

WE DRIVE MAXIMUM  
ENGAGEMENT



Healthper Presentation – Healthy You

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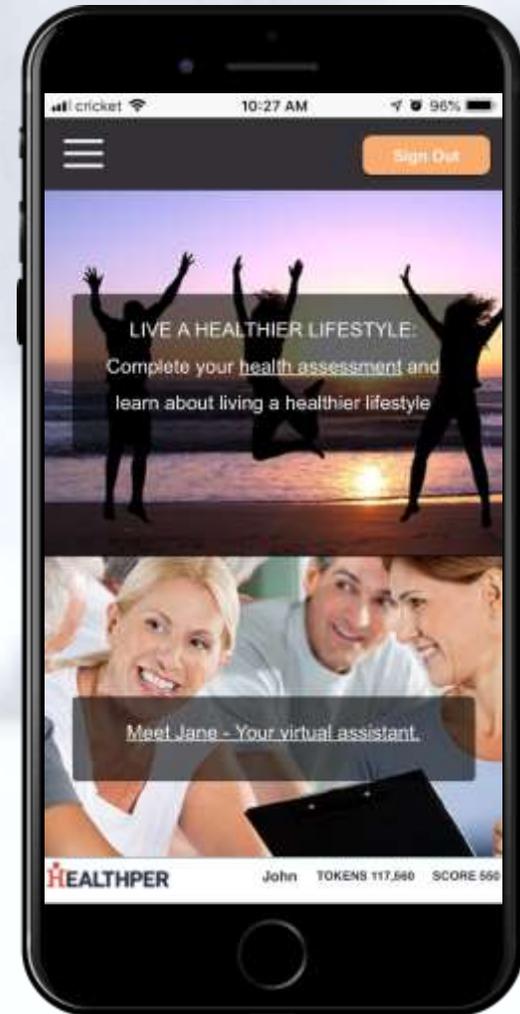
# Agenda – Healthy You

*Approach & Platform*

*Program Description*

*Demo*

*Program Management*



# Healthper's Well-Being Cycle

**Awareness**

**Participation**

**Outcomes**

**Engagement**

INSPIRE



ASSESS



ENGAGE



REWARD



MEASURE



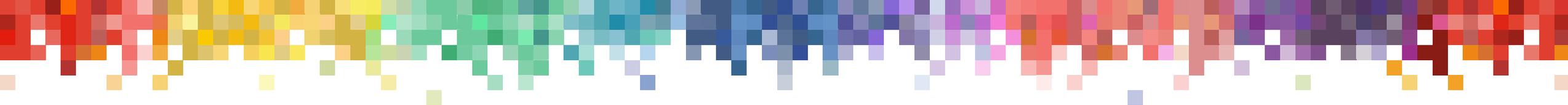
# Employer and Member Testimonial

## 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

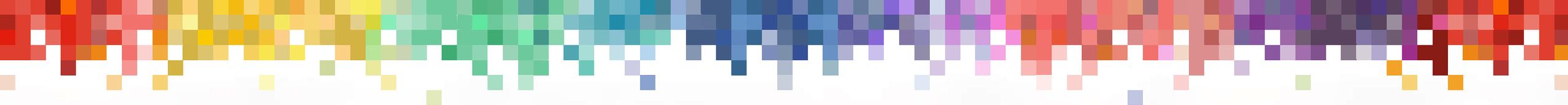
Prior to Healthper we had very **low wellness engagement** due to **disperse locations, scattered program sites and multiple demographics**. Healthper's team helped us defined our **three year wellness strategy** that was very specific to the needs of our **employees at the 6 locations**. Before Healthper 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.



# Healthy You Program

Healthy You well-being program allows to create uniquely tailored program from a list of available features and configure the incentive model for the participation and/or outcome-based program. The program includes,

1. **Online comprehensive Health Assessment** with instant feedback to the member.
2. Bi-Monthly or Monthly **Eligibility/Census Management**.
3. **Biometric Screening** with on-site, lab/provider form submission and home test kits.
4. **Telephonic/Email/Online Coaching** including reasonable alternatives.
5. **Participation and Outcome based rewards** with redemption in rewards mall or as a premium rebate, payroll or Health savings account contribution.
6. **Four Company-Wide 30-day Company-Wide Team or Non-Team Challenges**. Challenges include engaging communications and device connectivity with customization ability.
7. **A set of Eleven Trackers** that can track physical activity, weight, sleep, daily mood, water intake, vegetable and fruit consumption, blood pressure, blood sugar, cholesterol and financial expense.
8. Activity Trackers with self-reporting and **fitness device connectivity**.
9. Members can manage their own **Personal Health Record**.
10. Supports **populations with or without an email address**.
11. Members can create and share their **personal goal**.
12. Compliant to **EEOC / ACA guidelines compliance**.
13. **Educational content** for Wellness including Physical, Emotional, Social, Nutrition & Diet, Substance Abuse (Drinking and Smoking), Depression, Stress Management, Personal Lifestyle & Safety and Financial Wellness.
14. A **company-wide and member-private community forum** for your company where your members can engage.
15. Members can participate in **individual challenges**.
16. **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, Engagement, Biometric Outcome Target Met and Reward reports are also included.
17. Member can access the program using a **website URL** or via the **Healthper mobile app** on apple store or google play.
18. **Digital wellness posters** and brochure to promote the program are included.
19. **Branded wellness program** including client logo, program name, unique URL, logo, color themes across portal, program communications, wellness posters and more
20. **Motivational Quotes** and **Healthy Cooking Tips** by email are included.
21. Available in English, Spanish and French. Additional **language** options available.
22. **Email support** with 24-48-hour response time.



# Healthper's Program Personalization

## Employer

- *Select from existing catalog of components based on population insights  
[program tracks, companywide challenges, user interface style]*
- *Add activities based on employer need  
[outside events like Cancer Awareness walk, submission form for gym activity, blood donation]*

## Member

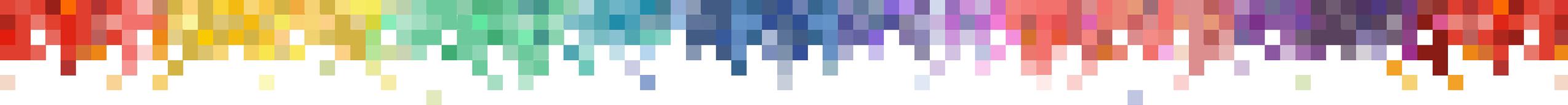
- Member select program tracks, challenges, set goals, attend webinars, lifestyle coaching modules

## System

- Activities, Personal Challenges and Goals are offered based on the program track selection, demographics, coaching outreach, lifestyle and measures of members

## Communications

- Personalized for program and members. Includes program announcement, brochure, challenge communications, nudges and reminders, motivational quotes, healthy cooking recipe & tips, healthy minutes newsletter, preventive care reminders and more.



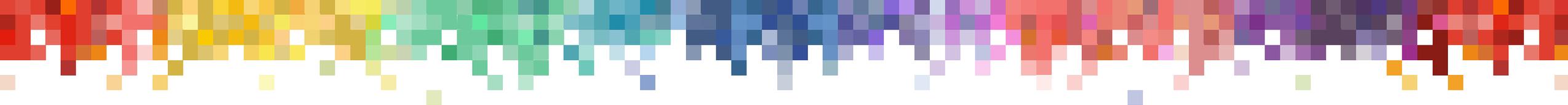
# Global Solutions Support Multiple Languages

- Fully customized branding and landing pages for designated locations and languages
- Supports both global and localized challenges, activities, etc.
- Human-directed content translation can augment auto language translation
- Custom content possible for multiple languages and designated locations
- Member-selected language preference to support culture and communications
- Supports language specific content management for client's "administrator" roles
- Multi-lingual Health Assessments are customizable for location and/or culture
- Email engagement plan adjusted for language and population segment
- Rewards Mall Catalog and fulfillment can be adjusted for various population
- Standard reporting includes country and segment level... *health risk assessment, engagement, participation, team and/or individual challenge statistics, performance and rewards redemption/usage tracking, etc.*



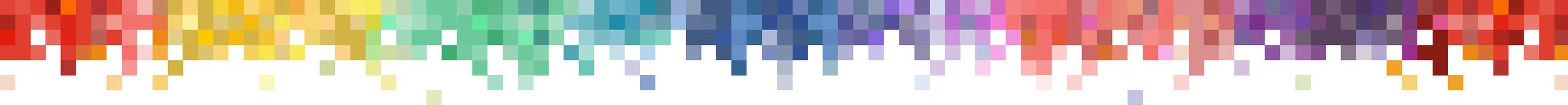
# Program Management





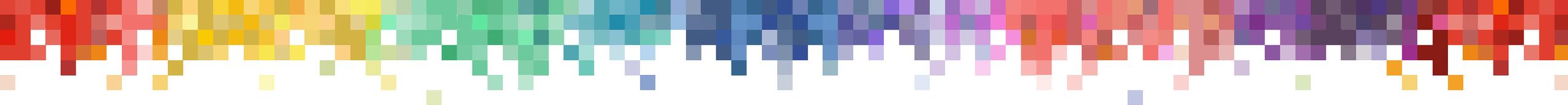
# Healthper Program Management

- **Healthper Program Management** oversees the entire client engagement, from the wellness program implementation cycle to ongoing program monitoring & evaluation.
- **Healthper assigns a dedicated account manager** that maintains a direct and responsive relationship with the client's HR team.
- **The lifecycle of a client engagement** begins with initial discovery meeting to fully understand client needs and long term goals, the implementation cycle whereby the wellness program is constructed, configured, and deployed, and the ongoing monitoring, evaluation, and guidance.
- **Client HR administrators** receive regular reporting for complete program visibility.
- **Ongoing responsive daily support** is provided for all member inquiries.



# Healthper Program Management – Client On-Boarding

- **Kickoff** – Initial meeting to review client wellness program needs, selection of options (e.g. biometric screening, eligibility feed, branding, rewards, etc.), and scheduling of implementation to meet client requirements.
- **Implementation** – Project plan devised and reviewed with client. Weekly client meetings scheduled to ensure all required artifacts and integrations are achieved on time. Communication plan devised and scheduled, with assets provided.
- **Pre-rollout** – Confirmation of all requirements satisfied, including branding mock-up review, external integrations, finalized member communications, etc.
- **Rollout** – Wellness program live on web and mobile platforms, review by client. Upon confirmation, member communications sent for official access by population.



# Account Management

- **Program Strategy —“Design for Success”**
  - *coordination of Healthper resources*
  - *detailed development with client team*
  - *implementation / launch synchronization*
  - *on-going support and periodic review*
- **Day-to-day Relationship / Communication**
- **New or Custom Requirements**
  - *programs, additions, changes, reports, etc.*
- **Contracting / Billing**

## 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*





# Incentive Design Examples



# Participation Based – Company-wide Challenge only Incentive Design Model

Program	Tokens	Max Budget: \$250, \$1 = 1000 tokens
Health Assessment Completion	50,000	
Companywide Wellness Challenge	50,000	Up to 4 challenges a year (200,000 tokens maximum)
<b>TOTAL</b>	<b>100,000</b>	<b>Maximum 250,000 tokens</b>

\*Team Challenge only solution, Compliant to EEOC, ADA & GINA regulations

# Participation Based - Incentive Design Model

Program	Tokens	Max Budget: \$300, \$1 = 1000 tokens
Health Assessment Completion	50,000	
Biometric Screening Completion	0	
Companywide Wellness Challenge	20,000	Up to 4 challenges a year (80,000 tokens maximum)
Annual Preventive Health Exam	20,000	
Healthy University (Educational Activities)	150,000	Earnings are 1000 tokens per educational activity, 3000 tokens per tracker activity (activity, sleep, water, veggie), 1000 token per individual challenge.
<b>TOTAL</b>	<b>240,000</b>	<b>Maximum 300,000 tokens</b>

\*Compliant to EEOC, ADA & GINA regulations

# Behavior Change – Choice Incentive Design Model

Program	Reward for Medical Enrolled	Reward for Non-Medical Enrolled
Tokens awarded for Health Assessment completion. To be spent in the Rewards mall.	50,000 tokens (\$50) [Rewards Mall 2020]	50,000 tokens (\$50) [Rewards Mall 2020]
Tokens awarded for completion of activities in the health and wellness program – monthly trackers and educational content.	Up to 200,000 tokens [Rewards Mall 2020]	Up to 100,000 tokens [Rewards Mall 2020]
Behavioral Change Activities Completed, two from the following: <ul style="list-style-type: none"> <li>• Company-wide wellness challenges (30 day)</li> <li>• Telephonic coaching calls (set of 3)</li> <li>• Webinars/podcasts (set of 6) You can double up on one activity or do two different activities.</li> </ul>	300,000 tokens (\$300) [healthcare premium credit 2020]	100,000 tokens (\$100) [Rewards Mall 2020]
<b>TOTAL</b>		Maximum \$320, \$1=1000 tokens

\*Compliant to EEOC, ADA & GINA regulations

# Threshold - Incentive Design Model

Program	Tokens	Notes
Health Assessment Completion	100	
Biometric Screening Completion	0	
Companywide Wellness Challenge	200	Up to 4 challenges a year (800 tokens maximum)
Telephonic Coaching	500	Complete 3 calls for 500 tokens; up to 6 completed calls (1,000 tokens maximum)
On-line Coaching	100	3 modules available to complete, 100 tokens per module
Tobacco Cessation – Enrolled	50	
Tobacco Cessation – Completed	450	
Annual Preventive Health Exam	200	
Healthy University (Online Courses)	200	Earnings are 5 tokens per card, for 40 possible cards – final 8 cards will not be incentivized.
Trackers (activity, sleep, water, veggie)	360	Earnings are 10 tokens per tracker, 4 trackers, 9 months.
Wellness Champion Role	200	
<b>TOTAL</b>	<b>2460</b>	<b>Maximum 3760 tokens</b>

**Threshold 1** – Reach 1000 tokens mark to earn \$50 towards redemption rewards mall

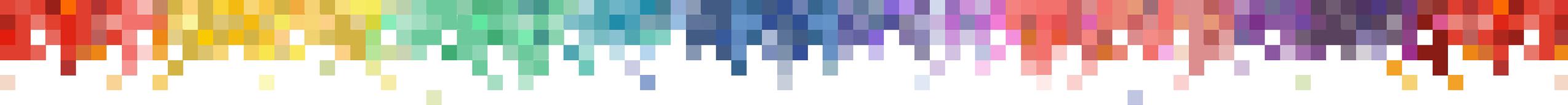
**Threshold 2** – Reach 2000 tokens mark to earn \$100 towards redemption rewards mall

\*Compliant to EEOC, ADA & GINA regulations

# A Case Study

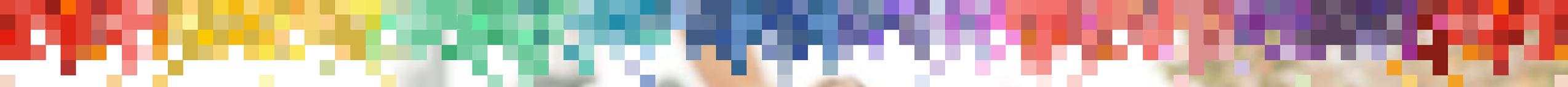


**creating an ideal wellness prescription**



# 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