To have healthy employees, a company must build a strong wellness brand and a culture of health and wellness that supports healthy decisions. Healthy employees benefit a company with lower absenteeism and lower presenteeism that ultimately translates into higher productivity and reduced health care costs. 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.

That's why Optum™ created the On-site Health Promotion solution.
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Optum believes every worksite can improve its culture of health, yet we realize each worksite has unique needs. So our customized On-site Health Promotion program meets a client’s needs — and using site assessment tools, employee surveys, and On-site communications and program toolkits — builds on a client’s existing health culture. Our On-site Health Promotion Specialists provide ongoing consultation, service and support to deliver turnkey innovative health programs and content on site. With strong incentive and communication strategies, we increase employee engagement — a result that benefits both employees and employers.

Supporting a company’s health goals

While flexible in meeting each client’s needs, our On-site Health Promotion solution centers on three main goals:

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

Assessment tools, measurement approach and additional resources

<table>
<thead>
<tr>
<th>CLIENT ASSESSMENT TOOLS</th>
<th>HEALTH SPECIALIST RESOURCES</th>
<th>MEASUREMENT AND REPORTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client worksite assessment</td>
<td>On-site toolkit Graphic design software, PC, projector, banners, tabletops, uniforms, nametags, business cards, display kit and whiteboards.</td>
<td>Value reporting Reports on participation rates and enrollment rates demonstrate program effectiveness.</td>
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<tr>
<td>Employee surveys, focus groups Site-specific employee surveys and focus groups are designed to determine levels of awareness of, utilization of and motivation toward using health services.</td>
<td>Communications toolkit Turnkey programs and content approved by the Optum Institute are accessible by On-site Health Promotion Specialists and include marketing materials, ready-to-use program content and other health-related content.</td>
<td>Quarterly evaluation and strategy Working together, the wellness consultant and On-site Health Promotion Specialists evaluate key metrics on a monthly basis; work with client regarding program updates and improvements.</td>
</tr>
<tr>
<td>Strategy definition Using client assessment and employee survey/focus group results, our team creates a health strategy, which is presented to the client with campaign targets, promotional materials, event calendars and measurement plans.</td>
<td>Concierge to other health services The On-site Health Promotion Specialists facilitates and promotes use of additional Optum programs and the health programs offered by the client.</td>
<td>Client satisfaction Site-specific employee and management satisfaction is measured to understand changes in awareness of, utilization of and motivation toward using health services.</td>
</tr>
</tbody>
</table>
Promotion Program components

We know that the right information produces the right strategy. Our team gathers the right information from a wide range of sources — assessments of each targeted client site, employee and client surveys, plus Health Assessment and claims data — to design the right strategy for each client. By composing our client-specific approach from the following building blocks, we design a customized yet turnkey strategy.

<table>
<thead>
<tr>
<th>VALUE PROPOSITION</th>
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<tbody>
<tr>
<td>1 ENGAGEMENT</td>
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<tr>
<td>Health Communications</td>
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<tr>
<td>Leadership Training</td>
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<tr>
<td>Culture Change Programs</td>
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<tr>
<td>Health Events</td>
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<tr>
<td>Health Promotion Programs</td>
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<tr>
<td>Wellness Champion Programs</td>
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<tr>
<td>Program Enrollment</td>
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</tbody>
</table>
Promotion delivery model

The Population Health Consultant partners with the On-site Health Promotion Specialists to form a dynamic team. The Population Health Consultant develops the client strategy while the On-site Health Promotion Specialists delivers the programs, communications, training and consumer engagement to where it’s needed most — the worksite.
The On-site Health Specialist

- Has a presence at a client's workplace each day
- Engages employees in new and existing programs and increases program utilization across high- and low-risk populations
- Works with consumers to deliver relevant health information, connects them with existing health services, and supports and encourages healthy lifestyle choices
- Implements programs and events to educate and promote health
- Plays an integral role in ongoing service delivery, including participant tracking, reporting and program evaluation
- Consults with clients on industry best practices

Qualifications

- A bachelor's degree
- Certification in health education, personal training or a related field
- At least three years of experience in project management, program delivery or similar experience in a health and wellness environment

The hiring process

- Three-step interview process with Optum
- Interview with client to ensure the On-site Health Promotion Specialists fits well within the company's culture
- While the On-site Health Promotion Specialists is an employee of Optum — and we’re responsible for all training and supervision — most clients prefer that this person works on site and provide a desk, computer and phone

Rigorous training process

- Welcome week: Introduction to Optum overview of responsibilities and requirements, and systems training.
- Customer discovery week: Review of all relevant customer data and information
- Additional training at Optum. Additional training and development as needed, including specialty certifications (e.g., WellCoach, CPR) if required for position
- Continuous professional growth and development: Opportunities through seminars, workshops and professional affiliations
Health Promotion solutions aligned with client goals

A client-needs assessment leads to intelligent solution design.

<table>
<thead>
<tr>
<th>CLIENT GOAL(S)</th>
<th>ON-SITE HEALTH PROMOTION SOLUTIONS</th>
<th>VALUE DEMONSTRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEALTH PROMOTION</td>
<td>Increase the health and well-being of all employees</td>
<td>Health promotions and wellness programs</td>
</tr>
<tr>
<td>CULTURE OF HEALTH &amp; WELLNESS</td>
<td>Increase productivity Increase morale, retention, recruitment</td>
<td>Health promotions and wellness programs Facility improvement</td>
</tr>
<tr>
<td>EMPLOYEE ENGAGEMENT</td>
<td>Lower medical costs by creating a healthy workforce</td>
<td>Cost identification Consumer engagement Consumer enrollment</td>
</tr>
</tbody>
</table>

STRATEGY

CLIENT ASSESSMENT

PROGRAM DELIVERY

ADAPT & IMPROVE

MEASUREMENT
Implementation plan

Our team will assess the client’s population and environment to identify key client needs. Then, we’ll create an implementation plan that targets both individuals and the organization, selecting programs that best utilize existing services. Using our detailed reporting, we’ll provide the right insight to help clients understand our success and to improve our on-site delivery for future success.

<table>
<thead>
<tr>
<th>MONTHS</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9 - 36</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSESSMENT AND STRATEGY</td>
<td>Client assessment</td>
<td>Strategic planning</td>
<td>Executive review/buy-in</td>
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<tr>
<td>LAUNCH AND DELIVERY</td>
<td>Engaging the organization</td>
<td>Engaging individuals</td>
<td>Optimizing existing services</td>
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<tr>
<td>VALUE AND REVIEW</td>
<td>Program and value analysis</td>
<td>Customer review</td>
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The results

Having an Optum employee on site can result in increased health awareness, improved health culture and an energized workforce. But it can also provide quantifiable benefits as experienced by some of our client partners:

- Up to 7 percent incremental engagement in telephonic clinical and wellness programs (compared to a traditional telephonic model, which engages 3-5 percent of consumers)
- Up to 50 percent participation in new On-site Health Promotion programs
- Improved morale as evidenced in increased employee engagement scores of up to 6 percent

To learn more about Optum, contact your Optum sales representative.
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Email us at engage@optum.com
Visit www.optum.com