

There's a smarter way to invest in employee wellness.

The Wellness Challenge® is a proven,

» **Population Health Management**

approach that rewards employees for proactively maintaining or improving their health habits. The Wellness Challenge® is designed to keep people healthy – providing a major opportunity for economic impact on an organization.

Wellness®
Challenge



1. Does it work?

The Wellness Challenge® works because it's built on a foundation of well-established principles of **behavioral science**. Then it's carefully **tailored to fit your population**. Based on continuous evaluation and feedback, this flexible, scalable, **outcomes-based** program adapts to meet your needs — regardless of population size, health risks, number of worksites, or other variables.

The program succeeds because it's easy to sign-up, it's fun and it's personally rewarding. By providing an **easy-to-follow roadmap** for health improvement, the Wellness Challenge® motivates employees to **change their behavior** in ways they've never thought possible. It's accessible and compelling, so employees can easily get involved and quickly track and view the positive effects of their efforts.

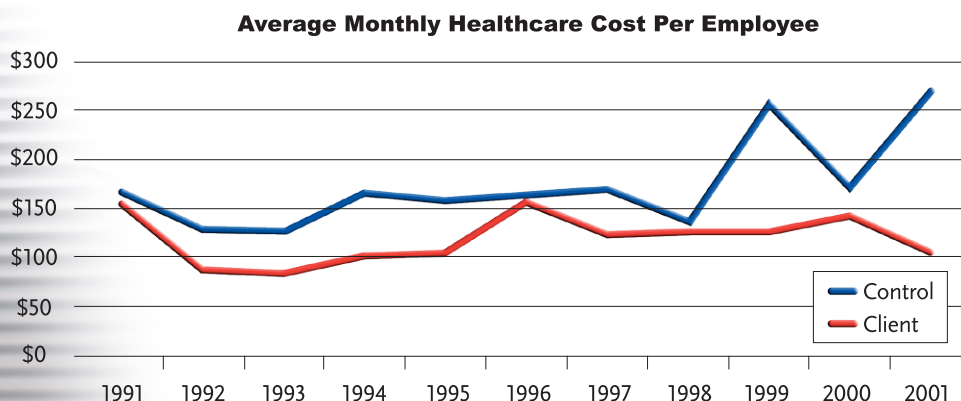
2. Is it cost-effective?

With its unique, time-tested approach, the Wellness Challenge® enables organizations like yours to achieve impressive participation levels — as much as **50 to 70 percent of eligible employees**. This not only means a **low cost per user**, but it also yields **significant returns** in the form of:

- » reduction in unscheduled absences and lost productivity,
- » lower healthcare costs for the organization through improved health,
- » greater employee awareness of wise healthcare consumerism, minimizing unnecessary doctor and emergency room visits, and
- » improved employee attendance, morale, satisfaction and retention.

Case Study 1: Return on Investment

The Wellness Challenge® helped a major medical center produce an impressive 1:6 cost-to-benefit ratio over a 10-year period.



Online enrollment and participation in the Wellness Challenge® consistently exceed 60 percent of the eligible population.

3. Is it easy to implement?

Launching and administering the Wellness Challenge® is easy because it's backed by the full program and technical support of the HealthForce team. From initial consultation and design to program launch and beyond, our health and wellness experts are with you every step of the way, throughout the life of your program. Plus, you also receive your own Wellness Challenge® portal — a robust, online administrative tool that's fully customized to your specific program needs and objectives. This unique, web-based approach is designed to do most of the work for you, enabling you to easily monitor, evaluate and ensure the success of your program using minimal internal resources.

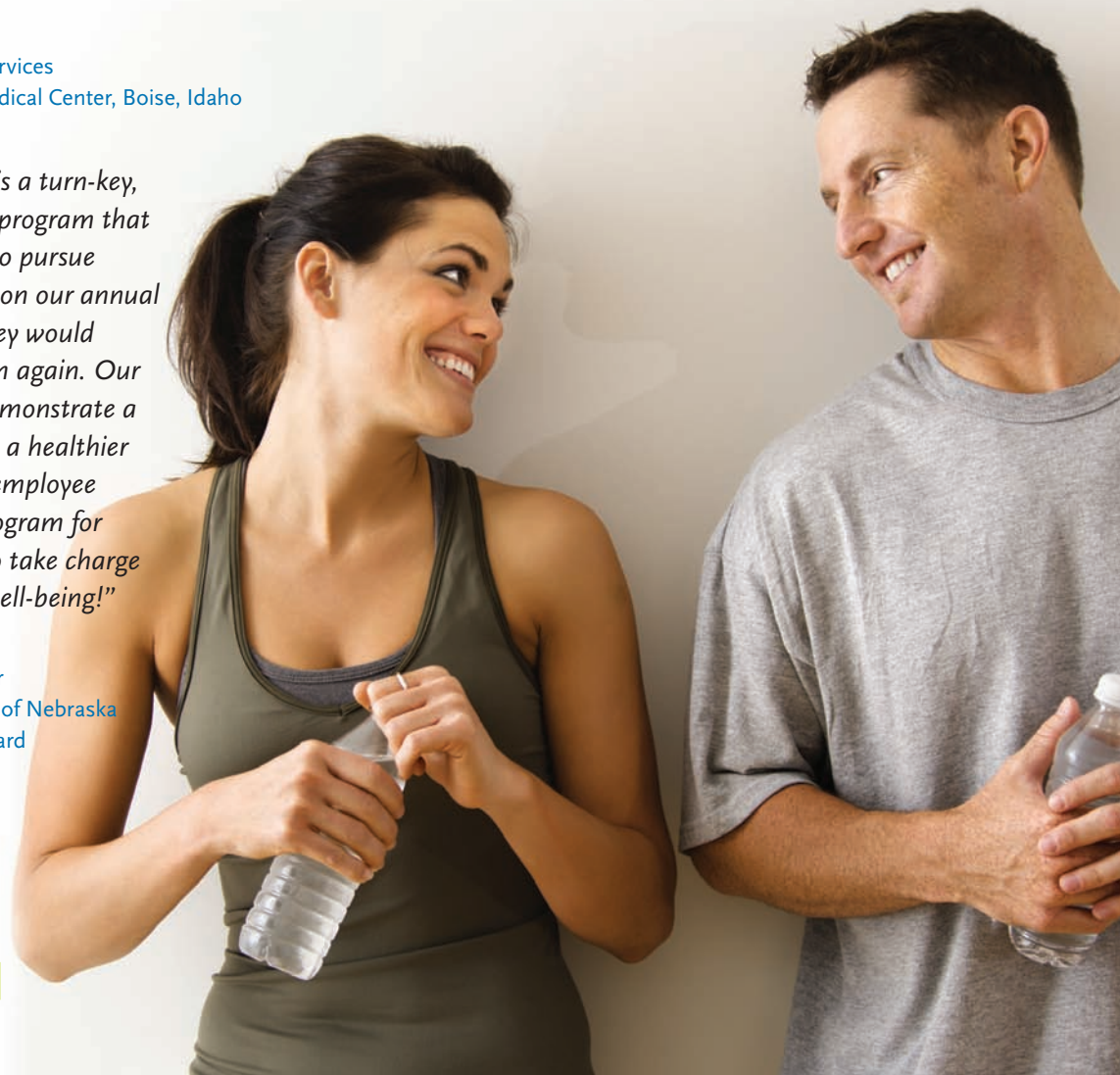
» Smart employers chose the Wellness Challenge®

"We originally selected the Wellness Challenge for its track record of success. Now, thanks to our customized program, the culture has become more wellness-focused, too. We've seen a greater awareness of health issues and risks, and our participants experience lower healthcare costs, fewer workers' compensation events, and reduced claims severity. Overall, employees view the program as a 'perk' that reinforces healthy behaviors."

» Terri Landa, M.S.
Director, Preventive Services
St. Luke's Regional Medical Center, Boise, Idaho

"The Wellness Challenge is a turn-key, results-oriented incentive program that can motivate employees to pursue healthier lifestyles. Based on our annual survey, 93 percent said they would participate in the program again. Our program results clearly demonstrate a positive migration toward a healthier workforce and improved employee morale. This is a great program for empowering employees to take charge of their own health and well-being!"

» Roy Hunter, M.S.
Wellness Administrator
Blue Cross Blue Shield of Nebraska
WELCOA Platinum Award





- Fully Customized for Your Organization
- Real-Time Tracking and Reporting
- Health Risk Assessment Tool
- Built-in Participant Evaluations
- Interactive Learning
- Assistance with Program Promotion
- Convenient, Reliable, Anytime Access
- Calendar of Events and Activities
- Health and Wellness Discussion Forums
- Administrative Tools
- Technical Resources and Support
- Flexible Program Design
- Continuous Improvement Updates
- Health Library, Links and Glossary

Wellness[®] Challenge

Call Today!
1.877.437.2497

www.TheWellnessChallenge.com



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