WE DRIVE MAXIMUM ENGAGEMENT

Healthy Mind Challenge
Agenda – Healthy Mind

Approach & Platform

App Experiences

Case Study
Healthper’s Well-being Cycle

Awareness → Participation → Outcomes → Engagement

INSPIRE → ASSESS → ENGAGE → REWARD → MEASURE

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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.

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
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.
SPRITUAL ASSESSMENT

0 of 1, 1 more to go

1: Do your spiritual or moral beliefs and values guide your actions and decisions?

- Yes
- Occasionally
- Not at all

Spiritual well-being is truly living your life through a healthy and fulfilled spirit. Many factors play a part in defining spirituality including religious faith, beliefs, values, ethics, principles and morals. Some people achieve spirituality by growing personal relationships or being at peace with nature. Spirituality allows us to find the inner calm needed to get through the tough times that often come with life’s journey.

2: Do you consistently strive to grow spiritually and see it as a lifelong process?
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.
A Case Study

creating an ideal wellness prescription
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
- 80% Employee goals completed
- 57% Employee engagement
- 65% Gift card redemption in rewards mall
- 5.5% Reduction of high risk for hypertension

**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

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