UnitedHealth 
Tools for Wellness:
Employer resources for building a healthy workplace

www.uhctools.com
The problem: The costs of an unhealthy lifestyle

What if you could help...

- Improve your employees’ health and well-being
- Increase productivity and job performance
- Increase employee satisfaction and retention
...all at no additional cost to you?

Rising health care costs

The trend of rising health care costs over the past several years is showing no signs of slowing down. However, studies show that well-designed workplace wellness programs may improve direct and indirect savings, helping to reduce overall health care expenditures.

Americans want to be well

Recent evidence indicates that 92 percent of Americans want to be more informed health consumers. Additionally, 87 percent of Americans want to improve their health and fitness and the overall balance in their lives.1

Despite the public desire for increased involvement in health and wellness, approximately 95 percent of all health care costs are spent on disease management while only 5 percent of the costs are spent on wellness and preventive measures. Changing this imbalance will help drive healthier lifestyle choices and behaviors throughout one’s life.

How we help you

UnitedHealth Tools for Wellness can help you sharpen your focus on health and wellness at the workplace. Its practical application allows you to follow a simple step-by-step approach to implementing a well-rounded workplace wellness program.

The solution: UnitedHealth Tools for Wellness

Tools for you

- Tools for Wellness website See page 4
- Tools to help you identify your employees’ needs and health risks See page 6
- Designated Health Strategies Director See page 6
- On-site events and incentive programs to help you motivate your employees See page 7
The costs: By the numbers

Ninety-five percent of all health care costs are spent on disease management while only five percent of the costs are spent on wellness and preventive measures.²

Fifty to seventy percent of all diseases are associated with modifiable health risks – and are therefore preventable.³

The cost to employers for physically inactive employees can add up to more than $3,138 per employee per year.⁴

U.S. employers who invest in workplace health and wellness programs can see a return of $3 to $6 for each dollar invested over a two-to-five-year period.⁵

Individual employees are an employer’s best hope for improving quality and cost-efficiency within their company.
The solution: UnitedHealth Tools for Wellness

Tools for Wellness: Online resources for building a healthy workplace

What you’ll find on the employer Tools for Wellness website

**Getting Started** offers tools to help you take your first step toward worksite wellness. Step-by-step instructions help you start a wellness program at your worksite, including sample letters from senior leadership, planning guides and more.

**Identifying Employee Health Needs** provides tools and resources to help you identify the health needs and interests of your employees, including Health Assessment campaign materials, an announcement letter, posters and fliers as well as incentive ideas.

**Nutrition & Weight Management** provides educational fliers, posters and tip sheets to help you build a culture of wellness that encourages your employees to make healthier food choices. This toolkit also includes an eight-week Lose and Win weight-loss facilitator training program, additional nutrition modules, podcasts and a Lose and Win weight-loss team challenge. This program is designed to help you provide your employees with the information and skills they need to achieve and maintain a healthy weight.

**Get Up & Go** offers important information on the health benefits of physical activity. This toolkit includes programs to encourage employees to adopt physical activity as part of everyday living, such as the Walk for Health program and Step Up Challenge.

**Smoking Cessation** offers valuable information and resources to help your employees kick the tobacco habit. This toolkit includes a cost-benefit calculator, discounts for cessation products, and several tips sheets to help your employees change their behaviors to succeed at quitting tobacco.

**Stress Management** provides questionnaires to help your employees identify the sources of their personal stress. Valuable resources are available to help them learn how to reduce stress in their daily life.

**Back Health** offers fliers, posters and a workplace exercise guide, as well as a planning guide to help you plan and implement a workplace Back Health fair. This toolkit can help teach your employees how to reduce back injuries and adopt lifestyle habits to maintain a healthy back.

**Preventive Care** features important information to promote preventive care to your employees. This toolkit covers preventive health guidelines, how to find a physician, communicating with your doctor and when to consider using urgent, convenient or emergency care.

**Additional Health Topics** provides links to more in-depth topics to help your employees who are living with illness.

**Wellness Communication Tools** features educational video clips from Dr. Oz, as well as recorded podcasts on health topics that you can promote to your employees. These programs are available for your employees 24/7, to be viewed at their convenience.

**Prebuilt educational newsletters** are available based on national monthly health observances, such as back health, heart health, depression, nutrition, asthma and diabetes to help you motivate and engage employees.
Tools for Wellness

With the rising cost of health care nationwide, workplace wellness has emerged as a primary solution to keep your employees healthier and your costs in check.

UnitedHealthcare is pleased to introduce Tools for Wellness, your online toolkit to help you sharpen your focus on health and wellness at the workplace. This comprehensive tools provides valuable information and turnkey programs on a wide range of topics so that you can take the first steps toward implementing your own workplace wellness program.

www.uhctoolsforwellness.com
Identifying employee health risks

Understanding and identifying the health risks of your employees is the first step in creating a comprehensive wellness strategy that can address behavior change.

Health Assessment

The Health Assessment, available on myuhc.com® in English and in Spanish, is a widely recognized health awareness tool from the University of Michigan Health Management Research Center that assesses individual health status. It is a comprehensive, confidential online health questionnaire designed to analyze lifestyle behavior and identify individual health risks. Upon completion of the questionnaire, individuals receive a personalized health report that provides preventive steps and recommendations to improve or maintain overall health and well-being.

Reporting

Track employee involvement using the Health Assessment Participation Report. Additionally, if you have more than 50 completed Health Assessments, you can request an Aggregate Health Summary Report. This tool will help you identify the most prevalent health risks among your employees and tailor your communications or worksite programs to support healthier behaviors around these conditions. Contact your UnitedHealthcare representative to order reports.

UnitedHealthcare designated Health Strategies Directors

Your guides to workplace wellness

Our Health Strategies Directors are available to work with employers that have established worksite wellness programs. These certified health educators and/or licensed clinicians work directly with you to create a comprehensive, strategic workplace wellness plan based on your organization’s goals and the health risks of your employee population. They will also assist in the analysis of your organization’s health assessment aggregate results and other UnitedHealthcare data sources to develop a customized wellness program that is designed to produce the highest level of participation and results. And they work in conjunction with your designated account management team to help leverage and coordinate UnitedHealth Tools for Wellness programs and services with your medical benefits in an integrated, cost-effective workplace wellness solution.
On-site events

Biometric screenings
A Worksite Wellness event at your company will help employees know their numbers through various screenings, and, as a result, help generate increased participation in your wellness efforts. UnitedHealthcare offers many individual health screening services and informational services that help employees establish a baseline for their wellness numbers.

Health screening services* are available at an additional charge.
Screenings include:
• Blood pressure
• Body Mass Index (BMI)
• Blood glucose
• Cholesterol
• Adult flu vaccinations
Plus many more.

*Requires a minimum number of participants. Check with your UnitedHealthcare representative.

The impact of incentives

At the starting line
UnitedHealthcare’s clinical incentive packages were created to address employers’ increased interest in using incentive solutions to motivate individuals to engage in healthier behaviors that may result in health care cost containment.

Good health in the long run
Our incentive capabilities are coupled with wellness and clinical programs spanning the entire health care continuum. Effective incentive solutions can help employers drive participation in clinical and preventive programs that may promote lifelong adoption of healthy choices that can result in healthier, more productive employees.

UnitedHealthcare Health Rewards
UnitedHealthcare Health Rewards offers a flexible solution for motivating your employees to establish healthier behavior through incentives. As the employer, you can identify and offer rewards that will target behaviors having the biggest impact on reducing your population’s prevalent health risks or disease conditions that typically drive your medical costs. The rewards are then paired with our wellness and clinical programs to help drive participation and completion of appropriate clinical programs and assessments that ultimately lead to desired healthy behaviors as a way of life. We align our program packages with each stage in the health care continuum. This allows you to select the right rewards for your population’s specific health needs. Choose from Staying Healthy, Getting Healthy or Living with Illness programs. Or we can help you administer a custom reward package that meets your organization’s needs and budget.
Employee participation in a workplace wellness program is directly related to effective marketing. A well-designed marketing campaign can generate excitement about the wellness topics to entice participation in the programs. Here are some ideas for marketing your workplace wellness programs:

**Distribute announcement letters**
Prepare and distribute senior management letters announcing and endorsing the wellness program.

**E-mail**
E-mail is a cost-effective way of getting information to employees. Announcements can be e-mailed to promote programs and activities.

**Spreading the word**
Word-of-mouth advertising is one of the most effective promotional tools. Remember to announce programs at weekly or monthly staff meetings.

**Communication plan**
Select wellness topics from key categories and instantly build an 8-week calendar full of ideas, touchpoints and materials to reach your employees.

**Promotional fliers**
Attractive, brightly colored promotional fliers can easily be distributed in employee mailboxes. They can also be distributed in the cafeteria, coffee area, near water fountains, or hung on bulletin boards and restroom doors.

**Promotional posters**
Attractive 11” X 17” brightly colored posters can be mounted in highly visible, key locations throughout the workplace. For example, posters can be mounted on restroom doors, refrigerator doors, bulletin boards and on the front door of the building, if allowed.

**Company newsletters**
Promote wellness programs in company newsletters. UnitedHealthcare also offers a template that you can use to build your own wellness newsletter, adding articles that interest your employees.

**Intranet posting**
Post program information on the company intranet.

**Wellness calendar and newsletter**
Wellness calendars and newsletters can easily be created to help you promote various health topics each month and motivate your employees toward healthier behaviors throughout the year.
Wellness programs work

Active members
In 2010, UnitedHealthcare conducted a study to determine if customers with effective wellness programs have higher employee activation scores and lower claims costs. The study compared the experience of 13 customers who had submitted the results of their wellness programs for UnitedHealthcare’s Well Deserved Award to the experience of 94 customers similar in demographics, income and other key variables.

UnitedHealthcare’s Consumer Activation Index (CAI), which looks at claims data to track and score actual member engagement, suggests a higher level of activation among Well Deserved members than in the control groups.

Activation was higher in each member life-stage segment, and the overall CAI score of the Well Deserved applicants was three percent higher for commercial customers and five percent higher for Public Sector customers than the score for their respective peer groups.

Lower claims costs
The study results also suggest that claims costs were lower for the Well Deserved group. After adjusting for demographic differences, the average covered amount per member per month was four percent lower for the Well Deserved customers than for their control group peers.

Return on investment
The value of wellness programs to the employees and the cost benefit to the overall financial success of the company is reflected in clear quantifiable results. We understand your leadership team will want to know what to expect as a return on investment to the organization based on every dollar spent on wellness initiatives.

You get more than you put in
U.S. employers who invest in health programs at the workplace can see a return of $3 to $6 for each dollar invested over a two-to-five-year period.5
Help educate your employees toward better health decisions

Tools for your employees

myuhc.com®
Many employee tools and resources are available on myuhc.com in the Health & Wellness tab.

Personalized content and tools
Making the best health care decisions is important, so we provide easy-to-understand health information, tools and trackers on the Health & Wellness tab on myuhc.com from a variety of credible sources. Based on an employee's age, gender, health and claims records, they’ll see messages, reminders and online health programs personalized for their health status.

Online health programs
Using data extracted from the Personal Health Record, the online programs create personalized health improvement plans that help activate and encourage individuals to embrace behaviors that can lead to a healthier lifestyle.

Plus, the online programs offer tracking tools, quizzes and behavioral resources designed to help the individual achieve positive outcomes. Twelve Online Programs address:

- exercise
- weight management
- tobacco cessation
- diabetes lifestyle
- preventive care
- asthma
- nutrition
- stress management
- heart health lifestyle
- back pain
- pregnancy
- high blood pressure

Personal Health Record
Members can manage their medical records online at myuhc.com using the secure Personal Health Record to track their personal medical history. This enables them to more effectively manage their health and have more meaningful discussions with their physician.
Healthy Pregnancy Program
This personalized maternity wellness program is available to all members to provide additional support and education throughout their pregnancy. The program includes a maternity nurse who assesses members over the phone and provides individualized support throughout the pregnancy.

24-hour help lines
Members have access to nurses and master’s level counselors using our help lines 24 hours a day. These professionals provide information to members on a variety of health topics including illness, wellness tips, nutrition, prescriptions and over-the-counter medications, so members can make more-informed health care decisions. Nurses also assess acute conditions in real time and provide members with information on medical resources.

Health and wellness publication
Our award-winning Healthy Mind Healthy Body® health and wellness newsletter provides readers with helpful information, engaging and empowering them each month to make more-informed decisions about their health. Your employees can register to receive the latest healthy living information through the Healthy Mind Healthy Body e-newsletter at www.uhc.com/myhealthnews.

It starts with YOU.
A successful wellness program needs the support of leadership so that all employees understand that the wellness program is now a part of the strategic plan of the organization and has a high priority.

Within every organization there are members who have a strong belief in the value of an individual’s responsibility for his or her own health and wellness. They may not be outspoken about their philosophy, but nonetheless they know that practicing healthy habits helps them maintain their good health. These members can be recruited as your “Champions of Wellness” within the organization. They are an untapped resource that can be utilized to get your employee wellness program underway.

Once the “Champions of Wellness” have been identified, solicit their support by asking for their participation on a wellness committee. Explain to them that the role of the committee will be to identify, plan and create health initiatives for the organization. If they are unable to participate on the committee, ask if they would be willing to post wellness messages or activities in their departments when the program gets underway. These “champions” will be valuable resources to the success of your wellness program.

UnitedHealthcare offers a wide variety of tools for promoting health and wellness. Simply visit www.uhctoolsforwellness.com. You’ll find articles on many wellness topics, in addition to communication materials, to help your employees take full advantage of the benefits you offer. There are even tools to help you build a health and wellness newsletter, plan your communication efforts and more. If you can’t find exactly what you need, contact your UnitedHealthcare representative for assistance.

We wish you success in this endeavor to encourage healthier behaviors among your employees. And remember, UnitedHealthcare is beside you every step of the way.
1 National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services
2 Department of Health and Human Services, Centers for Disease Control and Prevention
3 Steps to a Healthier United States, www.healthierus.gov
4 Journal of Nutrition Education and Behavior: Volume 37, Supplement 2, Pages S115-S120
5 Wellness Council of America, www.welcoa.org
6 A paper Health Assessment is also available in both English and Spanish. For some customers, there may be an additional charge. Please see your broker or UnitedHealthcare representative for more information, or for samples of the Health Assessment, log on to: http://www.hmrc.umich.edu/services/hra.html.
7 To qualify for services from a UnitedHealthcare Health Strategies Director, your organization must demonstrate a strong commitment to health and wellness as part of your overall business strategy and have designated a Wellness Champion or team of Wellness Champions to help facilitate and drive activities. Consultative support from a UnitedHealthcare Health Strategies Director is available at no additional cost to your organization.
8 Care24® and NurseLineSM included with all fully insured medical plans.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by UnitedHealthcare Insurance Company, United HealthCare Services, Inc. or their affiliates.

UnitedHealth Wellness® is a collection of programs and services offered to UnitedHealthcare enrollees to help them stay healthy. It is not an insurance product, but is offered to existing enrollees of certain products underwritten or provided by UnitedHealthcare Insurance Company or its affiliates to encourage their participation in wellness programs. Health care professional availability for certain services may be dependent on licensure, scope of practice restrictions or other requirements in the state. Some UnitedHealth Wellness programs and services may not be available in all states or for all group sizes. Components subject to change.