

ELEVATE

CORPORATE WELLNESS



Elevate Corporate Wellness

Proposal For Your Company

Agenda

- △ The Problems We Solve
- △ ElevateWellness Portal
- △ ElevateWellness Services
- △ Integrating Change Anything
- △ Pricing Model
- △ Questions and Answers

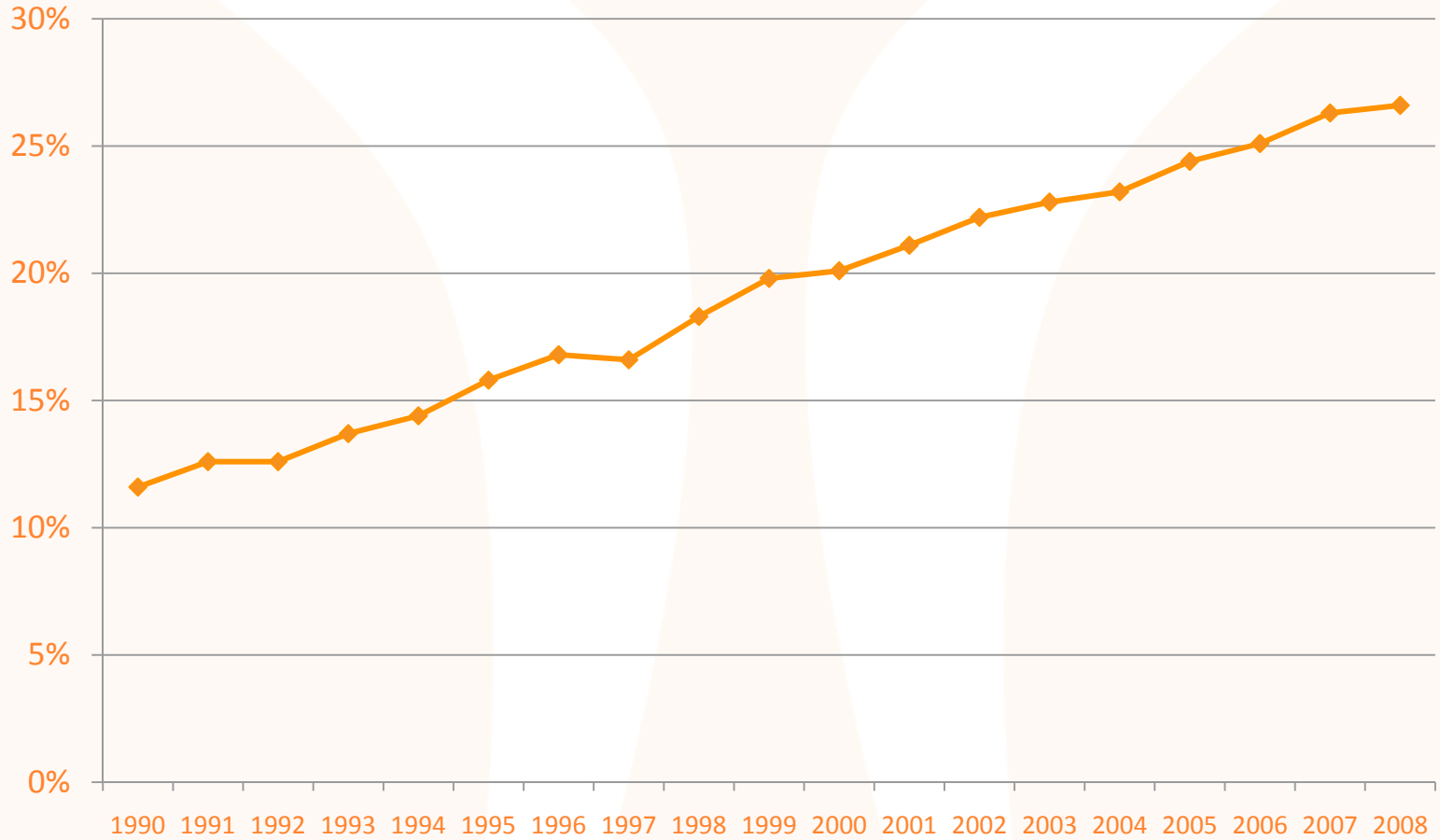
Problems we solve

70% of all illnesses are due to lifestyle related causes such as obesity and inactivity

CDC & US Department of Health

Just the Facts

Rise of Obesity in America



Source: Centers for Disease Control and Prevention , 1999-2010.

Just the Facts

▲ US Healthcare Spending

- Spending was \$2.34 trillion in 2009.
- Health spending in 2009 will account for 17.3% of GDP.
- CMS projects that by 2018, obesity-related medical expenses will top \$344 billion alone
- There is consensus that Healthcare costs will continue to raise more quickly than inflation

▲ Wellness and prevention are believed to be the only solution to contain healthcare costs while increasing productivity

The ElevateWellness Portal

Wellness Made Easy

Wellness Made Easy

Business Analytics

- Compliance
- Efficacy
- Return on Investment

Population Management

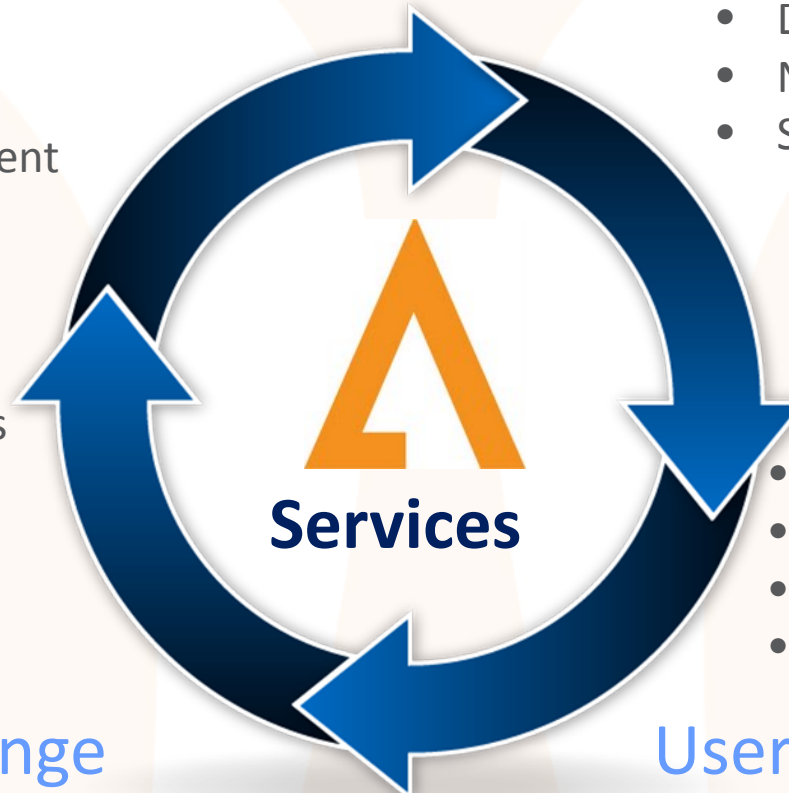
- Demographics
- NCQA Health Risk Assessment
- Screening/Biometric Results

- Wellness Workshops
- Coaching
- Incentives/Rewards
- Change Anything Integration

- Integrated Portal
- Nutrition & Exercise Tools
- Team Challenges
- Mobile Capability

Behavioral Change

User Engagement

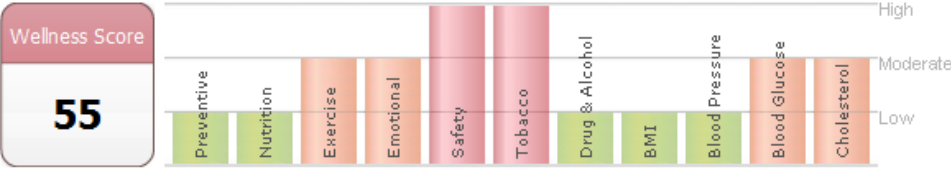


Population Management

- △ **It is critical to identify, stratify and understand your organizations risk**
- △ **Using employee demographics, blood screenings and HRA data we identify individual and organization needs**
 - We utilize 120+ rules in determining individual risks
 - We generate organizations and individual risk score card across 11 categories
 - Each user is presented with their risks and encouraged to enroll in behavioral change programs
 - We monitor individual and organization trends and success in real-time

Annie Test's Risk Assessment Report for 2/17/2011

Report Date 02/22/2011



Based on your answers, you are at **HIGH** risk for chronic health issues. These are the top health-related behavior changes you can make to improve your overall health risks.

Tobacco [Edit Answers](#)



Eliminating all forms of tobacco from your life will greatly reduce your risks for heart disease, stroke and lung cancer. Quitting smoking or using smokeless tobacco can dramatically increase your chances for a longer, healthier life.

[Learn More](#)

Safety [Edit Answers](#)



You need to always wear a seat belt to avoid being thrown forward or ejected from a vehicle during an accident or sudden stop. A seat belt may significantly prevent the risk of fatality or a decrease in quality of life due to an automobile injury.

My Smoking Risk

Based on your answers, your **Smoking** is at **HIGH** risk. **Take Action Now** will provide you a list of tailored Wellness Workshops to help you address this risk.



Eliminating all forms of tobacco from your life will greatly reduce your risks for heart disease, stroke and lung cancer. Quitting smoking or using smokeless tobacco can dramatically increase your chances for a longer, healthier life.

Take Action Now

[Learn More](#)

Risk 1 of 3

[Next >](#)

Take Action Now

Recommended Workshops

- Add** **Smoking Cessation** ★
Adopt behaviors to help you to live a healthier, smoke free life! [more](#)
- Add** **Life Balance**
Burnout is a call from your inner self that your life is out of balance. Explore the areas of your life that are out of balance, identify personality traits that contribute to your stress, and identify strategies to balance it all! [more](#)
- Add** **Exercise Workshop**
Becoming More Active Every Day [more](#)
- queued** **Introduction to Stress Management**
Assess your stress and your readiness to change. [more](#)
- Add** **Personal Goal Setting**
Provide you with the tools to set and achieve your own personal goals. [more](#)

★ Our top recommended Workshop for your *Smoking* Risk.

[Close](#)

My Workshops

- Cardiovascular Disease Prevention ... *current workshop*
- Introduction to Stress Management *in queue*

User Engagement

- △ **The only way to drive program efficacy is to get your employees to participate in your change initiatives**
- △ **Your program must engage users at multiple levels**
 - **Ease of Accessibility**
 - Centralized One Stop Portal
 - Mobile Applications
 - **Team Challenges**
 - Walking Programs
 - Weight Loss (biggest loser for life)
 - **Robust Tools**
 - Diet
 - Exercise
 - Health

Wellness

Dashboard

[Track My Weight](#)
[Progress Report](#)
[Wellness Workshops](#)
[Wellness Plan](#)
[Healthy Habits](#)
[Surveys](#)

Health

Diet

Exercise

Community

Reference

Fruit & Vegetable Tracker



My Status


[Setup your health profile here!](#)

Get A Move On - 180,000 steps from 1/20/2011 to 3/3/2011



Congratulations! You have met your goal! Great job!

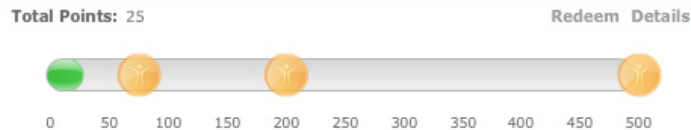
[How's my team doing?](#)

My To-Do List

- Discover the personality traits that i...**
Personality & Stress: Using Emotional Resiliency
DO THIS NOW
- Discover the relationship between your...**
Personality & Stress: Using Emotional Resiliency
DO THIS NOW
- Learn about the relationship between L...**
Personality & Stress: Using Emotional Resiliency
DO THIS NOW
- Read the list of Healthy Emotional Sta...**
Personality & Stress: Using Emotional Resiliency
DO THIS NOW
- Take a "Type A" test.**
Personality & Stress: Using Emotional Resiliency
DO THIS NOW

Just Completed: Log your steps

Rewards Tracker

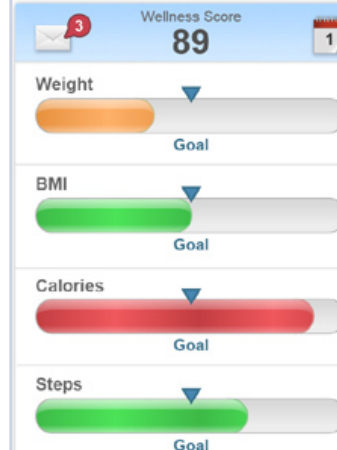


Points Pending Approval: 200

Upcoming Events

Name	Dates
Weekly Jazzercise	Upcoming
How to Deal with Difficult People	✓ Mar 2, 2011

Today



Water Consumed Today



Today: 0 Cups



Engagement

- Single Portal
- Challenges
- Mobile Apps
- Tools
- Browser Based

Behavioral Change

- △ Once your population is stratified and engaged you have the ability to deliver targeted behavioral change programs
- △ Driving behavioral change requires many factors to be successful

Education	Reinforcement
Mentoring	Rewards

- △ Elevate delivers twelve behavior changing programs with our standard product with the ability to add more

Obesity	Hypertension	Cholesterol
Diabetes	Smoking	Inactivity
Drug/Alcohol	Stress	Nutrition
Safety Factors	Cardio Vascular	Preventive Health

Behavioral Change

- Education
- Reinforcement
- Mentoring
- Rewards

Recent Health

HRA

Wellness Score

19

Recent Progress

Workshop Status

Exercise Workshop

Week	Completed	Total
Week 1: Getting Started		10
Week 2: Fitness For Your Heart		8
Week 3: Pump Some Iron		9
Week 4: Stay Flexible and Fun		7
Week 5: Mix It Up		8
Week 6: Stay the Course		6

Workshop History

Workshop

SELF Challenge: One Month to

Get Up and Move Walking Cha

Progress Info

Pounds Lost

3.50

Upcoming Events

Event Name

Biometric Screenings & Health

How to Deal with Difficult Peop

Interactions



Fitness Tracking

5 points weekly for weigh-in

5 points a day for food entered in food log/meal planner

1 point a day for fruit/vegetables entered in food log/meal planner

5 points a day for water entered in food log/meal planner

1 point for every 30 minutes of exercise, 2 points max

1 point a day for strength training exercises performed

1 point a day for recording walking (over 5000 steps)

2 points a day for recording walking (over 10000 steps)

5 points a day for attending an event

Received

5 points

20 points

0 points

10 points

72 points

0 points

11 points

2 points

0 points

Proactive Preventative Activity

25 points for Completing a Health Risk assessment

Community Event

I visited my PCP and had my biometric numbers taken

Preventive Exam

Smoking Cessation Class

Stress Mgmt Session

Received

25 points

5 points

5 points

10 points

50 points

20 points

Total Points Earned: 235 points

Total Available Points: 235 points

Points Pending Approval: (-200) points

us	Completed	Total
	3	6
	0	7
	0	6
	0	8
	0	6
	0	5

Business Analytics

△ Compliance

- Are employees participating in programs?
- Are employees finishing programs?

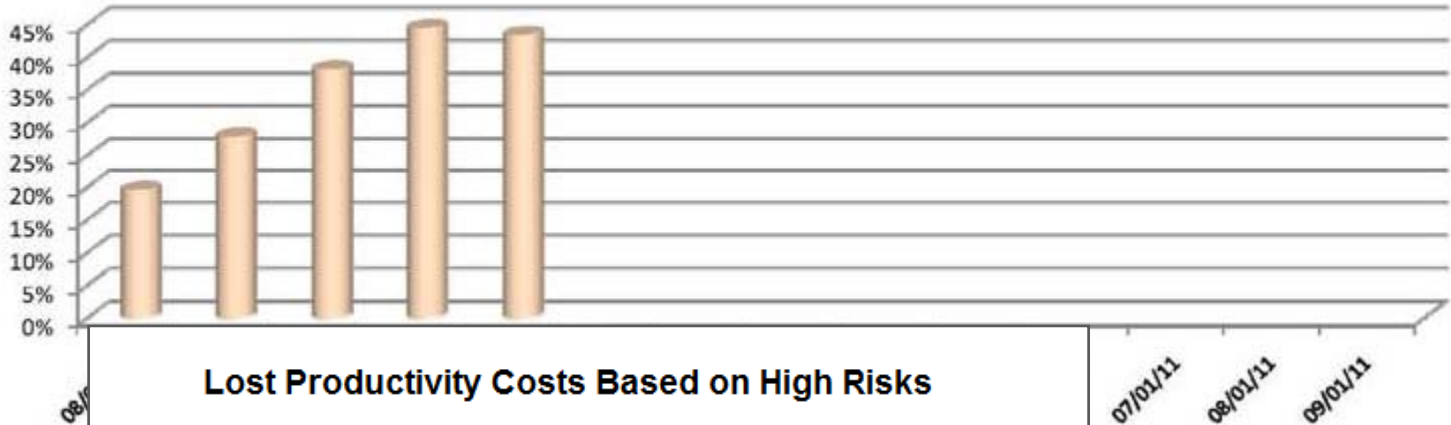
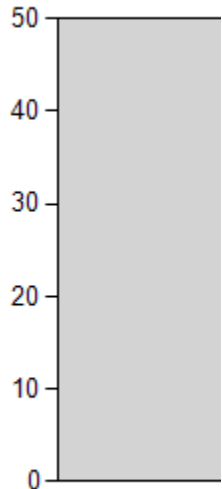
△ Efficacy

- Detailed year over year results
- Which programs had the best results

△ ROI

- What is the return on our investment?

Health Risk Assessments Completed

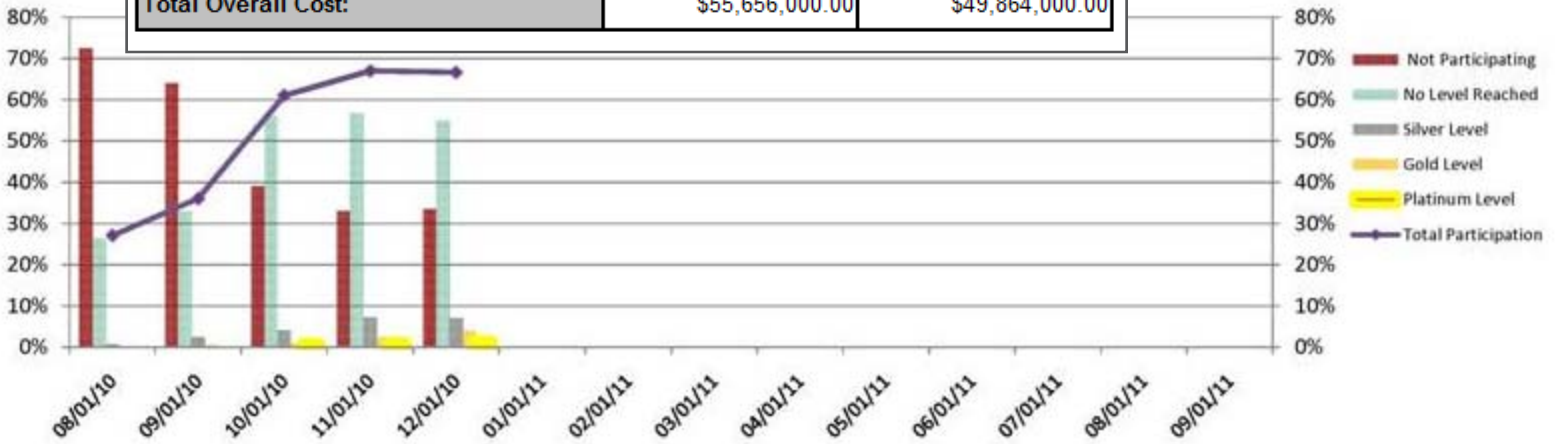


Lost Productivity Costs Based on High Risks

	2010	2011
1 High-Risk - Employees:	2,416.00	2,166.00
1 High-Risk (15%) - Total Cost:	\$28,992,000.00	\$25,992,000.00
2 to 4 High Risks - Employees:	1,917.00	1,724.00
2 to 4 High Risks (17%) - Total Cost:	\$26,071,200.00	\$23,446,400.00
5 Risks or More - Employees:	39.00	28.00
5 Risks or More (19%) Total Cost:	\$592,800.00	\$425,600.00
Total Overall Cost:	\$55,656,000.00	\$49,864,000.00

Measure	2010
Pounds Lost	
% with Healthy BMI	
Total Steps Walked	
Total Steps in Miles	
Online Participation Co	
% with Healthy Choles	
Health Screening Com	

- Prehypertension
- Hypertension
- No Response



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-
-

Services

- △ Wellness is a journey not a destination
- △ We deliver the most comprehensive wellness solution available
- △ We recognize that each organization is unique in its needs and approach to wellness
- △ We provide service and consulting to outsource, supplement or aid in the delivery of wellness

Gold & Silver Services

- ▲ Create your wellness committee
- ▲ Develop a specific mission statement, agenda items and wellness calendar
- ▲ Plan your year, and decide on topics, initiatives and events that will be well received by your employees and organization
- ▲ Develop long term and short term goals to achieve a well rounded program

Pricing

Gold Package

\$12.50 PEPM

Hold My Hand

Biometric Screening Kits
Upload of Biometric Data
Wellness Portal Access
2 Customer Site Visits
14 Workshops
Unlimited Challenges
12 Live Education Webinars
1 Incentive Campaigns
Create and Send Employee
Communications
Critical Analysis & Reporting
Deliver Best Practice Standards

Silver Package

\$9.99 PEPM

I need a little help

Biometric Screening Kits
Upload of Biometric Data
Wellness Portal Access
1 Customer Site Visit
12 Workshops
3 Challenges
6 Live Education Webinars
1 Incentive Campaign
Create and Send Employee
Communications
Critical Analysis & Reporting
Deliver Best Practice
Standards

Bronze Package

\$7.99 PEPM

The do-it-yourselfer

Biometric Screening Kits
Upload of Biometric Data
Wellness Portal Access
10 Workshops
2 Challenges
2 Live Education Webinars
1 Incentive Campaign
Critical Analysis & Reporting
Deliver Best Practice Standards
Comprehensive Starter Toolkit

Industry Comparison Pricing

Industry Standard

- **Startup Costs**
 - Less Than 100Employees \$1,000
 - More Than Employees \$2,500
- **Biometric Screening Costs**
 - Per Participant Per Month \$4
- **Health Risk Assessment**
 - Per Participant Per Month \$1- \$2
- **Wellness Consulting**
 - Per Employee Per Month \$5 -\$10
- **Wellness Portal Limited**
 - Per Employee Per Month \$2-\$4
- **Grand Total PEPM \$13 - \$22**

ELEVATE

- △ **Startup Costs**
 - △ Less Than 100Employees \$0.00
 - △ More Than Employees \$0.00
- △ **Biometric Screening Costs**
 - △ Per Participant Per Month Included
- △ **Health Risk Assessment**
 - △ Per Participant Per Year Included
- △ **Wellness Consulting**
 - △ Per Employee Per Month Included
- △ **Wellness Portal Limited**
 - △ Per Employee Per Month Included
- △ **Grand Total PEPM \$8 -\$12.50**

Additional Services– Request Quote

- △ Telephonic Live Coaching
- △ Wellness Campaigns with Marketing Toolkit
- △ Wellness Newsletters
- △ Access to Insurance Claims Data
- △ Insurance Premium Cost-Shifting