



Why Corporate Wellness Now!

... in 7 minutes or less

**If your employees aren't fresh,
well-balanced, and healthy, they
can't give you their best**

Presented by:

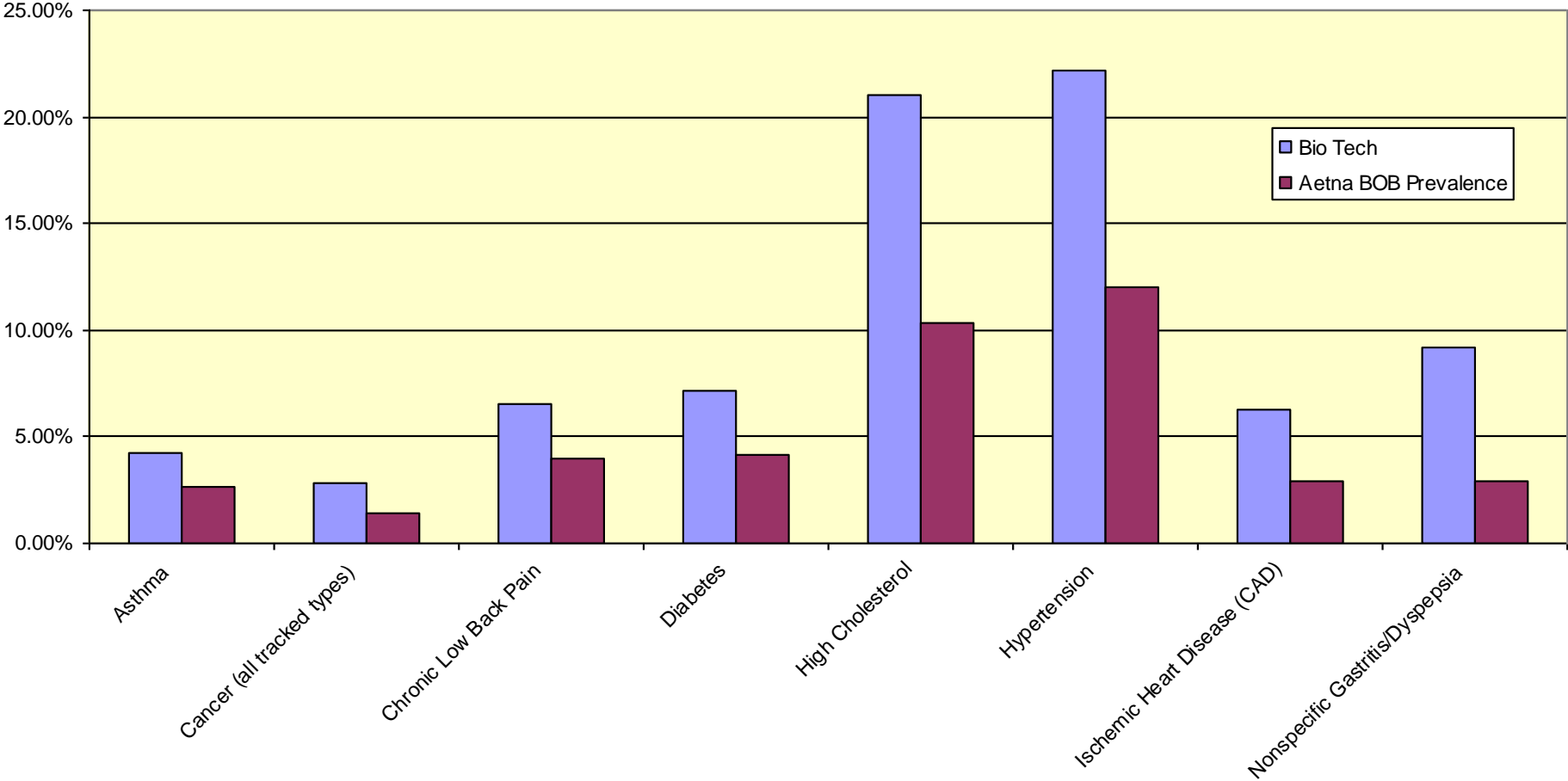
Dennis Rainey, VP and BIO
National Practice Leader

Top Chronic Claims Driving Healthcare Costs

U.S. Data Analysis - EBRI 2008	Life Science Sector Analysis*
Heart Disease	Hypertension
Trauma	Cholesterol
Cancer	Gastritis / Dyspepsia
Pulmonary Conditions	Chronic Back Pain
Mental Disorders	Diabetes
Hypertension	Heart Disease
Diabetes	Cancer
Arthritis	Asthma

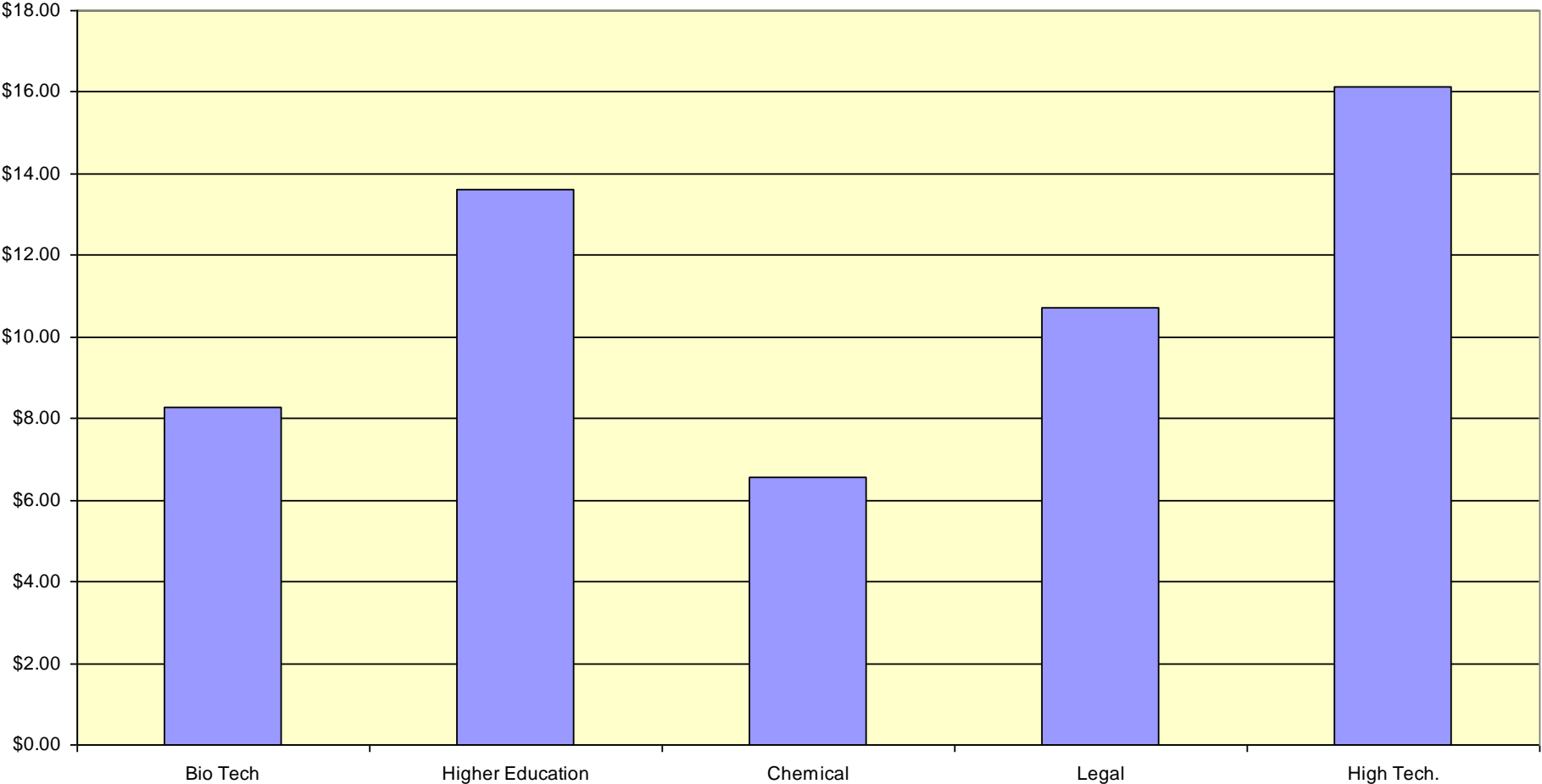
* Proprietary WFIS claims data provided by Aetna - October 2008

Disease Prevalence for the Life Science Sector



Preventive Care Utilization for the Life Science Sector

PMPM Cost Comparison



“Wellness” Truths

Alarming Facts



- 78% of Americans do not meet basic activity level recommendations
- Over 60% of Americans are currently either obese or overweight

Over 70% of the U.S. population admittedly knows they should practice healthier habits relative to nutrition and exercise

Wellness Trends

OBESITY

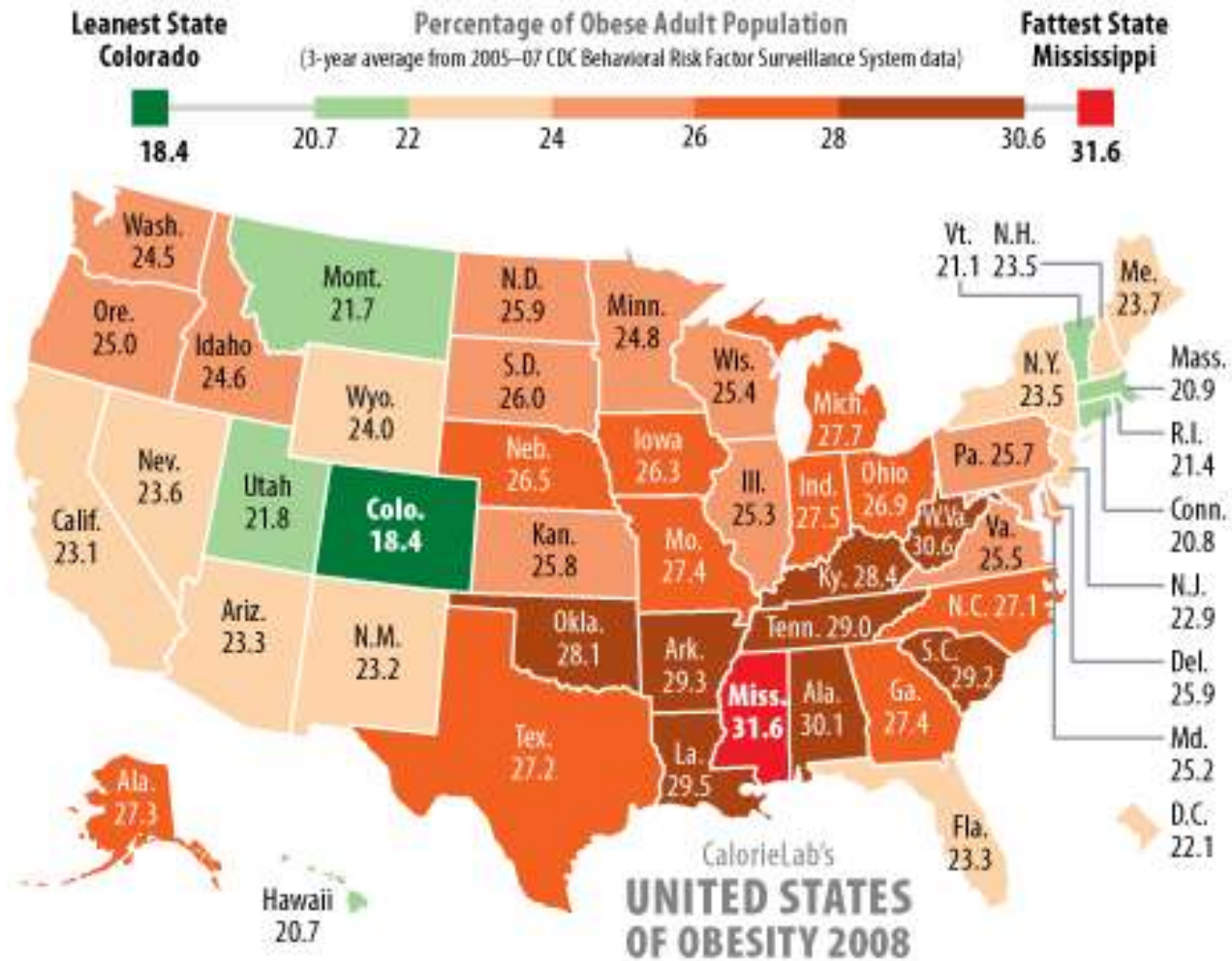
trends in America



Watch the BMI grow
from 1985 to 2003

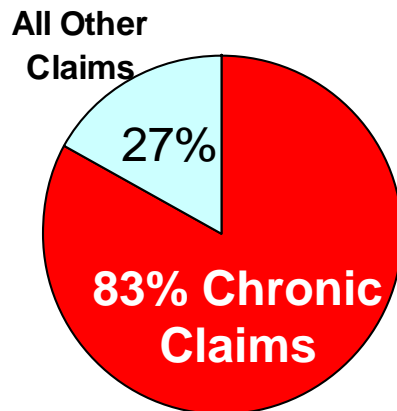
Current State of “Obesity”

32 States Have 25%+ Obesity



Current Impact on “Wellness”

The 80 / 20 Rule



Total U.S. Health
Care Claims

- Healthcare claims make up 14% of GNP
- Chronic claims account for approximately **12.5% of GNP**
- U.S. Surgeon General labels chronic claims as ***“a crisis that could largely be eliminated by healthier lifestyle behaviors”***

Current Impact on “Wellness”

Healthcare Crisis?

Average 2009 (est.) cost
per employee per year:



\$8,160

Or, **Health Crisis?**

Average total healthcare
claims on the WFIS book of
life science sector business*:



Almost 9 out of 10 life
science sector claims
average **\$1,028** *



72% of all life science sector
claims average **\$599** *

* Aetna 2008

Current Impact on “Wellness”

- Results of obesity in the workforce from Duke University Medical Center study (April 2007):
 - Twice the number of Workers' Compensation claims
 - 7 times the medical costs
 - 13 times more days of work missed due to injury or illness

Who Takes the Lead in Improving Health ?



Not My Job!

~~The World?~~

~~The United States?~~

~~**Society?**~~

~~The Government?~~

~~Insurance Companies?~~

~~Each Person ?~~

The Employer...

Why Corporate Wellness Now ?

- ROI
 - Reduced group health insurance claims
 - Reduction in Worker's Compensation costs
 - **Increased morale and productivity**
- } **3 to 1**

Why Corporate Wellness Now ?

- What is the ROI on this statement?

“The timing for this was perfect for me - even though I do exercise regularly, I've been wanting to push myself harder lately, drop a few unwanted pounds and get in better shape. It also makes it fun with everyone doing it together”

Why Corporate Wellness Now ?

- Transcending ROI
 - **Saving lives**

“At age 37 and an extreme athlete, I strongly opposed the wellness program’s insistence on completing a health risk assessment and seeing a doctor for barometric testing. I was so sure that I didn’t need a doctor to tell me that I was healthy. To my surprise, and after learning that I had a 98% blockage, I was rushed to the hospital for emergency heart bypass surgery. The wellness program saved my life. Thank you!”

What Is The “Investment?”

- Investment of **time** to design and implement a well thought out, long term, tailor made corporate wellness program that delivers an improvement in healthy behavior.
- From a financial investment & incentives perspective:
 - Medium
 - Low

Great Health Challenge Results™

Survey conducted 2 weeks after Great Health Challenge
(17 responders of 40 participants)

- 100% said that the GHC improved personal and team health & wellness
- The most challenging habit to incorporate was aerobic exercise
- 88% think that they can continue the habits for more than 1 year
- 76% thought that it improved their outlook on achieving a healthier lifestyle
- 76% thought it improved their outlook of their employer

Great Health Challenge Results™

At 3 & 6 months:

- Majority are:
 - doing aerobic exercise 3-4 times per week
 - stretching & strengthening exercises 1-2 times per week
 - eating breakfast, sleeping for more than 7 hours & drinking 64 oz of water 6-7 times per week, and making better choices on what is eaten

“I actually have been meaning to let you know that starting this challenge actually got me motivated to also start Weight Watchers and I have lost 8 lbs since I started working out with the diet. It has been a great incentive and I actually feel really energized and good about myself”

Wellness Program Truths

- Top-down more effective than bottom-up
- Keep it simple
- No-one likes a loser....especially if you are one!
- Make it fun
- Include “incentives”
- One-hit-wonders generally fail:
 - to succeed in lasting behavioral change
 - to save money
 - to positively affect a company’s culture
 - to increase productivity

Thank You!