WE DRIVE MAXIMUM ENGAGEMENT
Agenda – Healthy Heart

Approach & Platform

App Experiences

Case Study
Healthper’s Well-being Cycle

- INSPIRE
- ASSESS
- ENGAGE
- REWARD
- MEASURE

Awareness → Participation → Outcomes → Engagement
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
Healthy Heart is a 12-week challenge designed to get you going on your way to a healthy heart and well-being. This challenge will help you understand how to take care of your heart best. 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.

1. Managed onboarding and enrollment for the eligible participants.
2. Baseline assessment to assess how well you understand your heart and how you take care of it.
3. Post assessment to measure the progress you have made towards keeping your heart healthy after the participation in the challenge.
4. If you already have the results that good, but if not, you can partner with us to get the biometric screening done. Multiple options are available as on-site screening, home test kits, and PCP/Lab results form uploads. The screening helps members get a better gauge of what areas need attention.
5. Trackers and goals that are designed to measure what to improve and the effort needed.
6. Members can self-report or connect their device (Garmin, Fitbit, Apple Healthkit, Google Fit, Withings, etc.) to measure blood pressure, heart rate, weight, physical activity, sleep, and more. Optionally, sponsor a tracking device of your choice.
7. We all need a helping hand sometimes, and with our personalized unlimited coaching, you can talk to experienced, Masters-Degreed Health Educators who are Licensed Behavioral Health Clinicians will help you on your journey and can personalize a healthy heart plan just for you.
8. Reports that can be used to incentivize winners weekly and at the end of the challenge based on their engagement in the challenge. Pre/Post Assessment Analysis, Participation, Performance, and Engagement reports are also included.
9. 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.
10. An inspirational community feed that delivers the tips to maintain a healthy heart.
11. Members can access the challenge using a website URL or via the Healthper mobile app on apple store or google play.
12. Includes Digital posters and brochures to promote the challenge, text/push notifications to engage and periodic Motivational Quotes and Healthy Cooking tips by email.
13. Email support with 24-48 hour response time.
HEART-HEALTH RISK

0 of 1, 1 more to go

1: Do you monitor your health numbers regularly (blood pressure, blood sugar, weight, cholesterol, BMI)?

- Yes, they are in check
- No, but I have had them checked
- Not that I can remember

It is said that high blood pressure is the silent killer. The reason why, is that you can have high blood pressure and not even know it or feel it. And long term high blood pressure along with high cholesterol will tax your heart and arteries, increasing your chances of getting heart disease. Blood sugar needs to be in a normal range to help avoid becoming diabetic. And lastly, being overweight or obese puts undue strain on your circulatory system. These are all important reasons for knowing your numbers. Get them checked as soon as you can.
Telephonic / Email Coaching Programs

**UBeat** - Keeping our heart healthy should be on everyone's list of top priorities. High blood pressure, high cholesterol, and diabetes are preventable and treatable conditions that affect the health of our heart. Participants learn how to prevent these conditions or how to live a healthy life with these conditions as they explore their eating, physical activity, and stress habits.
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
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

Inspire
Assess
Engage
Reward
Measure
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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