

## On-site Health Promotion



Building a culture of health and wellness takes time — and the support of experts who know how to activate consumers to take charge of their own health. You know that having healthy employees benefits a client as well, with lower absenteeism and lower presenteeism that translates into higher productivity and, ultimately, reduced health care costs.

That's why the Optum™ On-site Health Promotion solution makes sense. With a presence in the workplace each day, an On-site Health Promotion Specialist can engage employees in new and existing programs and increase program utilization across high- and low-risk populations. This constant and consistent on-site support helps develop an ongoing culture of health and wellness.

Customizable to maximize desired investment and meet specific needs, our on-site health promotion delivery model increases employee engagement and enrollment. Working closely with a client's management team, we will design a solution based on the client's needs, and manage program performance.

Our On-site Health Promotion Specialist then works with employees to deliver relevant health information, connects them with existing health services and support, and encourages healthy lifestyle choices. While customizable, the options of our on-site health promotion program include:

- Program enrollment
- Environmental audit
- Employee interviews
- Review of baseline
- Health communications
- Health events
- Health promotion programs
- Health challenges
- Wellness champion program
- Leadership training
- Culture change programs

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### On-site Health Promotion Specialist

- A single point of contact
- Local resource for all wellness-related questions
- In-person access to a wellness expert
- On-site delivery of relevant health promotion programs
- Connects members to existing health services



## Supporting your health initiatives

Our On-site Health Promotion Program is tailored for each client around three main goals (refer to Table 1):

- Promote health across the workforce
- Create a long-lasting culture of health and wellness
- Dramatically increase engagement and outcomes

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**Table 1: Client Goals, On-site Health Promotion Solutions and Value Demonstration**

	CLIENT GOAL(S)	ON-SITE HEALTH PROMOTION SOLUTIONS	VALUE DEMONSTRATION
<b>HEALTH PROMOTION</b>	Increase the health and well-being of all employees	Health promotions and wellness programs	Utilization metrics Survey results Feedback
<b>CULTURE OF HEALTH &amp; WELLNESS</b>	Increase productivity Increase morale, retention, recruitment	Health promotions and wellness programs Facility improvement	Productivity measures Attitudinal surveys Client data for analysis
<b>EMPLOYEE ENGAGEMENT</b>	Lower medical costs by creating a healthy workforce	Cost identification Consumer engagement Consumer enrollment	Engagement-based return on investment (ROI) Claims analysis

## Results That Drive Participation and Improve Health

The results of this innovative approach show that by having an Optum On-site Health Promotion Specialist, clients have experienced up to a 7% net new engagement in existing telephonic and clinical programs and up to a 50% increase in participation in new on-site health programs. Traditional telephonic program engagement levels average 3% to 5%.



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