



City of Toledo

WELLBEING PRESENTATION
April 26, 2023





Our Approach

It's All For You

Corporate wellness takes many paths, but we believe that our approach is the most successful. Why? We listen to you. It's in our company name! We don't believe in one-size-fits-all well-being solutions because no two clients are alike. Our dedicated team of experts is here to support each custom-designed, data-supported program.

WE'RE ON A MISSION TO MAKE WELLNESS A PRIORITY IN EVERY ORGANIZATION. WE MAKE IT ACCESSIBLE TO EVERYONE, FROM ANYWHERE. WE BRING THE FUN AND THE IMPACT.

Wellworks For You At A Glance

- Established in 2009
- Headquartered in Malvern, PA
- 90 employees (& growing)
- Privately-owned
- Top-notch, distinguished and award-winning comprehensive wellbeing provider



Core Values

Creating Value from Values



**Customer
Driven**



Dedication



**Growth
Mindset**



Innovation



Integrity



Transparency

Platform Overview

Wellworks offers a complete corporate wellbeing platform combining software, services, and analytics integrating with claims data.

Differentiated Platform

Corporate Wellness

Comprehensive wellness offering that provides real value-add to clients including recognizable ROI, employee wellbeing improvement and overall health

Preventative Care Mgmt. & Health Assessment (Know Your Number)

Individualized health assessments that point to bespoke care process based on patient's immediate and long-term care needs

Data Analytics / Chronic Care Management

Claims data analysis that pinpoints key future risks of employee health pools and recurring illness management through coach capabilities

Comprehensive Service Offering



Wellworks for You Platform and Offering

The Wellworks platform provides a health and wellness ecosystem for employers that integrates with various partners and coaches to support healthier employees.

Modern, Flexible Platform

All encompassing web portal and mobile app that integrates all programming, tracks challenges and syncs user data to administrative dashboards

Chronic Care Management & Coaching

Integrated biometric data tracking and regular coaching sessions (through on-site and telephonic consultation) provide patients with the tools to understand their health and improve their quality of life

Available in over 105 languages

Marketing & Communications

Program support through creative emails, newsletters, videos and a personalized approach to receiving communications to encourage participation

Program Management & Data Insights

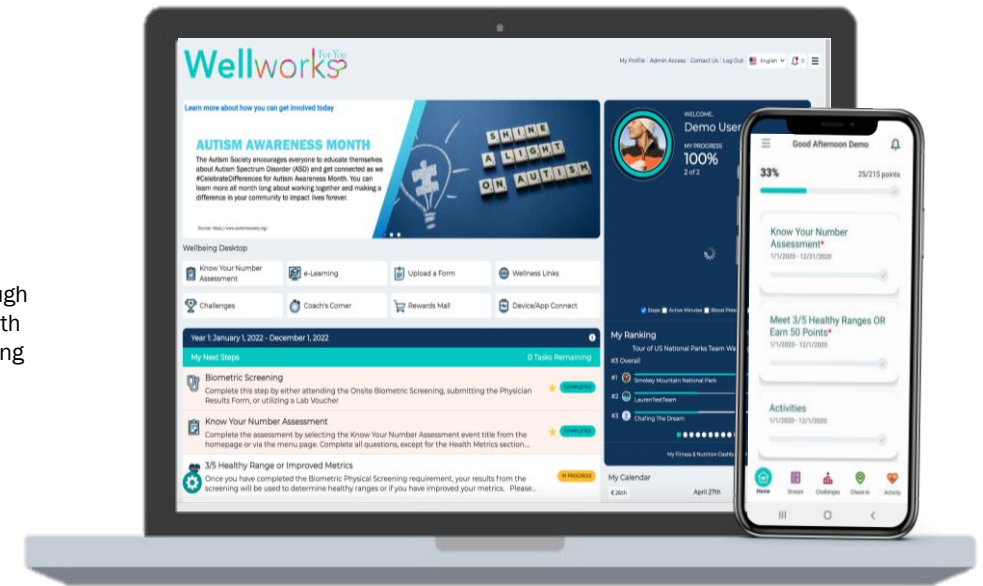
Employee wellness program admins can view up-to-date wellness data and, through analytics, identify future population health risks and make decisions on programming to address employee needs

Learning Library & Activities

Robust online wellness library and partner programs cover a wide array of topics including mental health, financial wellness, webinars, recipes, exercise, stress management strategies and more

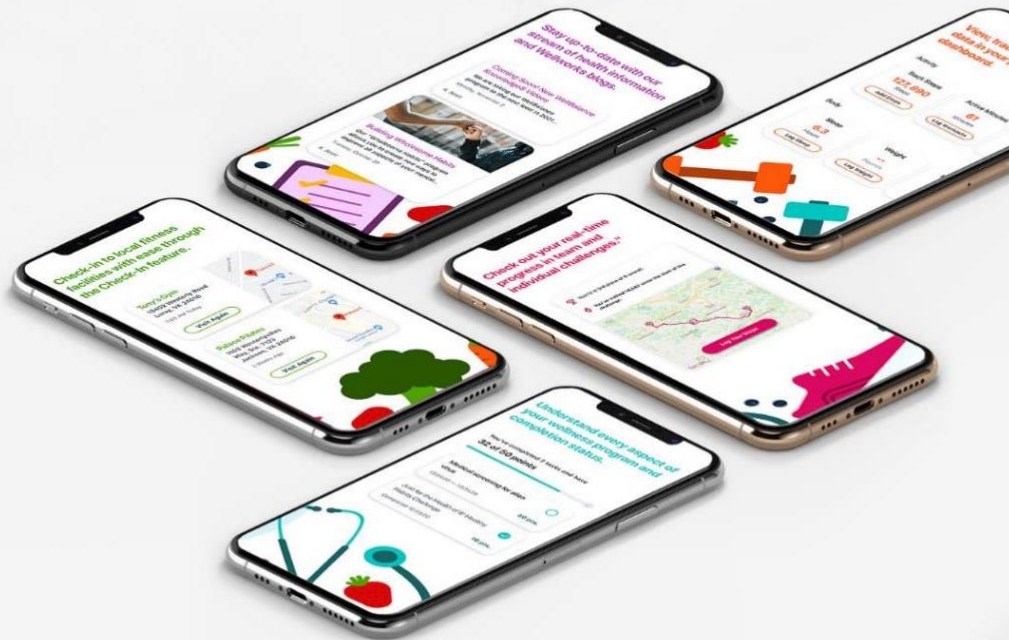
Preventive Screenings

Multiple options to collect biometric data including onsite screenings, lab vouchers, physician results collection forms, and at home-test kits to analyze the overall health of the employee and tailor programs specific to the individual's risk



Launch Into Wellness

Mobile App



Program Details



Newsfeed



Push Notifications



Check-Ins

Dedicated Team

Comprehensive Account Management Focused on High Level Service

Dedicated Wellness Coordinator

The dedicated coordinator will work to customize a strategic program and continued engagement support throughout the year.

Implementation Specialist

We provide an implementation specialist who will work with the total team for a highly effective rollout

Customer Service Team

Participant Questions? We have you covered. They can contact our support team through phone, email, and chat.
24/7/365 Call Center Support

Marketing Team

We provide customized marketing with the client logo, custom content, targeted messaging, branding and more.



Marketing and Communications

Wellworks' targeted marketing and communications strategy helps keep employees up-to-date and engaged in their program.

Creative Marketing Team

- Designs high quality posters, emails, flyers, brochures, postcards and payroll stuffers customized to the employer's program
- Artificial intelligence quickly creates engaging videos outlining program requirements, incentives and wellness activities in a cost-effective manner
- Distributes monthly Wellness Newsletters complete with informative articles, healthy tips and recipes
- Work with wellness coordinators to add specific text and content to accommodate each client's program
- Material language translation available in 105 different languages

Targeted Data Point Communications...

Wellworks uses a personal approach to deliver communications by targeting participants on specific data points

Incentive Progress	Health Coaching
Age / Gender Appropriate Screening Reminders	Third-Party Programs
Biometric Screening Results	Location / Division
Risk-Based Programs	Benefit Status
Event Reminders	Employee / Spouse
Challenges	Custom Fields

Sample Marketing Communications



... Through a Multi-Level Approach

Communications team builds a specific strategy surrounding each demographic within the population to maximize engagement



Customized Incentive Tracking

Members Have Access to View their Incentive Progress.

The screenshot displays the Wellworks For You app interface. At the top, the logo 'Wellworks For You' is visible. Below it, a navigation bar includes links for 'My Profile', 'Admin Access', 'Contact Us', 'Log Out', a language dropdown set to 'English', and a notification bell icon with '0' alerts.

The main content area is divided into two columns. The left column, titled 'Year 1: January 1, 2022 - December 1, 2022', features a 'My Next Steps' section with '1 Tasks Remaining'. It lists five tasks: 'Biometric Screening' (COMPLETED), 'Know Your Number Assessment' (SIGNED UP), '3/5 Healthy Range or Improved Metrics' (COMPLETED), 'Earn 100 Points' (IN PROGRESS), and 'WellBalance Behavioral Health Program' (IN PROGRESS). Each task includes a brief description and a status indicator.

The right column, titled 'My Ranking' for the 'Tour of US National Parks Team Walking Challenge' (01/01/2022 - 12/01/2022), shows a leaderboard with three teams: 'LaurenTestTeam' (116192), 'Chafing The Dream' (91233), and 'Sample Team' (61145). Below the leaderboard is a 'My Calendar' section for March 2nd, 2022, showing a calendar grid with dates and a 'Click for Live Help' button.

At the bottom, a 'My Wellbeing Program Features' section includes icons for 'Wellness Locker', 'WellBalance', 'My Health Metrics', and 'Mental Health Program'.

Programs can be customized based on:

- Components Based Platform
- Points Based Dashboard
- Strategic Health Coaching Based on Stratified Risk
- Chronic Care Management Programs
- Outcomes Based with Improvement Metrics



Physician Results Form

Promoting Preventive Care for Participants is the cornerstone and foundation of any wellness program. Tracking through Onsite, Carrier Feeds, Offsite, Primary Care Physician or at home testing available.

- Blood Pressure
- Glucose
- Total Cholesterol
- High Density Lipoprotein (HDL)
- Low Density Lipoprotein (LDL)
- Triglycerides
- Body Composition/BMI
- Waist Circumference
- Etc.

Wellworks For You

FOR NEW OFFICE USE ONLY: 001 Phone: (800) 425-4657 www.wellworksforyoulogin.com

PREVENTIVE SCREENING FORM

Take this form with you to your scheduled doctor's visit to be completed and signed by the attending physician. It is the participant's responsibility to submit the **Preventive Screening Form** as part of the wellness program to be returned to Wellworks For You as outlined below, by **December 31, 2022**.

PATIENT CONTACT INFORMATION

COMPANY NAME: _____

FIRST NAME: _____ LAST NAME: _____

DATE OF BIRTH: _____ ☐ MALE ☐ FEMALE

PHONE: _____ EMAIL: _____

PHYSICIAN INFORMATION

PHYSICIAN OFFICE/NAME: _____

OFFICE PHONE/ADDRESS: _____

DATE OF VISIT: _____

This **Preventive Screening Form** confirms that the patient named above received the following preventative care between **January 1, 2022 and December 31, 2022**. One form per exam. Please check the exam that applies:

GENERAL	WOMEN
<input type="checkbox"/> Vision Screening (routine eye exam)	<input type="checkbox"/> Annual OB/GYN
<input type="checkbox"/> Dental Exam (routine cleaning)	<input type="checkbox"/> Mammogram
<input type="checkbox"/> Colorectal Exam	
<input type="checkbox"/> Dermatology Exam	MEN
	<input type="checkbox"/> Prostate Exam

Physician

I certify that the patient listed above received the tests indicated on this form on: _____

Physician Signature: _____ Date Signed: _____

SUBMIT YOUR COMPLETED FORMS BY THE DEADLINE

All forms should be submitted to the Wellworks Forms Department. Submit your completed forms in one (1) of the following ways:

- **Scan and email:** forms@wellworksforyou.com
- **Upload to Portal:** Click the **Upload a Form** file from the homepage or via the menu page, select the event title from the dropdown and upload your form to the portal. This will be securely emailed for processing. Users are limited to **one (1)** file per email.
- **Upload to Mobile App:** Take a photo of your form using your Smartphone, and upload it to the Wellworks For You Mobile App via the **Contact Us/Send a Form** tab.

PLEASE NOTE: Submission via email will result in an immediate confirmation that your form was received. Any other means of submission requires you to log into your wellness portal or Wellworks For You mobile app to confirm your form was processed.



Know Your Number HRA

Why is Know Your Number HRA better than traditional HRAs?

1

RECOGNITION

Identifies the top five (5) conditions employees are susceptible to

2

STATISTICS

Identifies the percentage of avoiding those conditions by getting into a wellness program

3

PLANNING

Provides a personalized reduction plan

4

VISUALIZING RISK

Graphically communicates various chronic disease risks
CHD | Diabetes | Stroke | CHF | Lung Disease |
Breast Cancer | Colon & Prostate Cancer

5

COMPARISONS

Provides age and gender matched risk comparisons

6

ANALYZING RISK

Uses evidence-based, disease-risk modeling

7

ADDRESSING WELLNESS

Addresses both wellness and disease management

8

RETURN ON INVESTMENT

Great resource when establishing ROI

Stratify Risk Using Know Your Number

KYN Risk Tracker Value by Classification: Focus on the Baseline Cohort

	Baseline	Baseline Cohort at Follow-up	Difference
Extremely High	115	109	-6
High	88	84	-4
Borderline High	71	67	-4
Above Normal	51	51	0
Normal	32	33	1
Optimal	18	25	7

Avoidable Disease Burden Cost: Focus on the Baseline Cohort

	Baseline	Baseline Cohort at Follow-up	Difference
Extremely High	\$285,312	\$232,474	-\$52,838
High	\$268,858	\$240,641	-\$28,217
Borderline High	\$254,127	\$207,731	-\$46,396
Above Normal	\$56,987	\$60,859	\$3,872
Normal	\$1,329	\$1,839	\$510
Optimal	\$0	\$26	\$26
Total	\$866,613	\$743,571	-\$123,041

Movement between KYN Risk Tracker Classifications: Baseline to Follow-up

	Baseline # participants	Follow-up # participants	Change			
			Moved In	Moved Out	Net	Percentage
Extremely High	35	28	4	11	-7	-20%
High	62	57	19	24	-5	-8%
Borderline High	108	111	36	33	3	3%
Above Normal	102	103	26	25	1	1%
Normal	31	37	14	8	6	19%
Optimal	2	4	4	2	2	100%

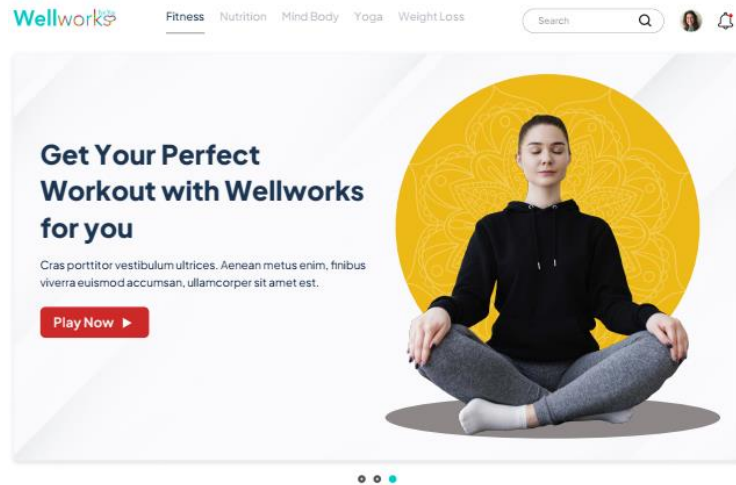
		Follow-up						
		Extremely High	High	Borderline High	Above Normal	Normal	Optimal	
Baseline	Extremely High	24	10	1	0	0	0	35
	High	4	38	19	1	0	0	62
	Borderline High	0	8	75	21	3	1	108
	Above Normal	0	1	15	77	9	0	102
	Normal	0	0	1	4	23	3	31
	Optimal	0	0	0	0	2	0	2
		28	57	111	103	37	4	

Values highlighted along the diagonal (middle) show participants who remained in the same risk category at baseline and follow-up evaluations. Values above the diagonal (lighter shading in upper right) show participants who lowered their risk category between baseline and follow-up. Values below the diagonal (darker shading in lower left) show participants who had an increase in risk category between baseline and follow-up periods.

Overall Population Movement Summary

	No Change	Increased Risk Classification	Decreased Risk Classification
# Participants	237	35	68
Percentage	69.7%	10.3%	20.0%

Learning Library, Activities and Other Programming



- ✓ 24/7 Digital Content Availability
- ✓ Wide variety of employee resources
- ✓ Personal health goal tracking

Trending Classes

Here's what the Wellworks community is doing right now. Join them?



Webinars

Here's what the Wellworks community is doing right now. Join them?

Upcoming

Completed



Education is key to creating healthy lifestyles and changing habits.

Our e-Learning center is getting a major facelift this winter, making it even easier for program participants to find relevant information.

Key changes include:

- A vibrant, easy-to-navigate look and feel
- Targeted courses based upon employee risk
- Trending courses specific to clients' needs
- Ability to sign up for webinars
- Expanded videos on mental health, fitness, and nutrition
- Added search functionality







Wellness Challenges & APP Integration

Wellworks provides challenges and customizes challenges for each organizations. We have over 50+ challenges to choose and multiple different wellbeing categories such as steps, activities, water intake, sleep, financial wellness, and more.

These challenges include:

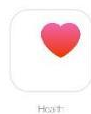
- Individual and Team Challenges
- On-Demand Leaderboard
- Interactive tracking
- Motivational tips
- Device and app integration for ease of tracking
- And More

7		Walkaholics TOTAL 20,270 AVG 6,756	>
8		kim's team TOTAL 5,000 AVG 1,000	>
9		test TOTAL 0 AVG 0	>
10		Testing TOTAL 0 AVG 0	>
<div>Appear on the Leader Board <input type="checkbox"/> Update Anonymity</div> <div>View Full Leader Board</div>			



Connect over 90+ devices/apps.

Some of the Devices and Apps Include:



Gym Reimbursement Program

- Track gym visit's through the smartphone app via GPS tracking
- Gym reimbursement customized form tracking
- Upload the forms directly through the smartphone app or web portal
- Wellworks team will verify the documentation provided and provide credit within the member's account
- Reporting will be available throughout the year for gym reimbursement distribution

FOR WW OFFICE USE ONLY: XXXXXXXX

2023 REIMBURSEMENT PROGRAM(S)

Sample Client is offering a reimbursement towards employees' expenses for gym memberships, fitness classes, sports teams, and sports leagues for the 2023 Wellness Program. As an employee, you may apply for a reimbursement of up to \$35 per month for your gym membership or approved fitness class(es) and up to \$105 per quarter for sports teams or sports leagues.

Please Note: This program is funded by the client Wellness Program. Expense reimbursements will be made through the Wellworks For You Rewards Mail. Reimbursements are required to comply with IRS tax regulations and are considered taxable income.

Gym Membership: - To qualify for gym membership reimbursement, you must visit the gym/facility and check-in with the Wellworks Mobile App>Gym Check-ins a minimum of six (6) times per month AND provide proof of payment of monthly membership fees.

Fitness Class: - To qualify for fitness class reimbursement, you must complete a minimum of six (6) virtual classes per month, or six (6) peloton check-ins per month and submit proof of participation AND proof of payment.

Sports Team or League Membership: - To qualify for the quarterly sports team/league reimbursement, you must register for a fitness/sports team or league, participate in a minimum of 75% of scheduled sessions AND submit proof of payment.

2022 REIMBURSEMENT PROGRAM FORM

Employee Full Name:	Work Email:
Type of Reimbursement: Gym Membership Fitness Class Sports Team Sports League	
Name of Gym, Class, Sport:	
Facility Telephone Number:	Facility Representative Name:

YOUR SIGNATURE IS REQUIRED

I, _____, attest that the above information is true and accurate, and the services were received and paid for as detailed in the invoice information provided here from the named facility(ies). I acknowledge that if any information on this form is misleading or fraudulent, it will result in the denial of my reimbursement. I agree to reimburse my employer for any amount(s) fraudulently received through this program as determined by Human Resources based on the rules of the program. I also authorize client to request any additional information it deems necessary to verify that services were received and payment was made. I understand that per IRS Regulations, this is a taxable benefit and will be added to my income in the calendar year received.

Employee Signature: _____ Date: _____

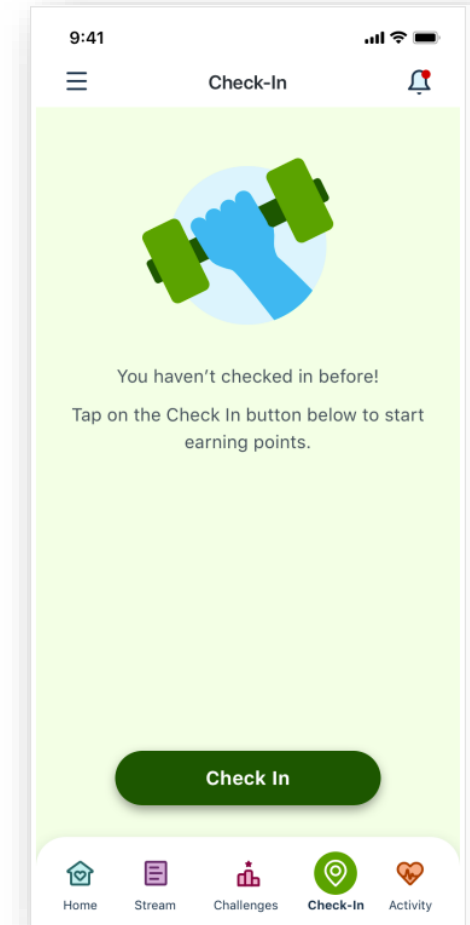
SUBMIT YOUR COMPLETED DOCUMENTS:

Employees must submit all required forms & documents listed below to Wellworks For You via the Upload a Form tile on the Wellness Portal homepage, by their applicable deadlines, to receive the reimbursement.

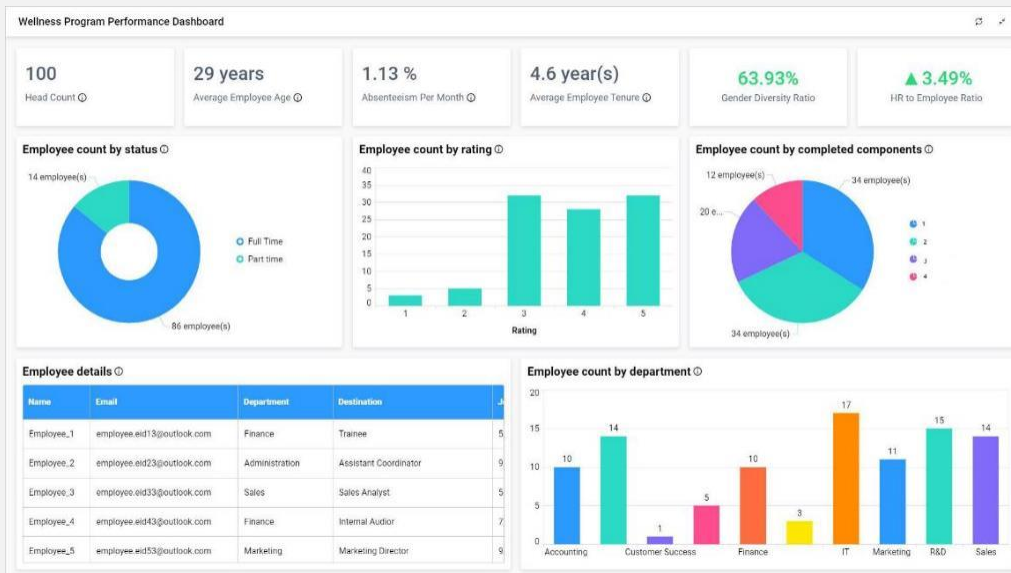
- o Reimbursement Form (details above)
- o Proof of Payment or Receipt
 - Gym Membership - if you have a family membership, request a separate invoice for yourself
 - Fitness Class
 - Sports Team or League Membership
- o Proof of Participation
 - Gym Membership - check-in with the Wellworks Mobile App>Gym Check-ins
 - Fitness Classes - submit proof of completing six (6) virtual classes or peloton check-ins
 - Sports Team/Sports League - submit proof of participation in a minimum of 75% of scheduled sessions

Wellworks For You

PAGE 1 OF 2



Reporting Dashboard



- Our dashboard will give us the ability to quickly understand the data related to our programs
- Track engagement and turn our data into success stories
- Aggregate and cohort biometric, website stats, participation, coaching data and incentive tracking dashboards
- Embedded dashboards will give us a 1 click user flow to access the visual dashboard form the Management Interface of the Wellworks Portal
- Assign administrative access to company or master company specific data

Implementation Timeline



DAY 1-15

CLIENT decides to implement Wellness Program

WELLWORKS sends client

- Contract
- BAA
- Eligibility file options and template
- High resolution logo

DAY 15-30

CLIENT provides signed

- Contract
- BAA
- Eligibility file

After receiving signed contract, BAA, and, eligibility file, **WELLWORKS** will coordinate an implementation phone call with client and broker

Prior to the implementation call (if applicable), **WELLWORKS** will email client to include

- Program packet
- FAQ's
- Communication kit
- Timeline

DAY 30-45

WELLWORKS will start to create the program guide, coming soon flyer, and welcome email.

CLIENT will review/provide incentive strategy, reporting dates deadline

Continue weekly implementation calls

DAY 45-60

After review by the **CLIENT**, **WELLWORKS** will adjust all revisions and provide all marketing materials including program guide, welcome emails, forms, etc.

WELLWORKS will provide a live demo of the employer branded wellness portal to the **CLIENT** for review.

DAY 60+

Throughout the wellness year, **WELLWORKS**

- Tracks data
- Sends confirmations to participants
- Provides communication strategy
- Provides updates and reports
- Sets up weekly, bi-weekly, or monthly calls
- Provides support to any participants with questions about login, program details, etc.