

Healthier at Home[®] Self-Care Program

The Proven Way to Save Lives and Reduce Costs



Benefits:

- Save lives
- Reduce doctor and E.R. visits
- Reduce absenteeism & presenteeism
- Save time
- Head off problems early

Program Overview

The most cost effective,
wellness program you can offer.

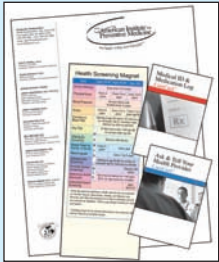
Guaranteed to demonstrate a Return on Investment (ROI).



The **Healthier at Home® Self-Care Program** consists of a number of components that effectively help your employees/members make better health care decisions. They all work together to get the right information, to the right people, at the right time. Research in 22 independent studies on the Healthier at Home® self-care guide alone has demonstrated an average savings of \$70.85 per employee in 9 months due to reduced doctor and emergency room visits.

Program Overview

Since your employees access health information in different ways, the **Healthier at Home® Self-Care Program** consists of print, telephonic, and online information. It includes:



Welcome Packet – The packet consists of a welcome letter, refrigerator magnet, book mark, membership card, and program brochure.



HealthyLearn Website – Your employees/members receive easy access to thousands of articles on diseases, wellness, surgery, and specific age groups. There is also a drug and supplement database, medical dictionary, health encyclopedia, informative graphics, and interactive videos. The website is available in Spanish.



Healthier at Home® Self-Care Guide – This 416 page book has set the standard for all self-care publications. Presented in an easy to read, step by step format, it provides up-to-date information on over 300 health topics. It instantly turns your bookshelf into a health information center. It is in full color with over 320 illustrations and photos.



Instructional DVD – The “Self-Care and You” DVD teaches your employees/members how to get maximum benefit from **Healthier at Home®**. It can be put on your website or shown at training sessions. There are both 11 minute and 22 minute versions on the DVD. It can also be inserted in each book for only \$1.00/copy.



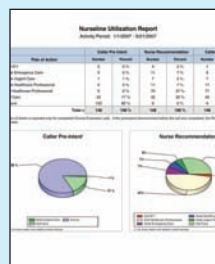
Nurse Advice Line – Available 24 hours a day, 7 days a week, the URAC accredited **Healthier at Home®** nurse advice service provides a unique system to effectively route the caller to needed health information. Experienced registered nurses utilize an assessment system that accurately identifies needs and level of urgency for callers seeking medical care or information. Includes an audio health library of 2200 topics of which 600 are in Spanish.



Ongoing Communications – To continually promote use of the **Healthier at Home® Self-Care Program**, we provide a bimonthly, full color, 8 page newsletter. It also provides valuable wellness information that coincides with national health observances.



Online Healthier at Home® – It contains all of the health topics along with wellness and wise consumer information from the **Healthier at Home®** self-care book.



Program Evaluation – Quarterly reports demonstrate employee/ member use of the nurse advice line, reasons for the calls, and triage diversion savings. An annual report evaluates the **Healthier at Home®** self-care guide and includes a Return on Investment (ROI) analysis.

Note – Components of the Healthier at Home® Program can also be eliminated in order to avoid duplicating services you may already offer.

Program Pricing



Healthier at Home® Self-Care Program Pricing

| Number of Employees/ Members | Complete Healthier at Home® Program (PEPM ¹) | Program without Nurseline (PEPM) | Nurseline Alone (PEPM ²) | Healthier at Home® Guide Alone | |
|---------------------------------|--|----------------------------------|--------------------------------------|----------------------------------|-----------------------------------|
| | | | | Standard ³ Price/Copy | Imprinted ³ Price/Copy |
| 10 - 99 | \$2.33* | \$1.39 | \$0.99 | \$8.69 | — |
| 100 - 499 | \$1.96* | \$1.19 | \$0.79 | \$8.19 | \$8.54* |
| 500 - 999 | \$1.66* | \$1.09 | \$0.59 | \$7.44 | \$7.79* |
| 1,000 - 2,499 | \$1.49 | \$1.03 | \$0.49 | \$6.79 | \$7.09* |
| 2,500 - 4,999 | \$1.39 | \$0.99 | \$0.44 | \$6.29 | \$6.64 |
| 5,000 - 9,999 | \$1.29 | \$0.94 | \$0.39 | \$6.09 | \$6.39 |
| 10,000 - 24,999 | \$1.24 | \$0.89 | \$0.37 | \$5.89 | \$6.14 |
| 25,000 - 49,999 | \$1.19 | \$0.87 | \$0.35 | \$5.69 | \$5.89 |
| 50,000+ | Call | Call | Call | Call | Call |

1 Pricing includes welcome kit, imprinted self-care book, imprinted newsletters and use of the nurseline by employees' entire household. Shipping and handling of materials is extra.

2 Nurseline alone pricing includes the welcome kit and health information library and use by employees/subscribers entire household. One time setup fee is \$500.

3 Shipping and handling is extra.

* Imprint is on a clear mylar sticker.



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