



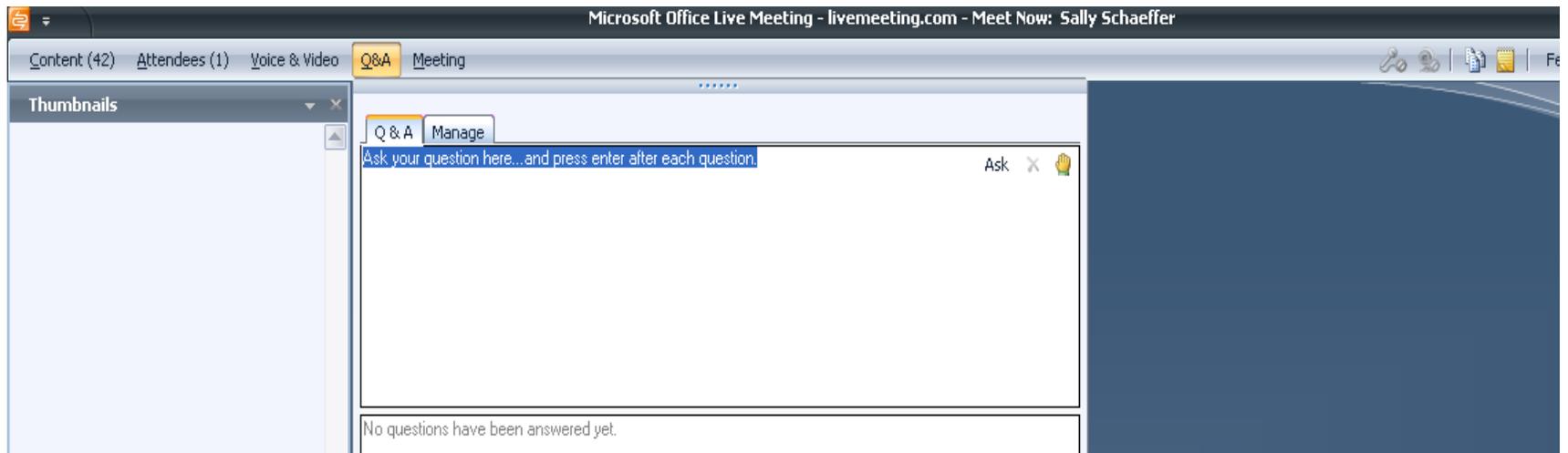
**Welcome to
How to Promote Wellness
and 360° Health® Programs
in the Workplace**

Anthem.  

360° Health.

Today's webinar

- We will provide brief overviews of the 360° Health® Programs with the main objective being to provide you with the tools to increase employee awareness of the programs available and thus increase program engagement.
- The call will last approximately 45 minutes.
- All lines will be muted but through the live meeting software you will be able to ask questions and we will pause to repeat and answer them.



- Our main presenter today is Sharon Smith



Healthy employees = healthy businesses.

Today's Agenda

Goal: Learn how to promote wellness and available health programs in the workplace.

Today we'll cover:

- Value of Wellness in the Workplace
- 360° Health Programs
- Low Cost, Easy Promotional Ideas
- Resources



Good Employee Health is Good for Business.

The health of your business depends on the health of your employees. It's an investment you make every day.

- 30% of the population consumes 90% of health care resources.¹
- 50% of total medical spending can be attributed to health behavior costs.²
- A national study of health and wellness programs that included 370,000 employees found a 27.8% reduction in sick leave.³

Anthem will lead your business and employees to better health. We deliver measurable results and real value – today and tomorrow.

¹ Source: 2005 Internal Data

² Source: Milliman Medical Index 2007

³ Source: Proof Positive: An analysis of the Cost Effectiveness of Wellness, 5th Edition, L. Chapman, July 1, 2005



Healthy employees = healthy businesses.

What is wellness?

Employees say:

“Feeling good and living my life without interruption.”

Employers say:

“Keeping employees healthy to increase productivity and reduce premiums.”

Source: WellPoint Customer Viewpoint Program



The situation:

We face a wellness crisis.

- More than half of all Americans live with one or more chronic conditions¹
- According to the U.S. Centers for Disease Control and Prevention, the majority of chronic diseases could be prevented through lifestyle changes²
- Most adults will be overweight or obese by 2030, costing \$950+ billion³
- Productivity losses related to personal and family health problems cost U.S. employers \$1,685 per-employee-per-year or \$225.8 billion annually⁴
- This loss in productivity represents about 20% of the payroll⁴



¹ Trust for America's Health, A Healthier America: 10 Top Priorities for Prevention, March 2008

² National Center for Chronic Disease Prevention and Health Promotion, U.S. Centers for Disease Control and Prevention, March 17, 2009

³ Johns Hopkins Bloomberg School for Public Health

⁴ Watson Wyatt

The opportunity:

**Healthy behaviors =
healthy employees and businesses.**

- Chronic conditions such as diabetes and heart disease account for 75% of our nation's health care costs.¹
- 10-year savings through reduction in tobacco use = \$190.5 billion.²
- Obesity costs employers \$45 billion annually in medical costs and lost productivity.³



¹ Center for Science in the Public Interest, The Key to Affordable Health Care Reform: Better Health through Prevention, April 2008

² The Commonwealth Fund, *Bending the Curve*, December 2007

³ The Economic and Health Impacts of Obesity, Institute on the Costs and Health Effects of Obesity, National Business Group on Health, February 2009

Building a Culture of Health

Third-party research firm conducted telephonic surveys among company decision makers as follows:

Category	Definition	Interviews
Small companies	100 - 999 employees	200
Large companies	1,000+ employees	200

Respondents were read the following introduction regarding a Culture of Health:

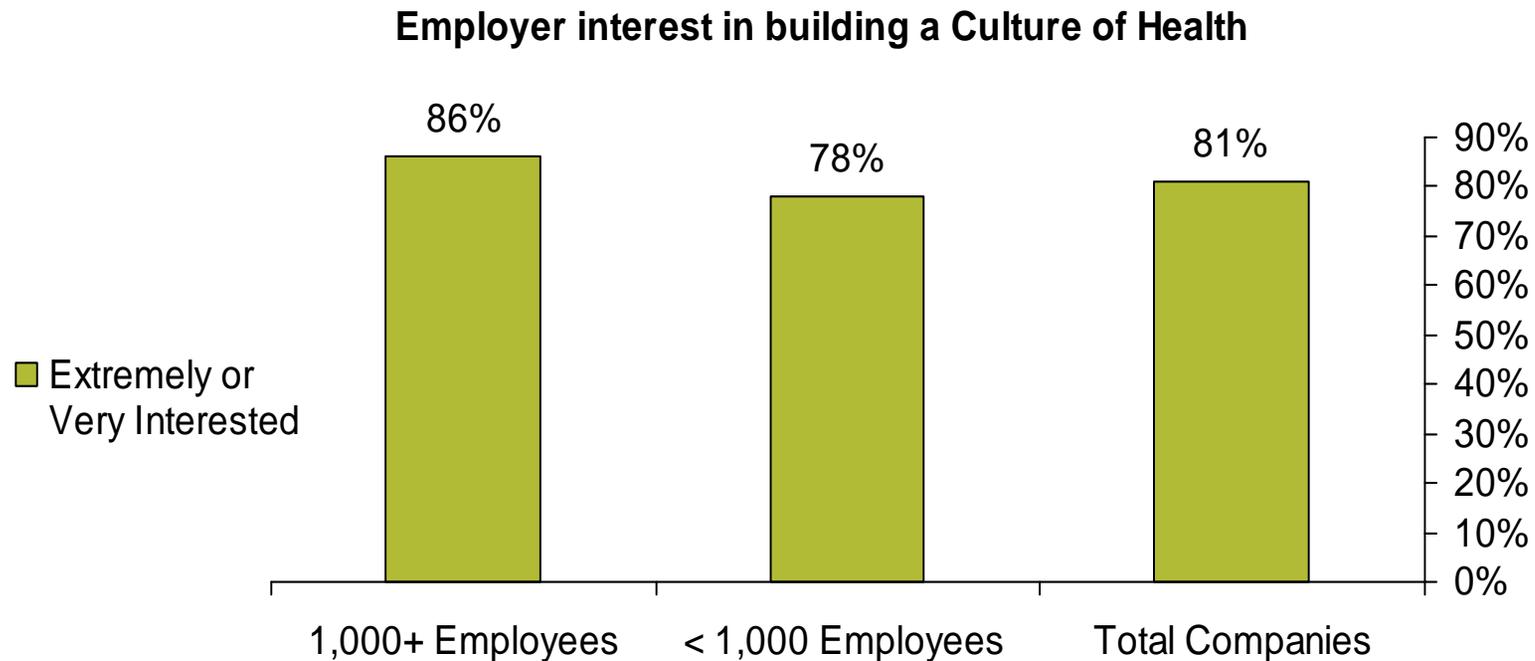
*“This study is about establishing or maintaining a Culture of Health at your company. You may already have certain programs in place to help employees make healthy lifestyle choices. For the purposes of this survey, please **think about a Culture of Health as one in which your employees know that it is important to you/the company that they make decisions and behave in such a way as to help them be as healthy as possible.**”*



Healthy employees = healthy businesses.

Insight #1

Overall interest in a Culture of Health is very high, especially among larger companies.



Question asked: Overall, how interested are you in establishing or maintaining a culture of health at your company?

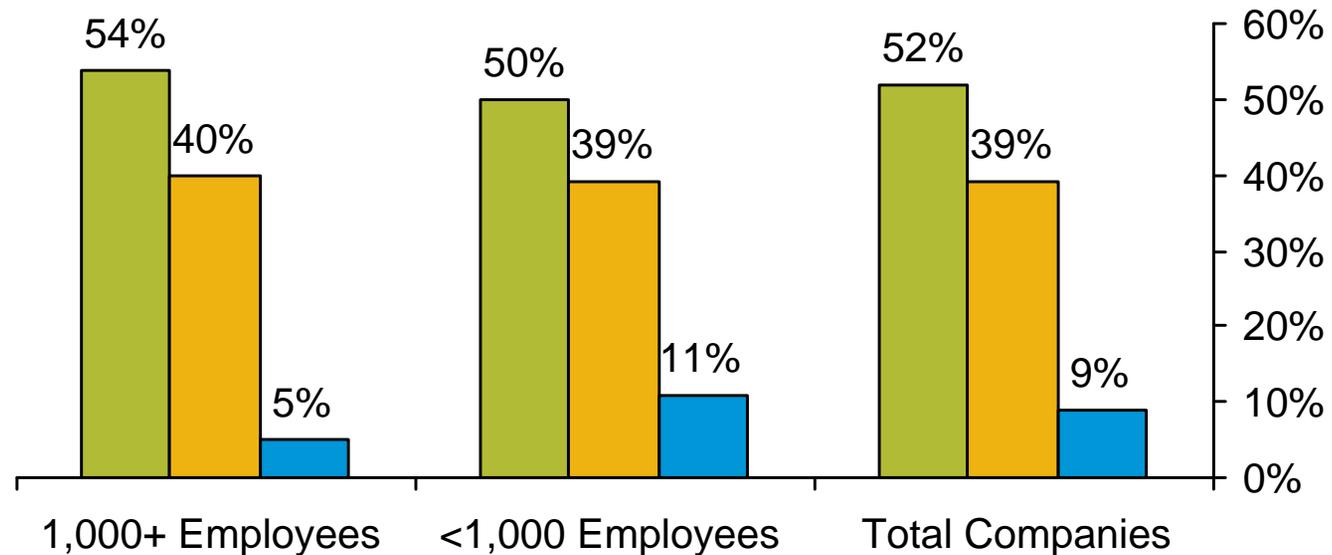


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Insight #2

About half of all respondents strongly agree that employers have a responsibility to help maintain employee health

Employers have a responsibility to maintain and improve the health and well-being of their employees



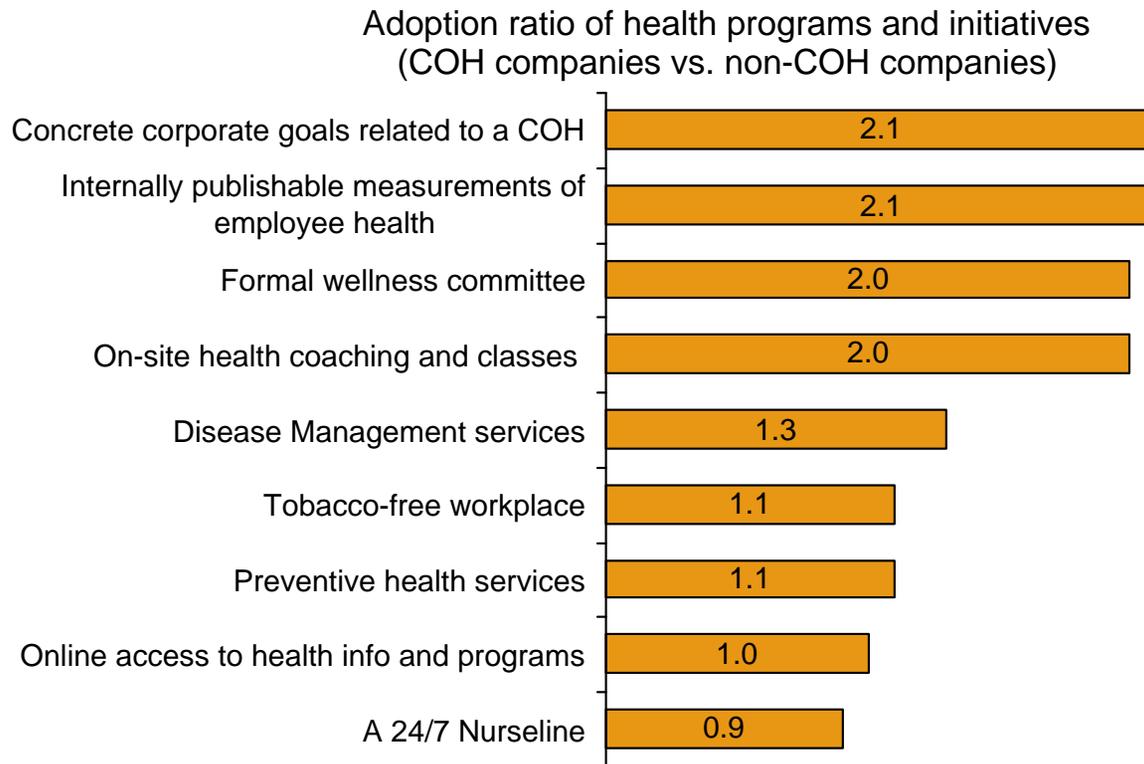
■ Completely or Mostly Agree ■ Somewhat Agree ■ Completely or Mostly Disagree



Healthy employees = healthy businesses.

Insight #3

Companies with a Culture of Health are more likely to have certain health-related initiatives in place



Healthy employees = healthy businesses.

The opportunity:

When wellness programs are in place employees can change their lifestyles and improve their health.

Wellness Program Results*:

Sick leave	▼ 27.8%
Workers' Comp claims	▼ 33.5%
Overall health costs	▼ 28.7%

Overall, average ROI was \$5 saved for each \$1 spent.

*Based on a study of over 50 health and wellness programs that included 370,000 employees.
Source: Proof Positive: An analysis of the Cost Effectiveness of Wellness, 5th Edition, L. Chapman, July 1, 2005



Comprehensive Wellness Benefits

Better Health =
Financial Advantage

360°Health – Fully Insured

Core Programs

Care Management

- 24/7 NurseLine
- Future Moms
- ComplexCare
- ConditionCare

Online Tools and Resources

- MyHealth@Anthem
 - MyHealth Assessment
 - MyHealth Record
 - Condition Centers
 - Online Community
- Specialoffers@Anthem
- AudioHealth Library
- Time Well Spent

Also Available

- ConditionCare: Support
- ConditionCare: Kidney
- MyHealth Coach
- MyHealth Advantage
- Healthy Lifestyles
- Worksite Wellness
- EAP
- Pharmacy Benefit Management
- Staying Healthy Reminders
- Incentives



Healthy employees = healthy businesses.

The solution: 360° Health

ConditionCare

Helps employees manage high-cost conditions:

- Asthma
- Diabetes
- CAD
- COPD
- Heart Failure



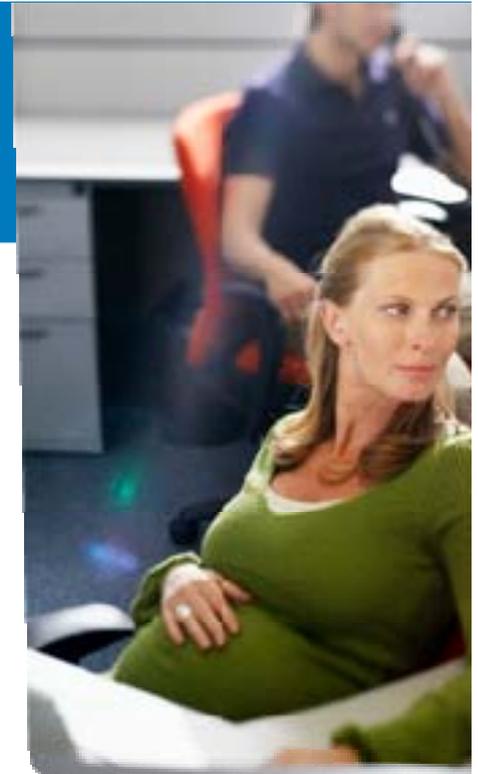
Healthy employees = healthy businesses.

The solution: 360° Health

Future Moms

Support for healthier pregnancies and deliveries.

- Participants identified through claims data and physician referrals
- Promotes healthier behaviors to improve birth outcomes
- Provides proactive intervention and support

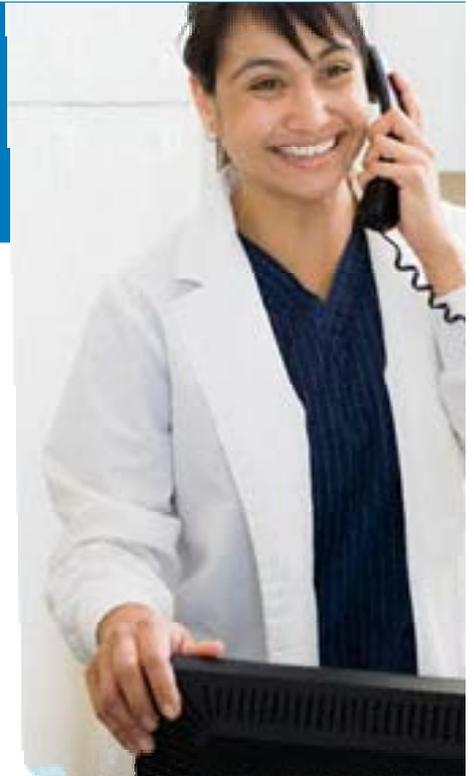


The solution: 360° Health

24/7 NurseLine

Toll-free employee access to trained registered nurses any time of the day or night.

- Includes proactive call-backs from nurses
- Helps employees make informed decisions about their health care
- Helps reduce time lost on the job
- Helps optimize costs of care



The solution: 360° Health

ComplexCare

Proactive one-on-one support to help manage acute medical situations

- Support members with multiple, high-level care issues
- Help improve self-management of chronic conditions
- Empower members to improve their health and quality of life



Healthy employees = healthy businesses.

360° Health — The result:

**Greater health and productivity,
lower costs.**

94% have more control over their health/condition¹

50% fewer missed days of work²

Emergency room visits² ▼ 32%

Inpatient admissions² ▼ 20%

Inpatient days² ▼ 7%



¹ WellPoint Voice of the Consumer, 2008

² Results are from a recent, 3-year internal analysis of diabetes, CAD and HF programs for CO and NV. For clients included in the study, service delivery began in September 2002. Asthma and COPD were added in 2007. (275,000 total members, 12,000 participating in Condition Management) Study Code: 1400750

Promotional Resources at Your Fingertips

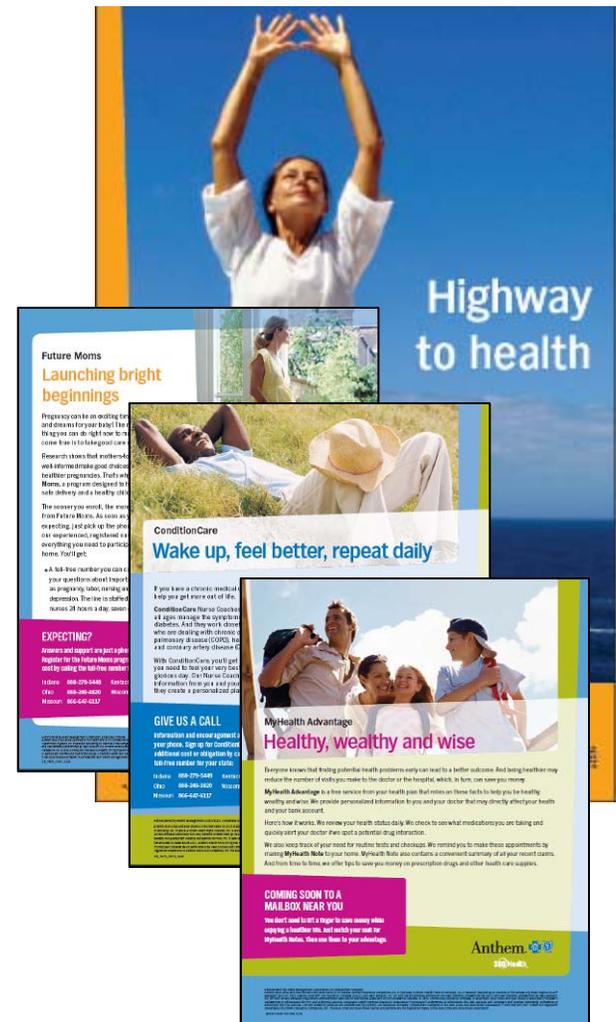
Make sure your employees know the 360° Health programs available to them.

Go to

<http://group.anthem.com/360health>

Here you will find:

- Program posters
- Program fliers
- Email templates that promote programs
- Time Well Spent 2010 Promotional Calendar



Healthy employees = healthy businesses.

360° Health's Time Well Spent

Time Well Spent is a resource available through 360° Health to help employers communicate and encourage healthier behaviors among their employees.

- A turnkey solution to help create a culture of health in the workplace and help improve the health of employees.
- A health and wellness promotional campaign designed to foster a culture of health (employees spend most of their time at work) and increase awareness of the need to change unhealthy behaviors.
- Tool kit to help employers educate their employees about healthy lifestyle choices that can help to improve their health.
- Part of 360° Health; just one component of our overall wellness strategy.



Healthy employees = healthy businesses.

Components of Time Well Spent

- Variety of **modules focused on health topics**
- Over 400 branded **member-facing pieces** that promote wellness
- Materials housed on **Web site accessible from anthem.com**
- **Print on Demand** solution through FedEx Kinko's
- **Monthly E-blast campaign** to employers

Time Well Spent Tool Kit Modules

Healthy Eating

Cost of Unhealthy Habits

Increasing Physical Activity

Prevention

Know Your Numbers

Men's Wellness

Heart Health

Stroke

Diabetes Awareness

Smoking Cessation

Cancer Screening

Cold & Flu Prevention

Antibiotic Uses

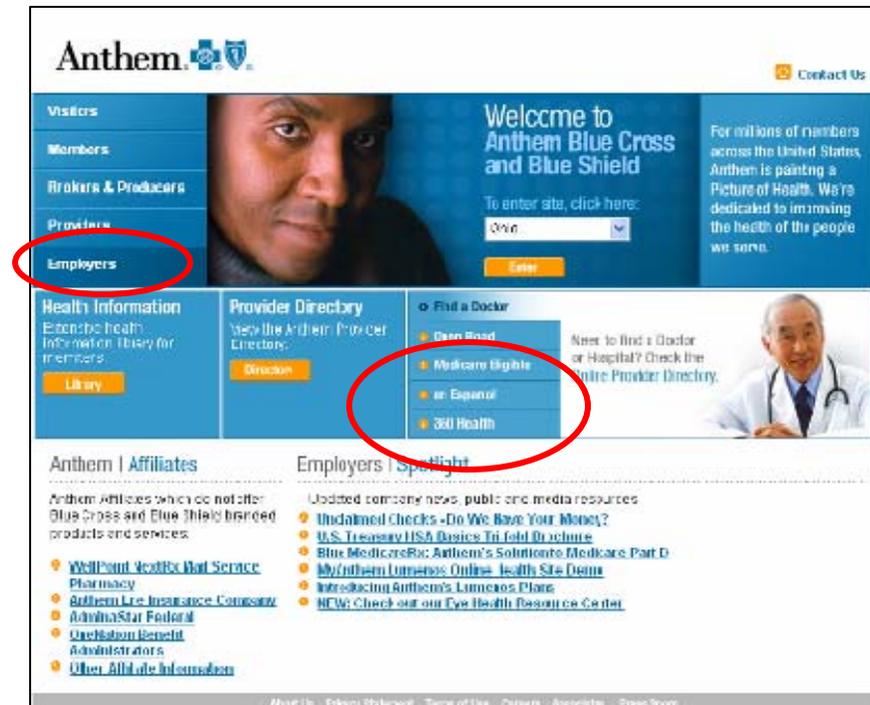


Healthy employees = healthy businesses.

Time Well Spent on anthem.com

Time Well Spent is available via a link on the employer landing page on anthem.com.

Select “Employers” and then your state.



<http://www.anthem.com/timewellspent/home.html>



Healthy employees = healthy businesses.

Time Well Spent Click Path

- Click on the link for Time Well Spent

The screenshot shows the Anthem Employer Home page. The navigation bar includes links for Employer Home, Health Information, Plans & Benefits, Answers@Anthem, and Communications. The main content area is titled 'Employer Home' and features a 'What's New' section. A red circle highlights the link for 'NEW: Time Well SpentSM' in the 'What's New' section. Other links in the 'What's New' section include 'Dayton Area Health and Fitness Carnival on September 20', '360° Health', 'Employee Guide to Lumenos Employer-Driven Plans', and 'Member Web Enrollment for New Large-Groups'. The 'Demos and Toolkits' section includes links for 'Introducing Anthem's Lumenos plans', 'MyAnthem for Members Demo', 'Health Care Cost Toolkit', 'Anthem Care Comparison Demo for Local Accounts', and 'Anthem Care Comparison Demo for National Accounts'. The footer contains links for 'About Us', 'Privacy Statement', 'Terms of Use', 'Careers', 'Associates', and 'Press Room'.



Healthy employees = healthy businesses.

Time Well Spent Main Landing Page

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360Health

Healthy Bytes
Dancing for 11 minutes can burn the calories in a medium apple.

→ **HEALTHY EATING**

→ **INCREASING PHYSICAL ACTIVITY**

→ **KNOW YOUR NUMBERS**

→ **HEART HEALTH**

→ **DIABETES AWARENESS**

→ **CANCER SCREENINGS**

Is it possible that something as simple as the workplace can kick start a health revolution?

Introducing Time Well Spent™. It isn't just a lifestyle concept. It's a business strategy.
It's a 360° Health communication tool kit for employers to help create a culture of health in your workplace and raise the level of employee wellness.

No matter where they are on the health continuum, every employee can benefit from positive lifestyle changes. And that benefits your bottom line. **Time Well Spent** helps employees keep good health top-of-mind, and motivates them to make healthier choices.

Ready for **Time Well Spent** in your organization? Check out the **Time Well Spent** topics on the right and share the information with your employees.

→ Why is **Time Well Spent** important to your business?

→ Worksites are an ideal channel for promoting individual behavior change. **Here's why.**

→ How do I use the **Time Well Spent** tool kit information in my organization?

Select a health module

Healthy Eating Module Landing Page

[Home](#)

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360°Health

Healthy Eating



Good health is one of the most valuable assets employees can bring to their job. And eating well is a basic way for them to be their healthy best.

Do your employees know that they can eat their favorite foods and still follow a healthy eating plan? Do they know eating healthier over time can help prevent or reverse conditions like Type 2 diabetes, obesity and high blood pressure?

Take advantage of this educational tool kit! Encourage your employees to make the best choices no matter where they get meals and snacks - a brown bag, drive-thru or vending machine.

- HEALTHY EATING
 - Informative Articles
 - Colorful Posters
 - Payroll Stuffers
 - Healthy Recipes
 - Sample Nutrition Label
- INCREASING PHYSICAL ACTIVITY
- KNOW YOUR NUMBERS
- HEART HEALTH
- DIABETES AWARENESS
- CANCER SCREENINGS

WANT TO PLACE AN ORDER? Print tool kit materials at discounted prices through [FedEx Kinko's Docstore!](#)
➔ User name: **timewellspent** Password: **anthebcbcs!**

Time Well Spent Resources

time well spent

Heart Healthy Recipe

DESSERTS
Apple Coffee Cake
 Apples and raisins keep this cake deliciously moist—which means less oil and more heart health.

- 6 tart apples, corad, peeled, chopped
- 1 c sugar
- 1 c dark raisins
- 2 c whole wheat flour, unbleached
- 2 c all-purpose flour, sifted
- 1 egg, beaten
- 1 c 2% low-fat milk
- 1 tsp baking soda
- 2 tsp ground cinnamon

1. Preheat oven to 350° F. Lightly oil 13- x 9- x 2-inch pan.
2. In large mixing bowl, combine apples with sugar, raisins, and pecans. Mix well and let stand for 30 minutes.
3. Stir in oil, vanilla, and eggs.
4. Stir together flour, soda, and cinnamon, and add into apple mixture about 1/2 at a time—just enough to moisten dry ingredients.
5. Turn batter into pan. Bake for 35-40 minutes. Cool cake slightly before serving.

Yield: 20 servings **Serving size:** 3 1/2-inch x 2 1/2-inch piece
Each serving provides:
 Calories: 160 Total fat: 6 g Saturated fat: 1 g Cholesterol: 11 mg Sodium: 67 mg Total fiber: 2 g Protein: 3 g Carbohydrates: 31 g Potassium: 195 mg

time well spent

Lace up and walk to the beat of a healthier heart.

When it comes to heart health, your daily habits can make a big difference. Start fighting heart disease with a comfortable pair of sneakers. A 30-minute walk break keep your heart's "be-beep" to-be up and take your health in stride. That's time well spent.

Anthem 360Health

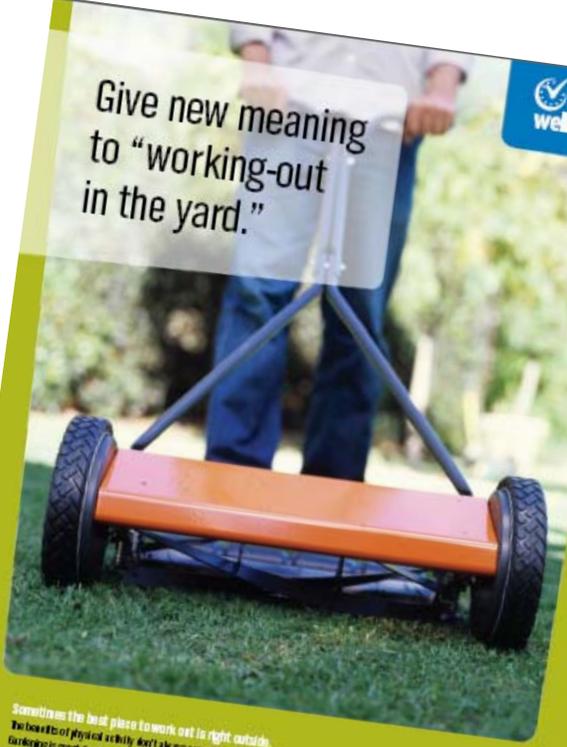
Visit MyHealth@Anthem at myhealth.com keeping a healthy heart.

Take some "sneaky" steps to help prevent heart disease.



time well spent

Give new meaning to "working-out in the yard."



Sometimes the best place to work out is right outside.

The benefits of physical activity don't always come from treadmills and running machines. Gardening and yard work count, too. Gardening is great for stretching and strengthening your muscles. Raking leaves and pushing a wheelbarrow are great back exercises. And the fresh air may even help reduce a little stress. So get out there and make your neighbors green with envy. Your heart—and your yard—will thank you.

Also see links with your doctor before starting a new activity. Visit MyHealth@Anthem at myhealth.com to learn more about healthy living choices for the road to a healthier you.

Anthem 360Health

Fed Ex Kinko's Doc Store

Accessible from
Time Well Spent
landing pages

Username:
timewellspent

Password:
anthembcbs!

August 3, 2008

Help Logout



Login

Login

▶ Username:

▶ Password:

[Forgot your password?](#)

[Forgot your username?](#)

Continue

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Healthy employees = healthy businesses.

Healthy Bytes

“Healthy Bytes” are short, positive bits and facts meant to motivate employees to make healthier changes.

Accessible on the main Time Well Spent web page

Walking up stairs for one minute burns 9 calories.

(based on 150 lb. person).

<http://www.healthstatus.com/calculate/cbc>

150 minutes of exercise each week may help lower Type 2 diabetes risk by 58%.

Sources: Diabetes Prevention Program study - <http://diabetes.niddk.nih.gov/dm/pubs/preventionprogram/>
Harvard School of Public Health - <http://www.hsph.harvard.edu/nutritionsource/diabetes.html#references>
“Burning Calories with Everyday Activities” – Medical College of Wisconsin HealthLink, <http://healthlink.mcw.edu/article/908757695.html>

2010 Time Well Spent Wellness Calendar

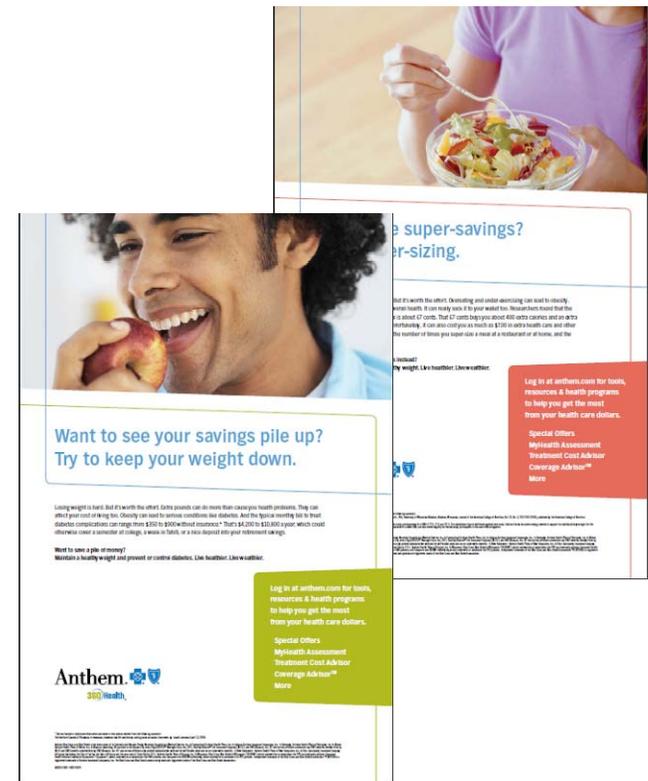
A simple solution for better workplace health.

- Makes it easy to promote wellness content in the workplace on an ongoing basis.
- Provides a month-by-month guide to national health and wellness observances, such as American Heart Health month and National Cholesterol Education month.
- Includes hyperlinks to related materials from Time Well Spent and national health observance websites.



Promotional Ideas

- Hang posters or fliers in common areas like the cafeteria, break room, stairwells or elevators
- Send quarterly or monthly emails highlighting one health program or a wellness article from Time Well Spent
- Provide fliers at Open Enrollment meetings, in your HR office, or on your company intranet site
- Highlight health programs in your company employee newsletter
- Add healthy bytes from Time Well Spent to emails from company executives
- Tape healthy recipes to the front of the break room refrigerator



Thank you for your time today!

If you have questions about this presentation or your benefits, please contact your Anthem Blue Cross and Blue Shield representative.

Please find supporting materials as well as registration links for future webinars offered during the year at:

<http://group.anthem.com/360health>

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