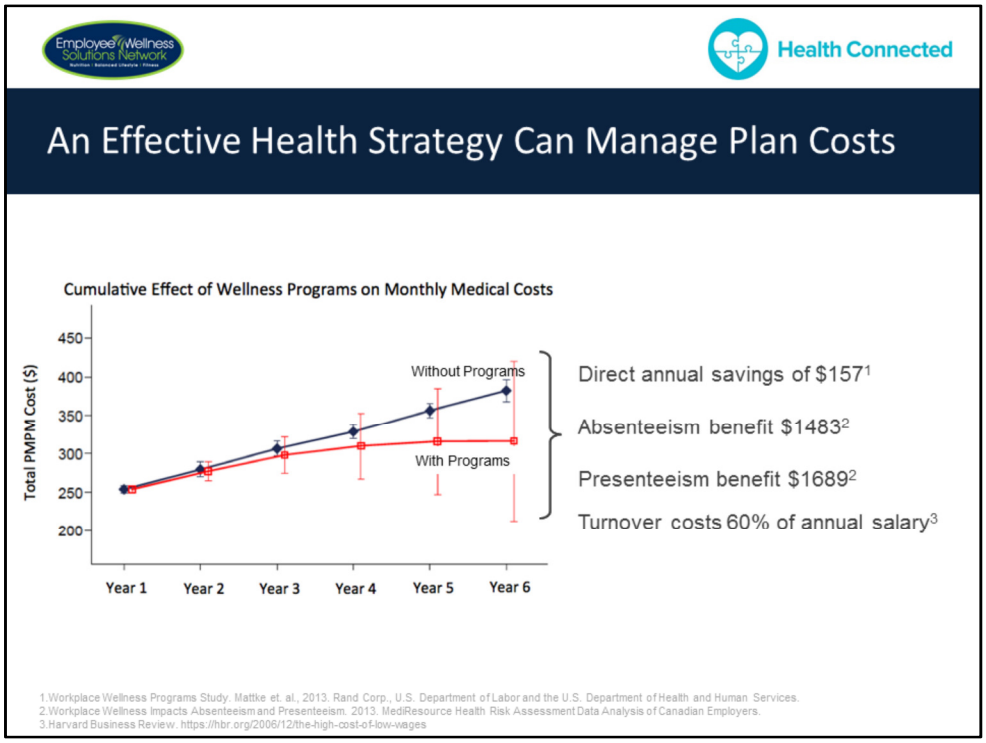
(Reference: Watson Wyatt Worldwide. Health and productivity Drives Organizational Effectiveness)



We also know the opposite is true - Poor employee health & wellness costs employers …

Stress, coping skills and chronic disease impact employee satisfaction, productivity and resulting plan costs through increases in STD, LTD, faster progression to expensive biologics, failing to properly manage health and driving up drug plan costs, time off work that results in more expensive temporary workers, other cost drivers

We know some of the key areas for loss in productivity include:
Depression, accounting for 23% of productivity loss
Back pain, headache **-often stress related -** and arthritis account for 31% **- with unmanaged arthritis potentially costing much more due to use or more biologics**
The result is health and drug plan costs continue to rise 10-15%. Health Connected targets these issues and can impact your costs.



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

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

But lets look at the larger cost benefits. Data on the cost of absenteeism and presenteeism collectively can account for much more cost savings, several thousand per employee per year.

Research shows 59% of employees cited a stronger culture of health as a reason to stay. In general the cost of employee turnover ranges from 1 month salary to several years depending on the level, often people use 60% of an employees salary as the cost of turnover.

Health Connected empowers companies big or small to implement a health and wellness program that improve employee health. The benefits to your organization aren't just in direct savings on health plan costs but impact all these other areas.

This is where Health Connected fits in. Health Connected is a comprehensive and turn-key digital health portal to improve employee health and productivity and reduce costs.

What makes Health Connected different is that it's a complete and comprehensive wellness program that is package so you can create a long-term strategy. It targets the key issues and cost drivers associated with improving the health and productivity of your company.

Because its digital and multi-dimensional it is accessible to all employees and creates a continuous cycle of engagement over the long-term.

The core of Health Connected consists of 3 products that are integrated together to target the costs and business issues we've discussed.

These include:

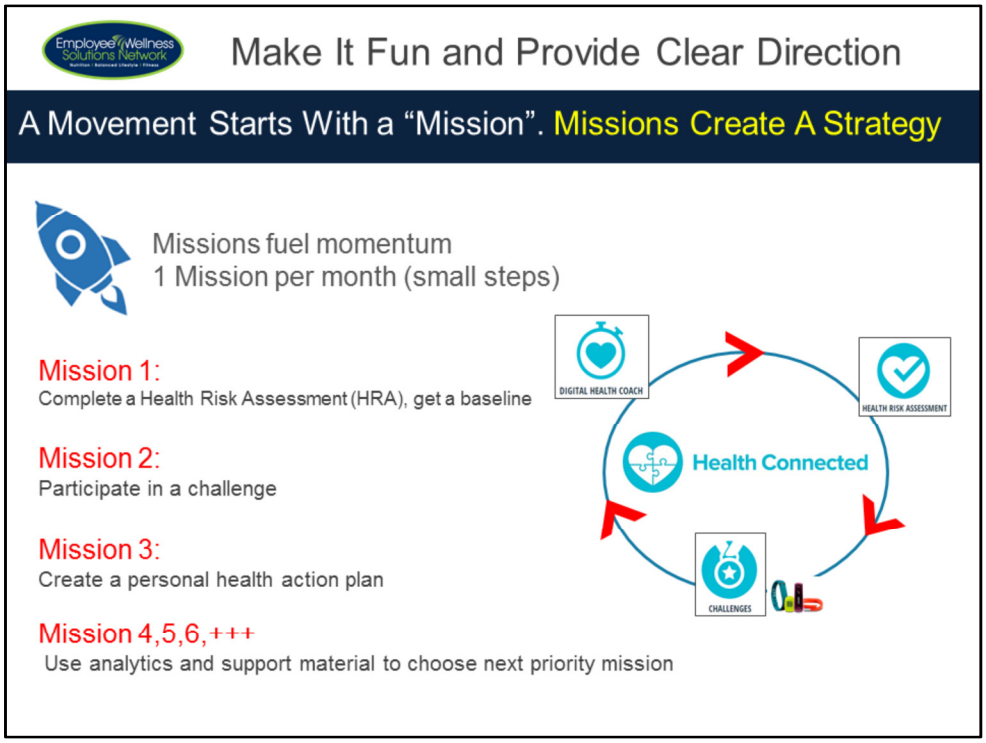
1. A Health Risk Assessment to establishes a baseline risk profile of each employee and aggregate data for your company risk profile. The HRA is also key to identifying what are your main health issues and cost drivers so you can determine what you should do next to focus your efforts. It comes with the industry's best analytics package to help you.
2. A second program is the health challenge product. Health challenges allows your employees to participate in individual or team events such as a "Walking challenge" or "healthy eating". Employees can connect to wearable devices such as FitBit to track progress. You can also use challenges with incentive programs, such as achieve the challenge goal and get a Tim Hortons gift card or some other reward.
3. The other program is Digital Health Coach. Digital health coach allows people to create a highly personalized health action plan. If you're familiar with live 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 achive them. This is what Digital Health Coach does.

These 3 products all work together to create a complete end-to-end solution

It is easy to implement, requires only a small time investment, as little as 30 minutes per month, and comes with a complete set of employer guides and support materials. This includes:

- An employer roadmap to implement a health movement. Its really a how-to guide to implement a wellness program. If you don't have the staff resources, time or knowledge this guide provides you with all you need to make implementation simple and efficient.
- PowerPoint presentations to introduce managers and employees to the program. Use these at lunch and learns or staff meetings.
- Posters, promotional emails and a number of other resources.
- A set of emails you can simply forward using your internal email system. Do this at whatever frequency you want.
- Everything is in a template format so if you want to modify it, or even change the program from a health movement to another strategy, you can.

Our partner in Health Connected is MediResource. They have been leading digital health and wellness since 1996 and are Canada's largest provider of digital health and wellness products. This program is the result of 20 years of knowledge in implementing digital health and wellness programs. These programs are used by Manulife, Great West Life, Blue Cross and Sunlife.



Engagement is a huge part of getting employee buy-in and participation. So we've made the program fun and explained the concept of a health movement in the form of "Missions"

Every movement starts with a mission. So we've packaged the three as "Missions" so people can identify with the overall program objectives. Missions are perpetual, once you complete all 3 missions you can start over, or go with whatever mission you want to do next. This ensures the program doesn't get stale. Remember, all this is supported with "Wellness in a Box" materials and a roadmap to help guide you through the process and make it easy to implement and without heavy time commitment.

People rally around missions, We've suggested an order to these missions but you can do them in any order you see fit.

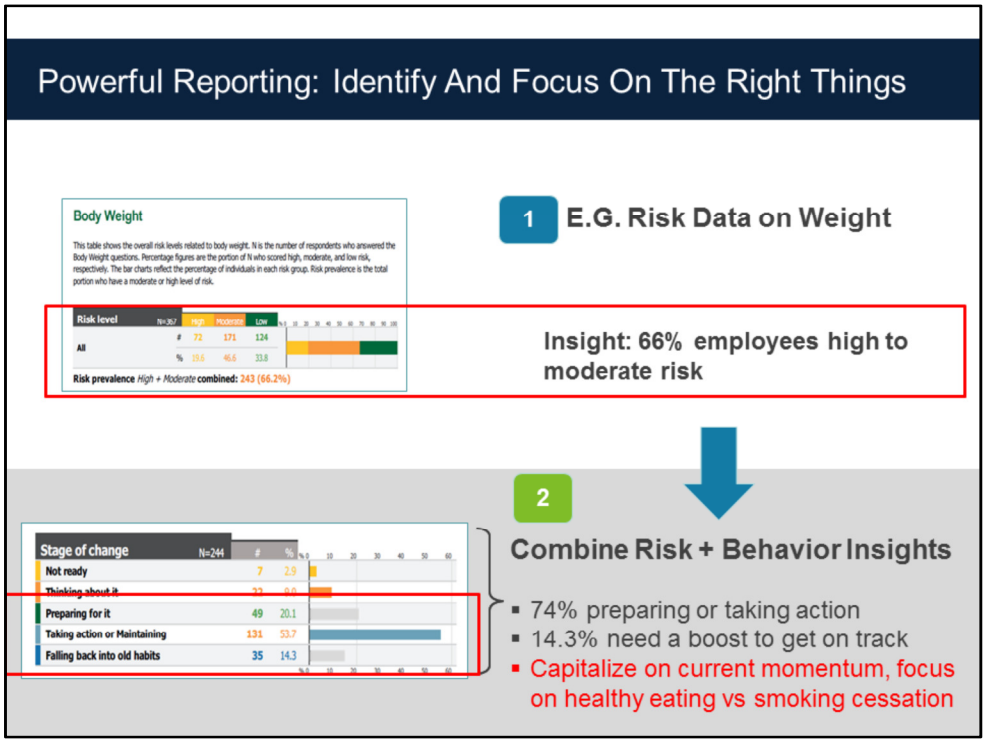
- Mission 1 is to complete an HRA. This provides you with a baseline of your company risk profile so you can determine next steps and where its best to focus your efforts.
- Mission 2 is possibly a health challenge. Health challenges can include use of wearable devices like Fitbit and allows employees to create teams and collect points or rewards. An example is lets all "Trek Across Canada", so you'd see teams and leaderboards on progress if you're participating.
- 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.

Once you do each mission you can then keep the mission cycle going to maintain momentum and perpetuate your health movement.

INTERNAL NOTE TO CONSULTANTS: IF YOU HAVEN'T RECEIVED A PRINT SAMPLE OF THE REPORTING PACKAGE REQUEST ONE FROM CUSTOMER SERVICE

We've talked about the business value, lets look at how Health Connected supports your need to demonstrate ROI and the insights required to demonstrate meaningful outcomes.

Health Connected comes with a powerful analytics package that delivers an automated report that includes explanations and analytics on your employees aggregate data. For example, the HRA measure 17 different risk categories such as cardiovascular risks, diabetes, stress, sleep, depression and productivity.

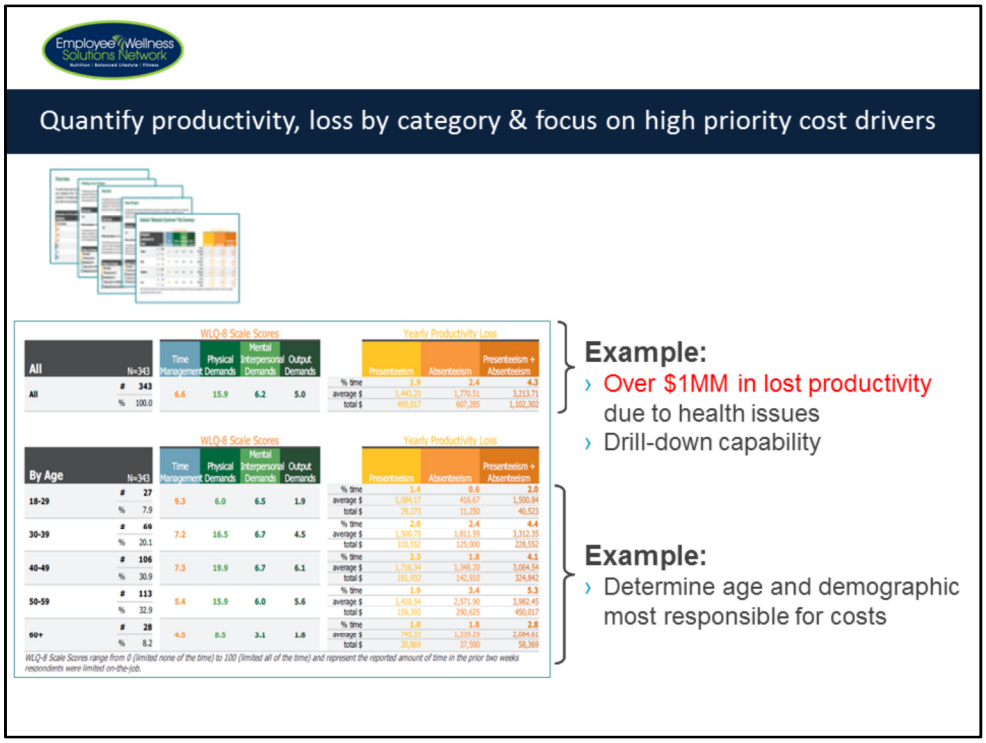


Not only are you able to assess health risks but you are able to make decisions based on employees readiness to change when it comes to health risks.

From risk data analytics we know that 66% of employees are moderate to high risk for “body weight”

From behavior data analysis we know that 74% are ready to act (20.1% preparing for it, 53.7% doing something about it) and 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 that into our Health Movement strategy might be to promote a Mission of “Participate in the Healthy Eating Challenge”. Use the Wellness in a Box posters, desk cards and tent cards to promote this Mission in the office. Use the emails for healthy eating to send out ongoing messages or reminders to stay on track. The next mission after this might be to re-take the HRA or setup a personal coaching plan to extend the challenge and track progress.

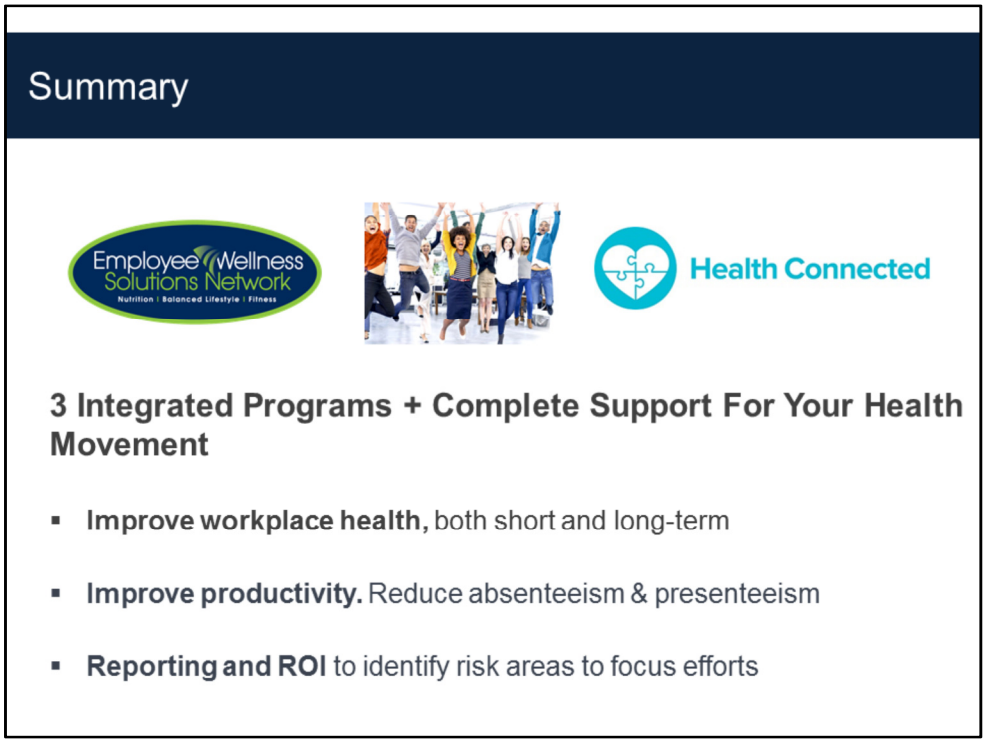


On top of health risk and readiness to change data, Health Connected also includes productivity loss data. Productivity loss is measured as absenteeism and presenteeism (combined to measure productivity loss). Productivity loss data is included for each of the risk factors (e.g. Body Weight).

When you include:

- Health risk data to help a company identify where to prioritize
- Readiness to change data to help a company identify where to invest
- Productivity loss data to help a company track ROI

You have an exclusive reporting package that is the best on the market. Nothing out there provides this level of reporting and ease of use to identify where to focus efforts and measure outcomes.



So in summary:

Health connected provides you with 3 integrated products that give you a roadmap to implement a total health and wellness strategy

The benefits of this program are:

- Improved workplace health, short and long term
- Improved productivity. This program is proven to reduce absenteeism and presenteeism costs. Other benefits include the impact on staff turnover.
- A strong reporting and analytics package so you can identify where to focus efforts and measure results.

SO WILL YOU JOIN OUR HEALTH MOVEMENT TODAY?

Thank you, any questions?

End

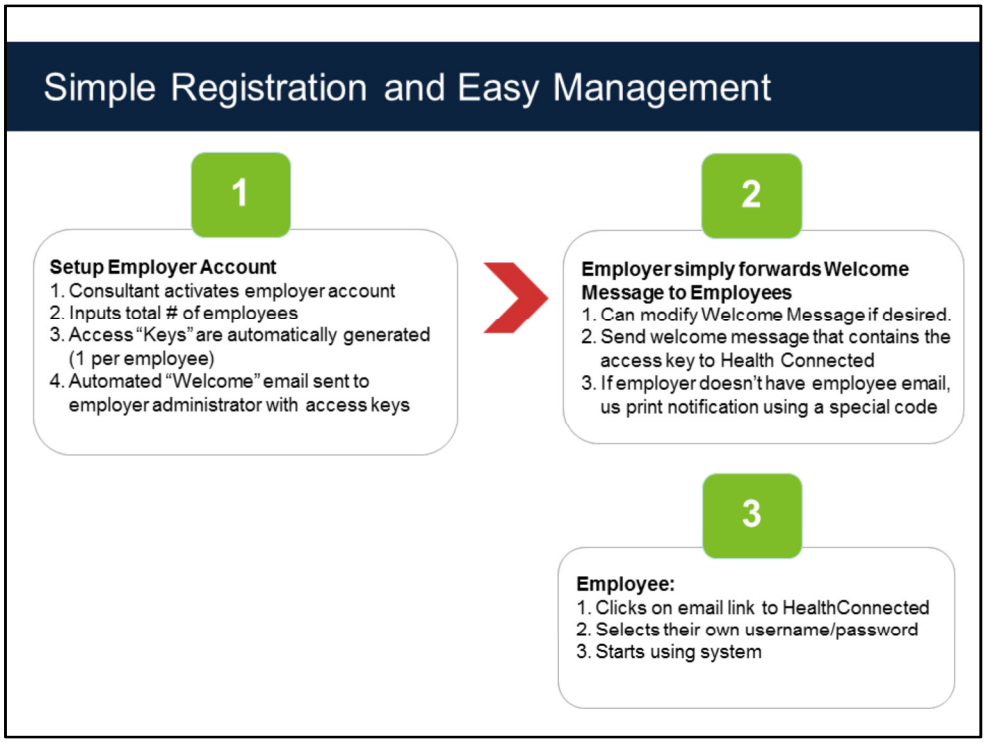
Employee Wellness Solutions Network

Health Connected

What's Included:

Core Program Includes:	
Health Risk Assessment (HRA) and Mental Health Scales (15 different risk modules)	✓
Challenges. Managed, quarterly health challenges to motivate, team-build and set goals	✓
Digital Health Coach. 24/7 access to automated coaching and personalized health plans	✓
Devices. On–demand personal health tracking connects with popular wearable devices	✓
Reports. Aggregate organization health data with recommendations	✓
FREE: Includes dependents at no charge	✓
Ongoing Support, "Wellness in a Box". A monthly support package to promote program awareness and guide employers to maximize program value	✓

- URAC - Utilization Review Accreditation Commission, a non-profit organization that ensures the highest standards for health information. Similar to an ISO certification for health information providers


Simple Registration and Easy Management
1
Setup Employer Account
1. Consultant activates employer account
2. Inputs total # of employees
3. Access "Keys" are automatically generated (1 per employee)
4. Automated "Welcome" email sent to employer administrator with access keys
2
Employer simply forwards Welcome Message to Employees
1. Can modify Welcome Message if desired.
2. Send welcome message that contains the access key to Health Connected
3. If employer doesn't have employee email, us print notification using a special code
3
Employee:
1. Clicks on email link to HealthConnected
2. Selects their own username/password
3. Starts using system