



Maintain a Healthy Lifestyle, Prevent Future Costs

Prepare for a Healthy Future with Lifestyle Coaching and Maternity Management programs

LIFESTYLE COACHING & MATERNITY MANAGEMENT

Lifestyle choices directly impact health and related medical costs, and maternal and prenatal care expenses are among the highest costs employers face.

To help employees prepare for the healthiest future possible, forward-looking organizations use HealthWatch Lifestyle Coaching and Maternity Management programs. These programs help employees change or manage behaviors, prevent illness, improve outcomes and reduce the overall cost of healthcare.

The 'WHY'

- 75% of healthcare conditions and resulting costs are directly related to lifestyle and are preventable
- Between 25% and 40% of total health plan expenditures are maternity-related, driven primarily from preterm births and neonatal intensive care unit (NICU) days¹
- One out of every 8 newborns is born prematurely²; the average preterm baby spends 24 days in the NICU and costs \$65,600/first year of life³

The 'VALUE'

- **\$3.33 and \$4.63** — the ROI employers can expect on postnatal care and long-term morbidity costs, respectively, for every \$1.00 invested in prenatal/maternity wellness programs⁴
- **1.5:1** — the average amount a participant from a mid-sized organization (100 - 1000 employees) can save his or her employer in healthcare claims by participating in Lifestyle Coaching programs
- **50%** — the average decrease in low birth weight deliveries
- **\$100,000** — the average number of annual savings due to fewer NICU visits

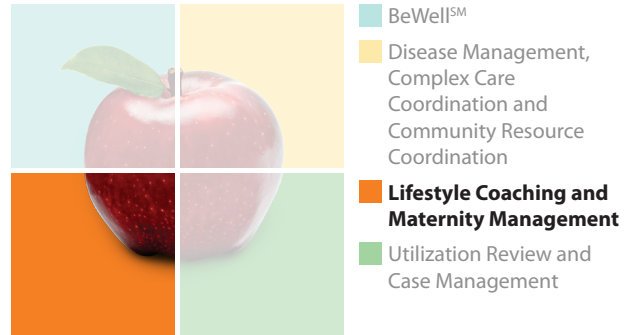
¹ Washington Business Group on Health. Percentages reflect a non-Medicaid environment.

² www.marchofdimes.com/peristats

³ www.businessgrouphealth.org/healthtopics/maternalchild/investing/docs/mch_toolkit.pdf

⁴ www.ncqa.org/Portals/0/Publications/Resource%20Library/SOHC/SOHC_2005.pdf

3 of 4 in a series



Metrics for Success

- Enrollment review, participant feedback
- Clinical outcome analysis
- Pharmacy review
- Financial review

Oil and Gas Client Outcomes

- 1,000 Employees
- Maternity Management Services
- **50%** decrease in low birth weight deliveries
- **\$77,000** annual saving due to fewer NICU visits

Utility Client Outcomes

- 500 Employees
- Lifestyle Coaching Services
- **30%** decrease in maintenance medication use
- **50%** decrease in smoking



The HealthWatch™ Difference:

Full integration with HealthWatch services • Comprehensive approach
Tailored programs • Credentialed Care Coaches • Measurable Results

Preventing future health problems and related costs

HealthWatch Care Coaches reach out by phone to help employees achieve a healthier lifestyle, offering personalized plans and giving individuals the education and resources they need to maintain healthy behaviors and treat early or low-risk conditions.



Benefits & Features

• Lifestyle Coaching

- » Partners individuals with a specialized Care Coach for personal support, motivation and accountability to help achieve health goals
- » Care Coach credentials include registered nurses, registered dietitians, respiratory therapists, exercise physiologists, certified diabetes educators, obstetric nurses and licensed mental health professionals
- » Telephonic outreach to individuals with elevated risk of a health condition
- » Targeted interventions help individuals achieve a healthier lifestyle and prevent future problems
- » Conditions treated include Pain Management, High Cholesterol, Smoking Cessation, Weight Management, High Blood Pressure, Stress Management & Emotional Well-Being
- » Offers printed materials and online programs to help maintain healthier behaviors independently
- » Fully integrates with other HealthWatch programs

• Maternity Management

- » Obstetric nurse follows Mother's progress and coordinates physician(s)
- » Care Coach credentials include registered nurses, registered dietitians, respiratory therapists, exercise physiologists, certified diabetes educators, obstetric nurses and licensed mental health professionals
- » Telephonic outreach program optimizes health of mothers and newborns
- » Identifies high-risk pregnancies
- » Achieves better savings for employers
- » Offers increased savings with higher participation levels
- » Offers customized educational tools and incentives
- » Fully integrates with other HealthWatch programs

The GPA Special Touch

"My Care Coach was extremely helpful and friendly. At one point in my pregnancy I was in pain and couldn't really walk. My doctors' assistant suggested that I take Tylenol and rest. I told my Care Coach about my pain and she suggested some pressure point techniques that worked immediately! Right after trying one, I could walk without any pain. She was always there with great information and called me after every doctors' appointment."

— Maternity Management Participant

"I want you to know, you have helped me the most. I've been to Weight Watchers and Jenny Craig, but your help has been the best."

— Lifestyle Coaching Participant

"You are the little angel on my shoulder when I open the refrigerator four times and come away with nothing!"

— Lifestyle Coaching Participant

Three Steps to Success

1. Participant identification
2. Program engagement
3. Cost management and ROI reporting



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