



# WE DRIVE MAXIMUM ENGAGEMENT

Healthy Mind Challenge

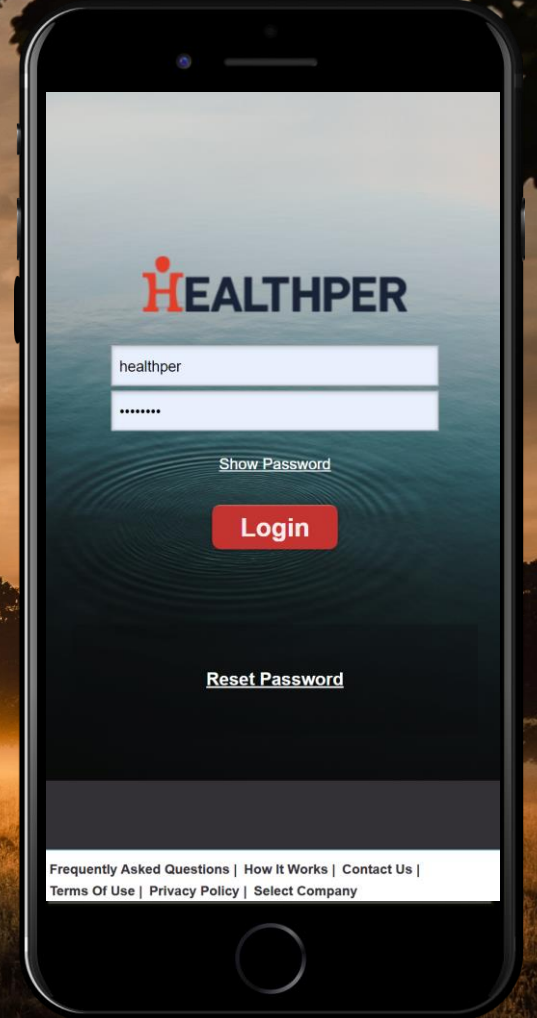


# Agenda – Healthy Mind

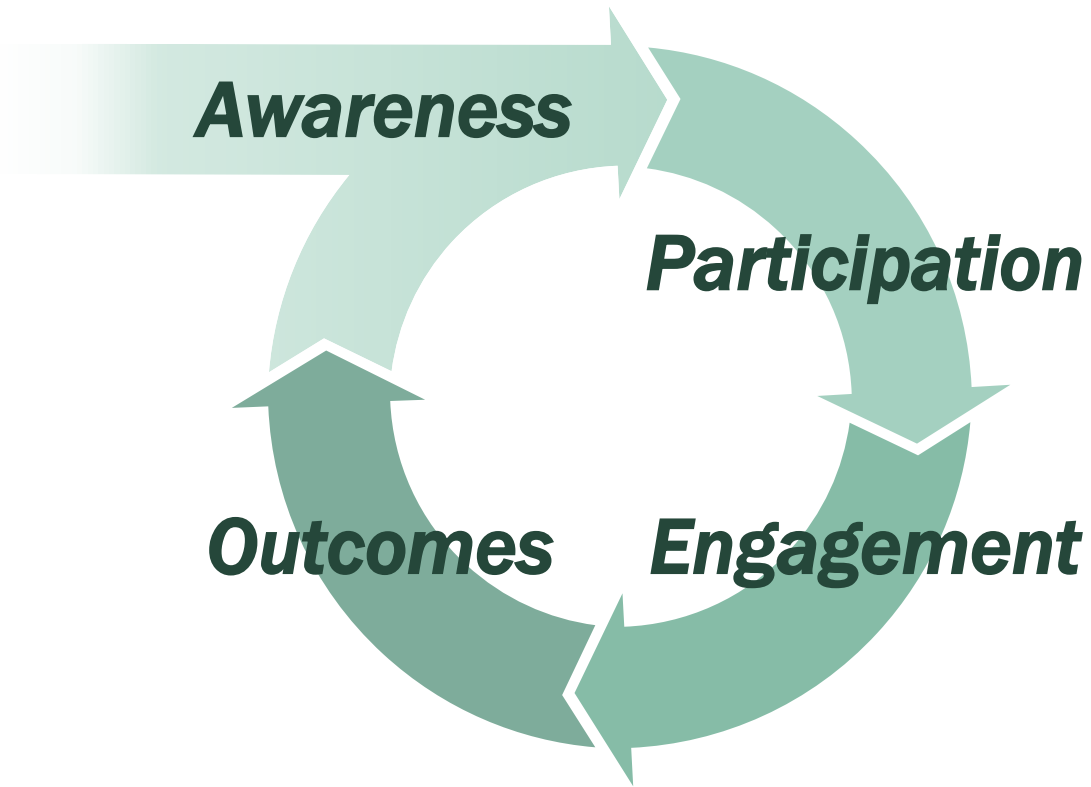
*Approach & Platform*

*App Experiences*

*Case Study*



# Healthper's Well-being Cycle



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.



# *Challenge Experiences*

**HEALTHPER**  
Your Well-Being Architects

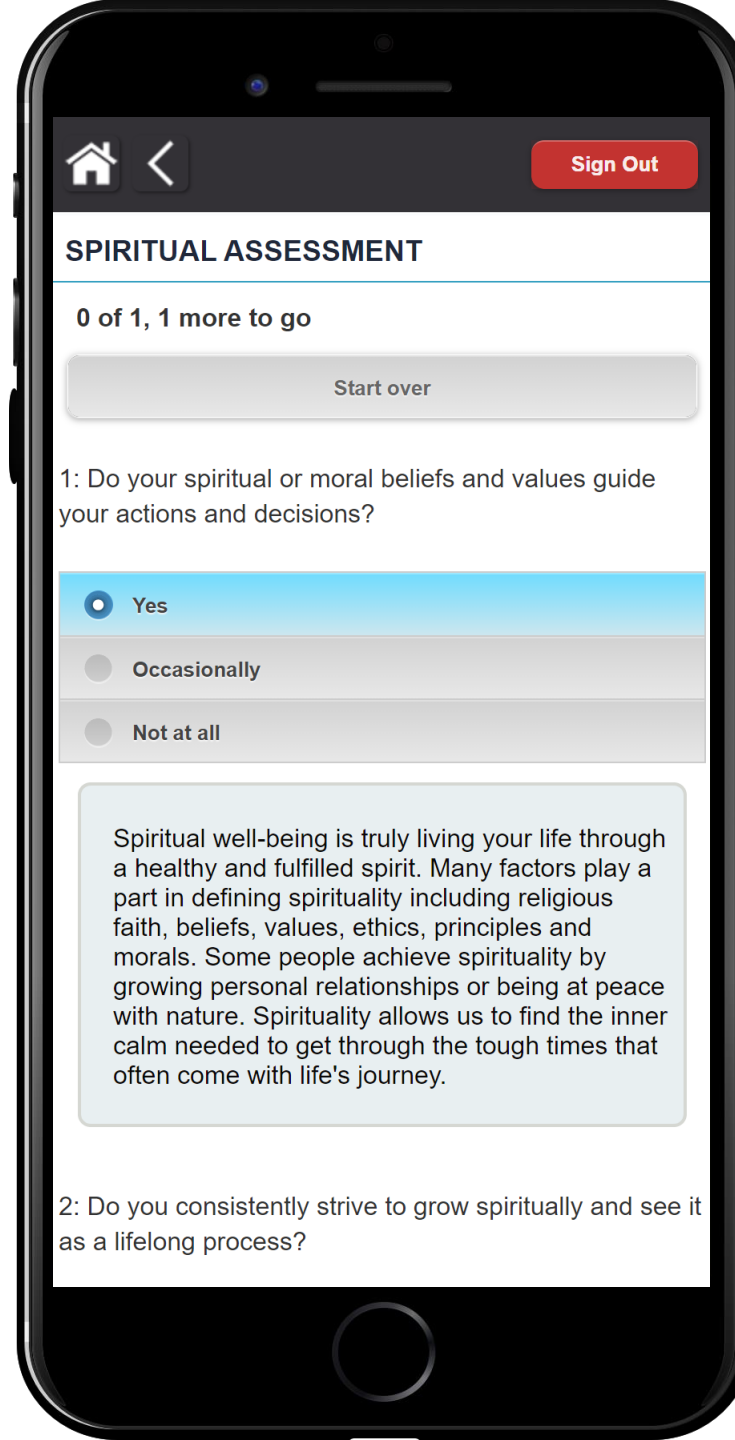
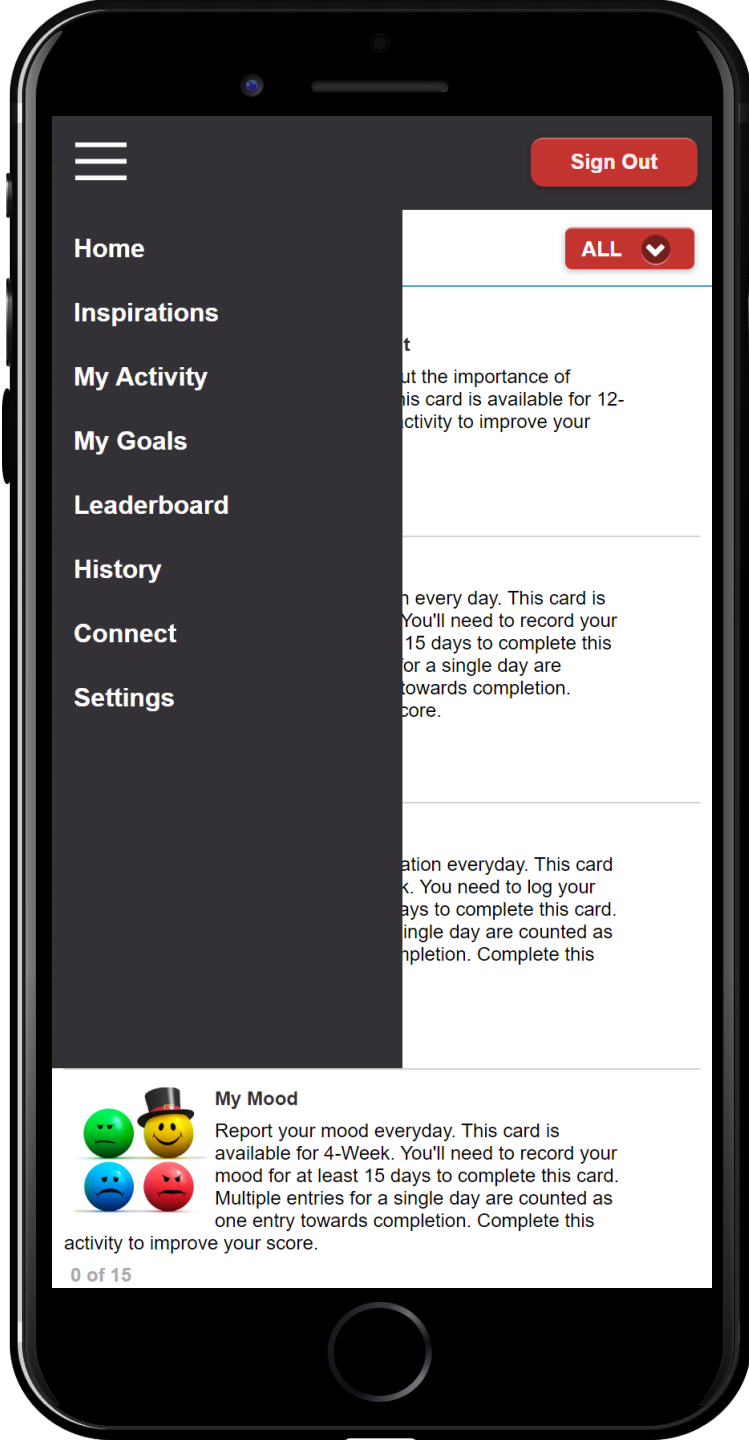




**Healthy Mind** is a **12-week challenge** designed to enhance your **mental** and **emotional** well-being to be stress resilient. You will have access to all the **tools** and **coaching** needed to get you going. No matter where you are in your journey, everyone can benefit from the challenge activities and pathways.

The Healthy Mind challenge includes,

- **Managed onboarding** and enrollment for the eligible participants.
- **Assessments** that educate and inform you about your **spiritual, emotional, stress, and depression** risk.
- **Online education** to enhance your mental and emotional well-being to be stress resilient.
- **Trackers and goals** designed to help you gauge your progress.
- **Email and push notifications** (mobile) to inform you about your challenge progress and follow a weekly theme to educate you to manage your stress, mental, and emotional well-being.
- **Personalized coaching** by experienced, Masters-Degreed Health Educators to balance your work and life, get enough restful sleep, and keep your energy levels up to achieve a healthy mind.
- Members can **self-report** or **connect their device** (Garmin, Fitbit, Apple Healthkit, Google Fit, etc.) to measure the blood pressure, heart rate, weight, physical activity, sleep, and more. Optionally, sponsor a tracking device of your choice.
- **Reports** that can be used to incentivize winners weekly and at the end of the challenge based on their engagement in the challenge. Participation, Performance, and Engagement reports are also included.
- The **first** and **second** place participants get special recognition, and everyone gets a **certificate of completion**. Optionally, select to reward the participants with credits for redeeming their winnings in a rewards mall that consists of a variety of Gift Cards and e-Certificates or through the raffle, premium rebate, HSA contribution, payroll credit or a reward of your choice.
- An **inspirational community feed** that delivers tips to enrich your mental and emotional well-being and be stress resilient.
- Members can access the challenge using a **website URL** or via the **Healthper mobile app** on apple store or google play.
- Includes **Digital posters** and **brochures** to promote the challenge, text/push notifications to engage, and periodic **Motivational Quotes by email**.
- **Email support** with 24-48-hour response time.





## My Activities

Show: [all](#) | [active](#) | [health](#) | [lifestyle](#) | [social](#) | [condition](#)

My Activities

not started

Spiritual Assessment

0 of 15

Sleep Well

not started

Quiz Challenge

incomplete

Time for Services

incomplete

Meditation

0 of 15

My Mood

Who's Leading

Top 50

30 day rank

See All



# Telephonic / Email Coaching Programs



**UBalance** - Health and well-being encompass much more than just our physical state. Our ability to manage our stress well, to balance our work and personal responsibilities, get enough restful sleep and keep our energy levels up is key to good health. A personal health coach can help participants find balance and return the vitality to their life.

**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.

**HEALTHPER**  
Your wellness architects

# 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*

