

New Trends in Health Support

October 25, 2007



HEALTHWAYS

Agenda

- About Healthways
- Session Overview
- About Moderator and Panel
- Panel Discussion on Trends
- Q&A

About Healthways

- Largest provider of Health & Care Support, supporting 26.4 million lives
- Specific programs for wellness, disease management and high risk care management
- Customers represent approximately 85% of U.S. commercially-insured lives
- Work with more than 800 self-insured employers
- Helped customers save an estimated \$3 billion in healthcare costs in the past decade

About Session

- This session focuses on best practices for health promotion programs that truly drive improved health and productivity.
- Based on key lessons learned from companies large and small, this panel discusses insights around designing effective incentives, achieving maximum participation, understanding prevention-friendly legislation, leveraging virtual and real communities, engaging through new media, applying effective telephonic coaching support and measuring program results.

About Moderator & Panel

Moderator:

- **John Harris** - Vice President of Health Support, Healthways

Employer Panelists:

- **Tré McCalister**; Senior Manager – Health Improvement and Productivity, Global Benefits, Dell Inc.
- **Cydney Kilduff**; Associate Director, Work Life Benefits, Kellogg Company
- **Erin Berner**; Corporate Health Promotion Specialist, Health Promotion Programs, Kellogg Company

Discussion Points

- Program Objectives
- Population Target Strategy
- Innovative Program Components
- Maximizing Participation / Retention
- Incentives
- Measuring Results
- Benchmarking



Questions?



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