UnitedHealthcare Wellness Programs

Promoting better health for your employees.

Every day, your employees make countless decisions that may affect their health and well-being. They may want to get healthier, and we know you want to help them in their efforts. UnitedHealthcare’s wellness offering provides you and your employees with programs and services to help them achieve their health and wellness goals.

We know your support is a critical part of the success of this program and the well-being of your employees. This toolkit includes information and resources that allow you to effectively promote these services and encourage your employees to take advantage of these wellness programs.

What the program offers:

• **Biometric Health Screening**: Your employees can order an At-Home Biometric Screening Kit to learn the numbers that may help them manage and improve their health, such as blood glucose and cholesterol levels.

• **Telephonic Wellness Coaching**: Your employees can receive one-on-one telephonic wellness coaching from a health coach to address health conditions such as weight management, tobacco cessation, stress, nutrition, exercise, diabetes and heart health.

• **Fitness Reimbursement Program**: With our fitness reimbursement program, your employees can each earn a credit of $20 per month – up to $240 per year for subscribers and enrolled spouses – by visiting a participating fitness center at least 12 times per month.

• **Health Discounts**: The UnitedHealthcare health discount program may help make a healthy lifestyle more affordable for your employees. With savings of 10 to 25 percent on non-covered health and wellness purchases, your employees can find discounts on fitness, weight management, tobacco cessation, nutrition, acupuncture, chiropractic care and more, from participating providers.

Why it works

• 50-70% of all disease is associated with modifiable health risks – and may therefore be preventable.

• Chronic diseases related to lifestyle account for 70% of total health care spending.

That’s why it is important to understand the power of wellness and behavior change; and the impact it may have on your employee’s health and well being.

Tips for engaging employees

As the program’s ambassador, you lead the charge in helping your employees live healthier lives. Here are a few ideas to help them get engaged:

• Make the biggest impact by using all of the materials and channels offered. People respond differently to different types of communication.

• Be known as an expert. Take time to learn about the program, and be available to answer employee questions.

• Get support from the top down. Educate senior executives and involve them in the program communications.

• Be consistent, and be sure to refresh program materials frequently. Long pauses in communication can harm awareness.

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1 Institute for the Future, Centers for Disease Control and Prevention.

Disclosure: The health discount program is administered by or through United HealthCare Services, Inc. The health discount program is NOT insurance. The discount program provides discounts at certain health care providers for health and wellness services. The discount program does not make payments directly to the providers of health and wellness services. The discount program member is obligated to pay for all health and wellness services but will receive a discount from those health care providers who have contracts under the discount program.

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**Toolkit materials**

Your toolkit includes a variety of items to help your employees learn about our wellness programs. We have provided multiple tools and communication formats for each program to help you promote these services throughout the plan year. Please consider the following instructions below and help incorporate these items into your workplace.

**Introduction letter** – This letter serves as a great introduction to the wellness programs. To motivate and increase employee engagement, we recommend that you customize the signer to be a visible senior leader or your company's CEO, or whomever you choose to champion the program within your organization.

**E-mails** – The e-mail messages provide a short overview of the features and benefits of each wellness program. Send these out to all of your employees to help them learn what the programs can offer and how to access each service.

**Posters** – Hang these in break rooms, hallways, cafeterias — and wherever you think they'll get noticed.

**Fliers** – These fliers have detailed information about the program and how to get started. Distribute them in employee mailboxes, in payroll checks, and during wellness fairs, etc. You can also use the information in each flier as content for your own employee newsletters.