

WE DRIVE MAXIMUM  
ENGAGEMENT



Healthper Presentation  
Healthy Habits

# Agenda – Healthy Habits

*Approach & Platform*

*Program*

*Case Study*



# Healthper's Well-being Cycle

**Awareness**

**Participation**

**Outcomes**

**Engagement**

INSPIRE



ASSESS



ENGAGE



REWARD



MEASURE



# Employer and Member Testimonial

## Member

On September 14th 2016 I made a decision to change my life to a Healthier life style. At **45 I started at 305lbs with a waist size of 45 inches body fat of 60.1 percent**. Fast forward to today. I have stuck with it and on September 14 2020 will be **my 2 year** anniversary. At 46 soon to be 47 I currently weight **214lbs waist size is 34inches body fat index of 22.2**. I lost most of the fat and built lean muscle. My goal is 200lbs with a 14 percent body fat index. I would like to send in before and after pictures and a more detailed journey of my life style change. I want to give many **thanks to our Wellness program** for their continued ongoing support for health and wellness. **Your emails and website great**. I use them weekly if not daily at times.

## HR Administrator

Prior to Healthper we had very **low wellness engagement** due to **disperse locations, scattered program sites and multiple demographics**. Healthper's team helped us defined our **three year wellness strategy** that was very specific to the needs of our **employees at the 6 locations**. Before Healthper we had to deal with the **administrative overhead** to transfer any earned rewards to our **multiple HSA providers**. Healthper **aggregated all the program needs** in a single portal and **reward earnings** into a single source, and sent the specific contribution reports to the HSA providers. Using Healthper was like **having full control of decorating each room separately** in a large house but yet having the power to see all of it together.



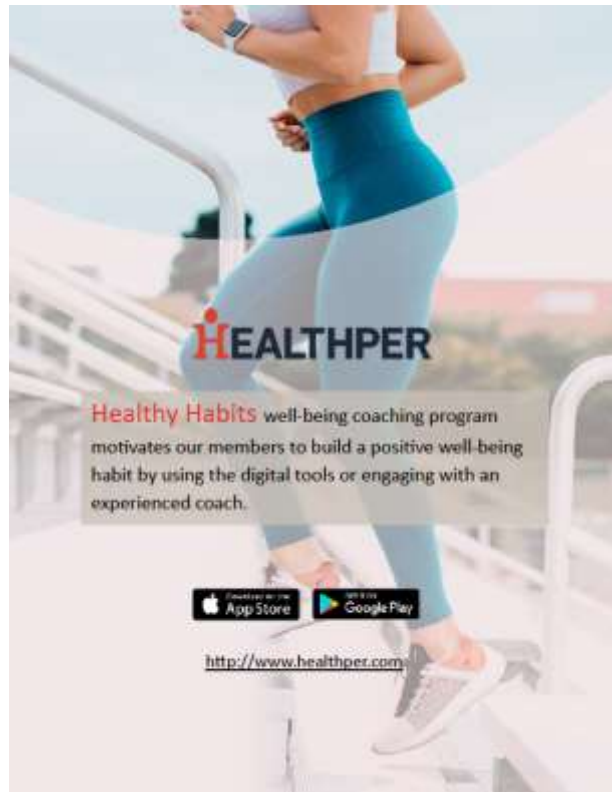
# *Program Description*



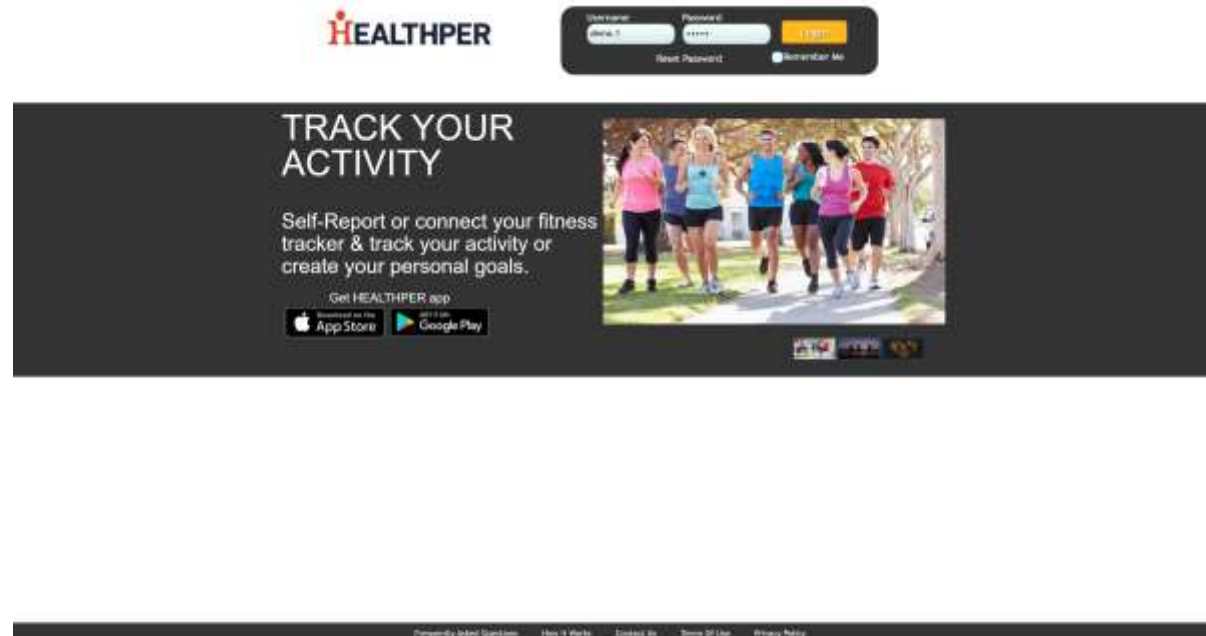
# Healthy Habits Program

**Healthy Habits** well-being coaching program is dedicated to motivating our members to build a positive well-being habit by tracking their weight, mood, diet, volunteering hours or funds, biometric measures and other activities while educating them on different well-being topics. The program includes,

1. Access to a **Self-Service Administrative Portal** that you use to manage program eligibility of your members and access comprehensive reports. Note that the seasonal members can be re-enrolled, and their past program history is preserved.
2. A set of **Eleven Trackers** that can track physical activity, weight, sleep, daily mood, water intake, vegetable and fruit consumption, volunteering hours or funds, blood pressure, blood sugar, and cholesterol. Note that **tracking with a device** like Fitbit, Apple Healthkit, Garmin and Google Fit is supported.
3. Access to **unlimited coaching** across various programs via email or phone.
4. Members can **create and share their personal goal** and can **manage their own Health Record**.
5. A **community forum** for your company where your members can engage.
6. The **Reports** that you can use to incentivize members through the raffle, premium rebate, HSA contribution, payroll credit or a reward of your choice. Health Assessment, Participation, Performance and Engagement reports are also included.
7. Member can access the program using **a website URL** or via the **Healthper mobile app** on apple store or google play.
8. The **Digital posters** and **brochure** to promote the program, and periodic **Motivational Quotes** and **Healthy Cooking** tips by email are included.
9. An **Email support** with 24-48-hour response time.



# Digital Program



# Telephonic / Email Coaching Programs

**WILL U** MAKE A CHANGE?



- UBALANCE**
- UFIT**
- UMOVE**
- UBEAT**
- UFUEL**
- UPLUSONE**
- UREST**
- UBREATHE**
- UBODY**



**FUN AND EFFECTIVE PROGRAMS  
TO HELP U LIVE HEALTHY**

Just part of your comprehensive wellness program.  
Find out more by calling a health coach today at  
800.882.2109.





# A Case Study



**creating an ideal wellness prescription**



# Situation

- Major international pharmaceutical company
- ~1,500 employees in multiple locations
- Chronic conditions and medical costs rising
- Prior wellness program efforts ineffective



## Solution Overview

- **Client's unique branding and strategy**
- **Focused on mobile wellness**
- **Simple fun activities plus global challenges**
- **Augmented with incentives and rewards**
- **Integrated hub for member information, challenges, activities and social connections**

# Healthper's Approach

**easily customized  
platform provides**

- *personalized challenges*
- *flexible incentives*
- *interactive community*
- *outcome-based rewards*
- *... and many other options*

**solutions assembled uniquely  
from common functions**



# Summary Results After One Year



**150%**

Communications  
click-through rate



*Inspire*



**80%**

Employee goals  
completed



*Assess*



**57%**

Employee  
engagement



*Engage*



**65%**

Gift card redemption  
in rewards mall



*Reward*



**5.5%**

Reduction of high risk  
for hypertension



*Measure*

**ONE  
MILLION**  
Steps counted

**31,500**  
Activities  
completed

## Our clients provide

- *Leadership to champion the program*
- *Dedicated “wellness coordinator”*
- *Regularly review program results and agree upon “mid-flight” adjustments*
- *Baseline budget for incentives / rewards*

## Healthper provides

- *Complete solution platform*
- *Strategy / design support*
- *Launch communications materials and templates*
- *Menu of challenges, activities and rewards for driving engagement*
- *On-going program evaluation and adjustment*

