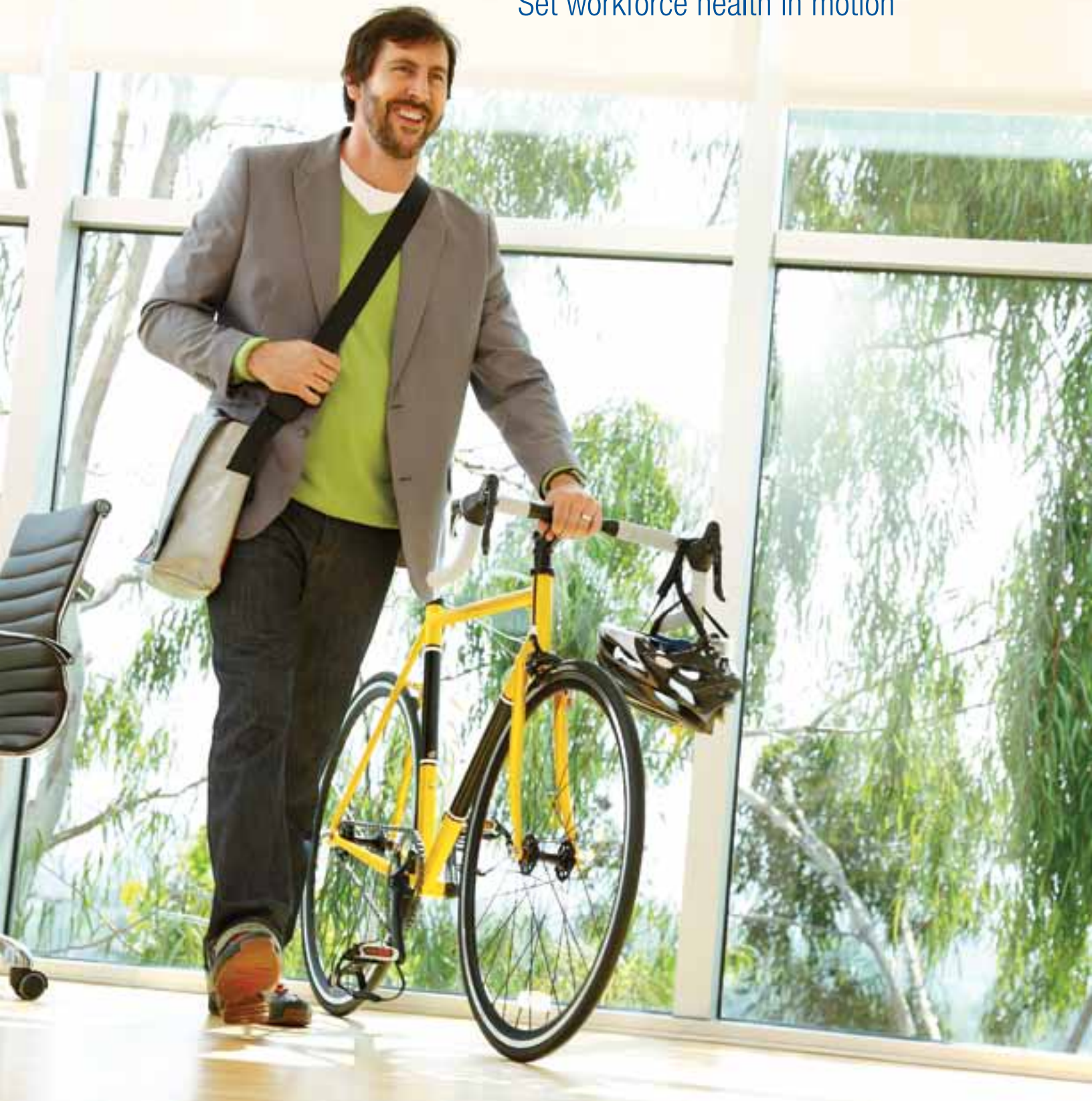
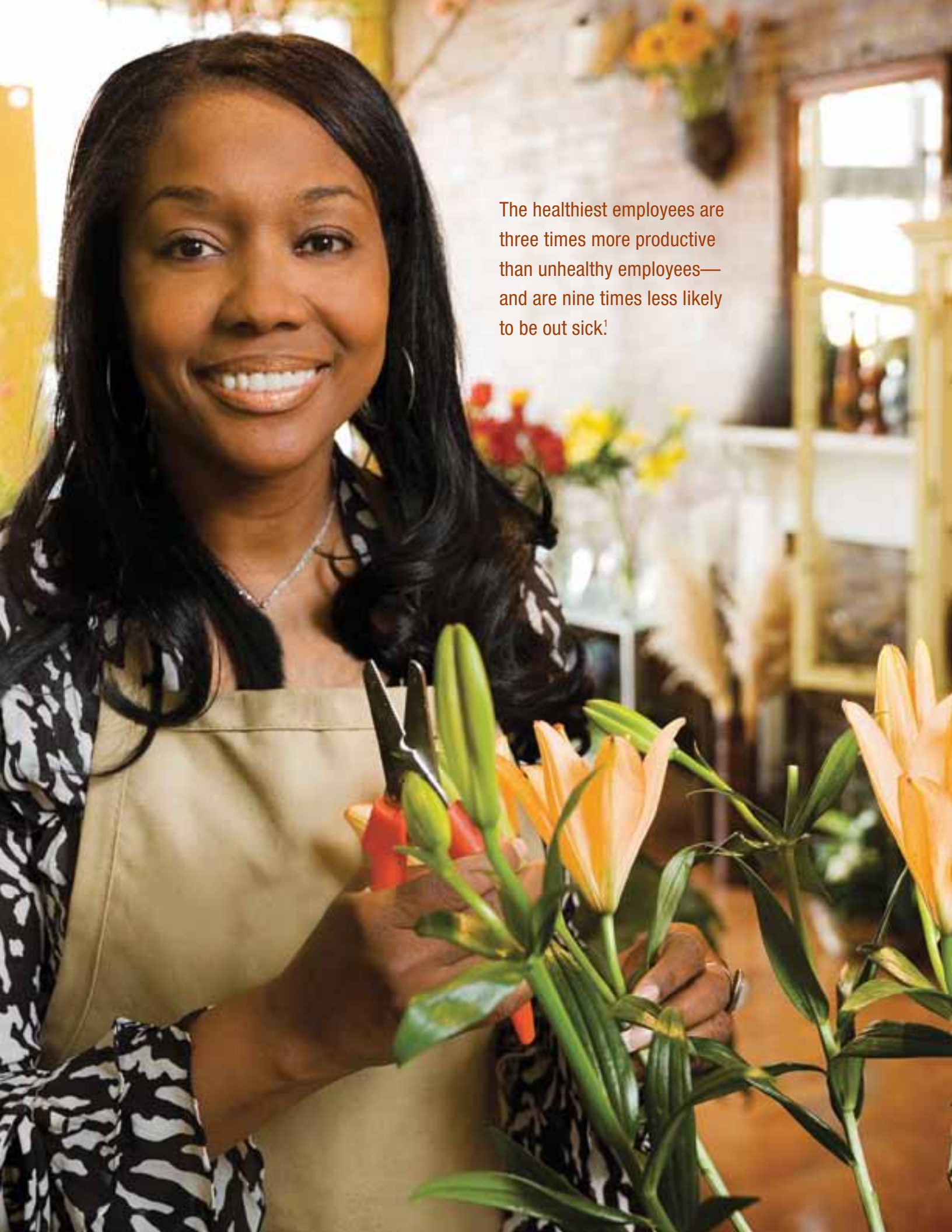


Kaiser Permanente HealthWorks

Set workforce health in motion





The healthiest employees are three times more productive than unhealthy employees—and are nine times less likely to be out sick!

Lead your company to good health

A healthy, productive workforce is vital to your organization's success. When you improve employee health and safety, you'll see impressive results: Fewer sick days. Lower employee turnover. A better safety record. Other improvements can be less obvious but even more important: Better focus. Higher performance. A positive work attitude. Together, these changes add up to a powerful business advantage.

But improved workforce health doesn't happen by itself. It needs to be nurtured through a solid plan and management support. And it takes an experienced strategic health partner such as Kaiser Permanente to make enhanced health and productivity a reality.

Healthy employees—what we do best

For more than 60 years, our health plan, doctors, hospitals, labs, and pharmacies have all worked together, focused on the health of every member. This unique integrated approach to care delivers the tools you need to help improve employee health and safety—and it's all built into your coverage.

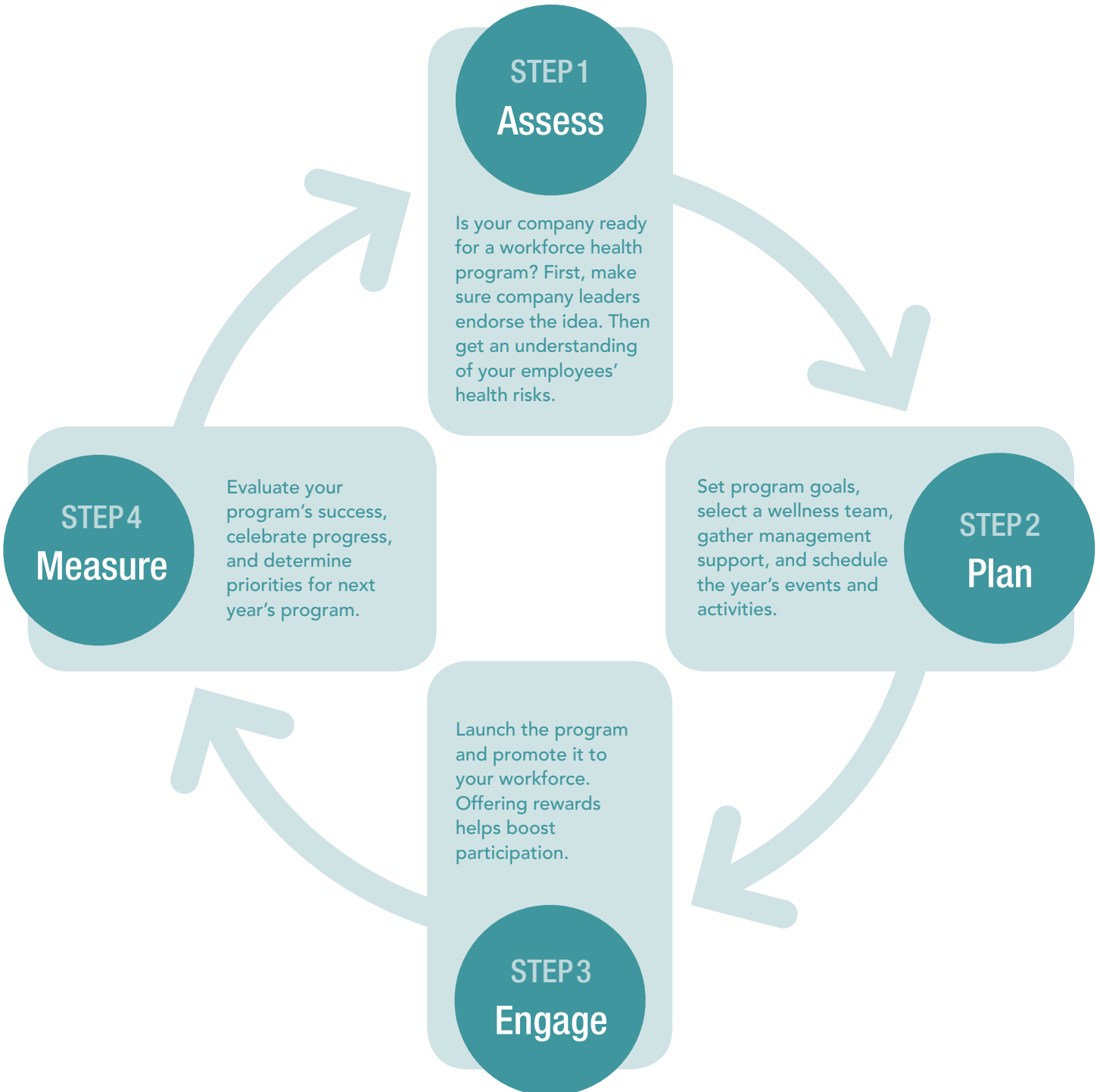
Your employees with a Kaiser Permanente plan get preventive care, evidence-based disease management programs, self-care tools, and health education—all at no extra cost. They can also access an extensive suite of tools and programs both online and at our medical facilities, including health and wellness classes and health-promoting extras like reduced rates at fitness clubs and Weight Watchers®. These programs allow your employees to take an active role in their health and make lasting changes to improve their overall well-being.

HealthWorks—the right solution at the right time

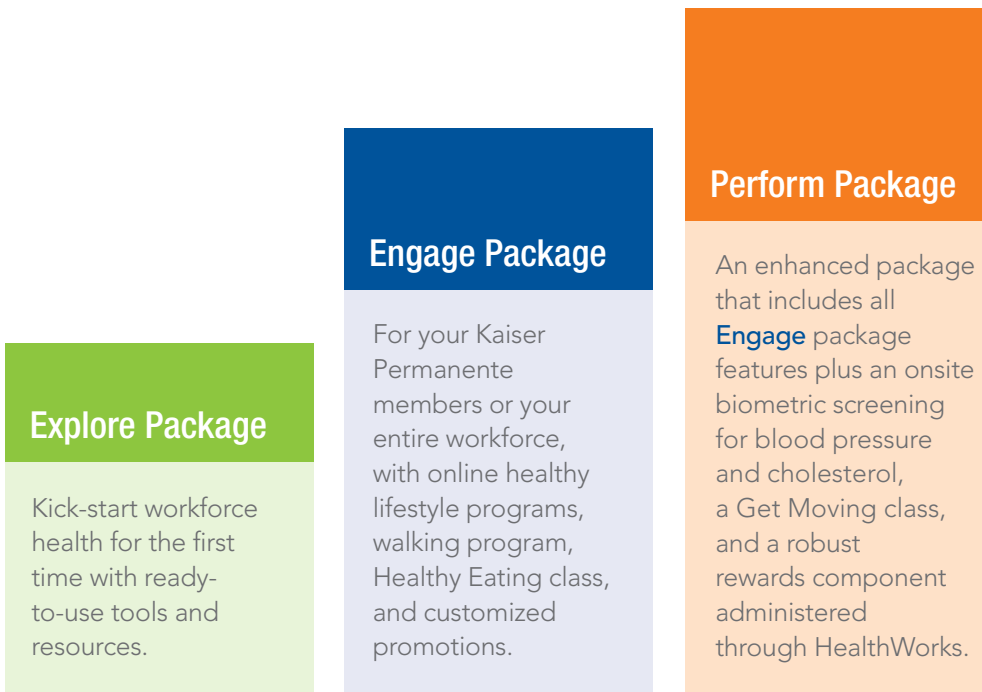
Take your commitment to workforce health to the next level with Kaiser Permanente HealthWorks. Whether your company is new to workforce health or you want to expand on what you've already done, you can choose from three packages with a rich set of services, tools, and resources for companies of every size. And because HealthWorks can be available to all your employees, not just the ones with Kaiser Permanente coverage, it's a big step forward in ensuring a healthy future for all your employees and their families—and ultimately, your business.²

An action guide for workforce health

How to maximize your program's impact



Choose a HealthWorks package



Each HealthWorks package provides a balanced mix of elements for improving the health of your employees:

- **Create** a culture of health: Get started with easy online healthy lifestyle programs such as a total health assessment that's available to your entire workforce. Take it further with fresh produce delivery and healthy snacks in vending machines. And when you host onsite classes and health screenings, you'll empower your employees to make healthy changes.
- **Motivate** your employees: Build enthusiasm and encourage participation with posters, flyers, and rewards.³
- **Measure** your program's success: Evaluate your program with participation reports, and the tools and surveys included in your HealthWorks package.
- **Support:** Get the help you need with online resources so you can start a walking club, promote healthy lifestyle programs, and more. And with each package, you'll have the help of professionals with expertise in workforce health.

Pricing

Explore

This package mobilizes programs and resources already built into your coverage.

Engage / Perform

Pricing for these packages will vary. Your Kaiser Permanente representative can provide quotes for your program.

The packages—what you get

	Explore	Engage	Perform
Online programs and resources	Library of total health and productivity tools and resources at businessnet.kp.org	✓	✓
	Total health assessment for Kaiser Permanente members*	✓	✓
	Total health assessment for your entire workforce		✓
	Online healthy lifestyle programs for Kaiser Permanente members	✓	✓
	Online healthy lifestyle programs for your entire workforce		✓
	10,000 Steps® walking program ⁴ for your entire workforce		✓
	The FruitGuys produce delivery program ⁵	✓	✓
Onsite services	Healthy Picks vending machine program ⁶	✓	✓
	One health promotion class: Healthy Eating delivered by health educators	✓	✓
	Two health promotion classes: Healthy Eating and Get Moving delivered by health educators		✓
	Biometric screening for all your employees		✓
Communication tools	Online ready-to-print promotional posters and flyers for: <ul style="list-style-type: none"> • Total health assessment • Online healthy lifestyle programs • Healthy Picks vending machine program and The FruitGuys produce delivery • Monthly health topics, including eating well, moving more, handling stress, and preventing problems 	✓	✓

	A one-stop employee website with information and links for the total health assessment, online healthy lifestyle programs, and 10,000 Steps program		✓	✓	
	Customized, printed posters and flyers delivered to you to promote your program		✓	✓	
Rewards	Ideas and recommendations included in HealthWorks workbook	✓	✓	✓	
	Ideas and recommendations developed using your implementation guide		✓	✓	
	Rewards programs administered through HealthWorks: <ul style="list-style-type: none"> • Option 1: Total possible reward per employee: \$50. Gift card for completing the total health assessment or an online healthy lifestyle program. • Option 2: Total possible reward per employee: \$100. Gift cards for completing the total health assessment and an online healthy lifestyle program. 			✓	
Measurement tools	Surveys and assessments included in HealthWorks workbook	✓	✓	✓	
	Total health assessment, online healthy lifestyle program, and 10,000 Steps program participation reports ⁷		✓	✓	
	10,000 Steps executive summary (with 50 or more completions)		✓	✓	
	Total health assessment executive summary (with 100 or more completions)		✓	✓	
	Biometric screening report (30 or more participants) ⁸			✓	✓
Implementation support	Support from a HealthWorks consultant	✓	✓	✓	
	Step-by-step implementation guide		✓	✓	
	Customized calendar		✓	✓	
	HealthWorks workbook and quick start guide	✓			

*For the Explore Package, employees who are not Kaiser Permanente members should be encouraged to use health assessments provided by their carriers, where available.

HealthWorks services and tools

Online programs and resources

- **HealthWorks workbook:** This hands-on guide shows you how to build a workforce health program, step by step. To get your copy, visit businessnet.kp.org and click on Total Health & Productivity.
- **Total health and productivity library at businessnet.kp.org:** A comprehensive set of resources that helps you start and maintain your workplace health program, including the HealthWorks workbook, monthly health topic flyers to distribute to employees, and health and productivity research.
- **Total health assessment:** An online questionnaire, available in Spanish, that helps participants understand what's affecting their overall health—from how often they exercise to what they eat in the morning. After completing the assessment, participants receive a customized action plan to help them make healthier lifestyle choices. Employees who are Kaiser Permanente members can link the assessment to their electronic medical record, providing a fuller picture of their health for their healthcare providers.
- **Healthy lifestyle programs:** Online programs that offer individualized action plans so employees can better manage health issues and change behaviors that affect their productivity and quality of life. Includes programs for back pain, managing chronic conditions, diabetes, chronic pain, depression, insomnia, eating healthy, quitting smoking, losing weight, and reducing stress. The last four of these programs are available in Spanish.
- **10,000 Steps walking program:** 10,000 Steps is an online program that encourages participants to increase their physical activity level, with a goal of walking 10,000 steps or more per day. Participants receive a pedometer and can track their progress online.

Onsite services

- **The FruitGuys delivery service:** The FruitGuys delivers farm-fresh fruit and vegetables directly to employees at your worksite—to eat at work or take home.
- **Healthy Picks vending machine program:** Healthy Picks helps you fill your vending machines with nutritious snacks.
- **Health promotion classes:** We bring trained health educators to your workplace to teach your workforce about topics such as eating well and moving more.
- **Onsite biometric screenings:** Employees are screened for blood pressure and cholesterol.



Healthy returns

Companies with the most effective health and productivity programs achieved 20% more revenue per employee.

Source: *Staying@Work* report, Watson Wyatt, 2007–2008.

Communication tools

HealthWorks provides tools to help you promote the program to your employees.

- With the **Explore** package, you can access ready-to-print posters and flyers from the HealthWorks Solutions page on businessnet.kp.org.
- With the **Engage** and **Perform** packages, you'll receive printed promotional posters and flyers that are customized for your program and delivered to you.

Rewards

Based on the HealthWorks package you select, you'll have a range of options for motivating employee participation.

- **You can administer rewards yourself:** Offer your employees perks such as extra time at lunch, a jump rope or yoga mat, or a fitness DVD.
- **You can select a rewards program administered through HealthWorks:** Employees receive national retailer gift cards or debit cards.

Measurement tools

To help you gauge the success of your program, we provide you with quick and easy assessment tools. Or we can provide reports on program participation, executive summaries of program outcomes, and biometric screening reports, depending on the HealthWorks package you select and the number of participants.

Implementation support

- The **Explore** package (based on the HealthWorks workbook) includes employee interest and program surveys, goal-setting ideas, step-by-step guides to implementing your program, and support from a HealthWorks consultant.
- The **Engage** and **Perform** packages include an implementation guide highlighting your key activities for the year, calendars customized for your specific program, and interactive worksite health survey and goal-setting tools. You'll be supported from beginning to end by a HealthWorks consultant who will work with you to establish your program goals, provide preprinted communications and promotional materials, and keep you on track through the year.



It's working

After we introduced Healthy Picks at our Northern California facilities, more than 80% of our employees said it helped them choose healthier snacks.

Source: "Healthy Picks: A Program to Change the Kaiser Permanente Food Environment," Kaiser Permanente, June 7, 2007.



Take the next step

To learn more about how workforce health can give your business a boost, contact your broker or Kaiser Permanente representative. You can also visit businessnet.kp.org to learn about available services.



Eating healthier

90% of participants in the online healthy eating program reported that they improved their eating habits.

Source: Kaiser Permanente HealthMedia Program Outcomes, HealthMedia® June 2009.

¹ *The Health of Australia's Workforce*, Medibank Private, November 2005.

² Kaiser Permanente HealthWorks is a suite of services provided through Kaiser Foundation Health Plan, Inc. The services provided through the HealthWorks program do not constitute covered services under any Kaiser Permanente health benefits plan.

³ Rewards may be taxable, and employees who earn rewards are responsible for any applicable taxes they owe on the amounts they receive. Medicare members are not eligible for rewards.

⁴ Includes pedometer, online tracking, and ongoing e-mail coaching for the entire workforce. 10,000 Steps® is a registered trademark of HealthPartners, Inc.

⁵ Kaiser Permanente facilitates the program. The cost of produce is not included in the HealthWorks package price and depends on orders placed.

⁶ There is usually no fee for setting up a Healthy Picks vending machine. The vending machine provider pays for the setup and installation and is entitled to all sales proceeds. Some employers may choose to subsidize some of the costs of healthier vending machine selections.

⁷ Reports summarize your aggregate employee participation and progress. No individual employees will be identified in the reports.

⁸ Availability varies by region.

Information in this brochure was accurate at the time of production. Please contact your broker, Kaiser Permanente sales executive, or account manager for current information.



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Business Marketing Communications
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