



# Being a superhero is the best part of my day.

**I**t seemed like every week, I slowed down a little more. And believe me—I rarely wanted to play superheroes with my son. Far from leaping tall buildings, I fell exhausted onto the sofa every night.

When my company offered me \$100 if I took a health screening, it looked like easy money. But the results weren't so easy to take. They said my blood pressure was dangerously high. I thought of my son and got scared. Really scared. No way, I thought. I won't let that happen to us. I had a lot to learn about food and exercise, but with help from my health coach, I got up off the sofa.

I flew into action.

Now there are 42 pounds less of me, and I have a lot more energy for unmasking villains. My arch enemy is high blood pressure. And I'm winning.

THE CAREWISE HEALTH EXPERIENCE

- Linda rules the sofa
- Gets \$100 for taking a health screening, which shows very high blood pressure
- Receives call from Carewise Health
- Enrolls in Carewise Health SHINE program and begins working with health coach
- Stays laser-focused with Journey journal
- Flies around on her bike to pick up fruits and veggies at the market
- Health stats do a U-turn
- BAM! Linda transforms health risks



# Heroic figures

## Managing employer's plan costs

.7% ongoing trend for engaged Carewise Health member vs. 24.6% for unengaged member

## Improving the health of our members

- 60% decrease their body mass index (BMI)
- 70% improve their blood pressure levels
- 60% decrease their cholesterol levels
- 53% reduce their triglycerides
- 60% improve their blood sugar levels

## Increasing employee satisfaction

93% of members report "good" to "high" satisfaction

## Analytics for continuous improvement

You don't need to be a clinician or an actuary to understand our user-friendly reports. We mine the data to help you target new opportunities for health improvement. Key performance areas include:

- Program participation
  - Personal Health Assessment
  - Coaching
  - Online programs
  - Biometrics
- Member satisfaction
- Clinical outcomes
- Behavior change rates
- Evidence-based medicine compliance rates
- Net savings

*Carewise Health® Personal Wellness helps members build the skills and personal habits they need to make lifestyle improvements that increase their quality of life, prevent chronic conditions and reduce healthcare costs. We blend the best of behavior change methodology with clinical expertise to empower members to be better managers of their health.*

### Building skills for sustainable results

Unlike other wellness programs, Carewise Health Personal Wellness offers much more than information and advice. We provide the tools and support needed to build the skills to make lasting lifestyle changes and achieve better health. Programs include weight management, nutrition, physical activity, tobacco cessation, and stress management.

### An accurate baseline for individualized recommendations

Our personal health assessment identifies the member's lifestyle risks along with motivation and readiness to change. The member's individualized report includes a picture of current health risks and opportunities for improvement, including specific program recommendations. Our biometric testing provides the quantitative, clinical markers of risk against which we measure the progress of the member and the program.

### Reducing risks before they become illnesses

Lifestyle modifications are the most effective way to delay or prevent the onset of chronic illnesses like heart disease and diabetes. Unlike other programs, Carewise Personal Wellness offers more intensive interventions for those who have pre-disease indicators. These members receive a combination of wellness and disease management interventions to address high cholesterol, high blood pressure, obesity and pre-diabetes.

### Meaningful coaching relationships

Specially trained health coaches work with members telephonically to develop a personal action plan that includes measurable goals and strategies to overcome the obstacles that have stopped them in the past. Each member maintains a one-on-one relationship with a primary health coach, who taps a multidisciplinary team of experts as needed.

### Relevant, powerful online resources

On the Carewise Health portal, members can access information and tools to help them meet their health goals. They can choose from alternatives such as virtual coaching modules, interactive, e-mail-based curriculum, or curriculum-based study modules. At any time, they can use the "ask a coach" feature. All members have access to online health trackers that help them visualize their progress.

### Award-winning curriculum

Appealing, easy-to-read materials motivate and build self-confidence. Our workbooks and journals outline a path for change and are available to members participating in telephonic coaching.

### URAC Accreditation

Carewise Personal Health was one of the first wellness programs to achieve accreditation. Other relevant programs that are fully accredited include Condition Management (Disease and Case Management), Consumer Education and Support, and HIPAA Privacy.



For more information, call 888-9CWLTH (888-929-4584) or visit [carewisehealth.com](http://carewisehealth.com). Carewise Health is a provider of integrated health solutions.

© Carewise Health, Inc. PW-2011

