



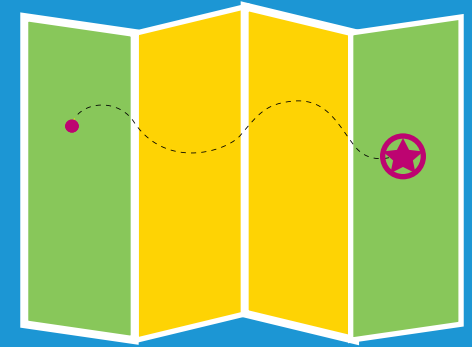
WELLNESS PROGRAM

◆ IMPLEMENTATION GUIDE ◆

We're Ready, You're Set... Let's Go »»

Implementing a new population wellness program is a journey you embark on with a solid plan and a trustworthy guide. Whether this is your first adventure or you're a seasoned traveler, we'll help you plan your itinerary, establish milestones, and navigate complex paths to make sure you reach your destination on time and on budget.

Let's get started—one well-planned step at a time.



PLANNING



MILESTONES



POPULATION

STEP

1

Choose Your Guide

Since 1999, WebMD Health Services has successfully guided the implementation of hundreds of wellness programs, from the most straightforward to the most complex. We've worked with companies that have every detail planned and those that come to us just knowing where they want to end up.

When the journey is complicated and the destination is important, there's no substitute for experience.

Currently, we work with 139 corporate and government clients, including 35 Fortune 500 companies and 40 large health plans, distributed across thousands of locations, and across many industries, including:

- » Health Plans
- » Technology
- » Healthcare
- » Finance
- » Retail
- » Manufacturing
- » Government

No Matter Where You Want to Go, We'll Make Sure You Get There

Since 1999, we have implemented hundreds of customers of all shapes and sizes.

COMPLEX POPULATIONS

139

corporate &
government
clients



INCLUDING

35

Fortune 500
companies



40

HEALTH
PLANS

63

MILLION
ELIGIBLE
USERS



20% OF
AMERICAN ADULTS

Our largest client has over
15 MILLION ELIGIBLE USERS

INCENTIVE DESIGN

Each year we track

10 MILLION

REWARDABLE ACTIVITIES ACROSS



NEARLY 600
INCENTIVE PROGRAMS

POPULATION SEGMENTATION



1 LARGE CORPORATION

1100
DISTINCT
USER
EXPERIENCES

INTEGRATING ECOSYSTEMS

WE REFERRED 783,000
people to third-party programs in 2014.



1

Large Corporation

10

Wellness Vendors

SEAMLESS
INTEGRATION
44,000
USERS

22
HEALTH
SYSTEMS



OVER
150
HOSPITALS



PROJECT
MANAGER



SOLUTION
ARCHITECT



BUSINESS
ANALYSTS



STRATEGIC
ACCOUNT
EXECUTIVE



CLIENT
PROGRAM
MANAGER

Meet Your WebMD Implementation Guides

Every voyage needs an experienced crew. And while each wellness program implementation is unique, our seasoned guides will make sure your journey is smooth, your needs are anticipated, and the destination is everything you imagined. At each stage, you'll be steered by experts who know the territory, speak the language, and have mastered the local customs.

LET'S MEET THEM

PROJECT MANAGER is your primary point of contact during implementation and your main liaison to all WebMD resources.

SOLUTION ARCHITECT crafts your overall wellness solution based on industry best practices.

BUSINESS ANALYSTS guide every element of your wellness program and incentives strategies, including technical specifications, configuration, testing, and performance metrics.

STRATEGIC ACCOUNT EXECUTIVE provides overall strategic guidance to make sure your wellness program aligns with your business needs.

CLIENT PROGRAM MANAGER is your day-to-day, go-to expert who can offer advice, answer questions, and manage requests after implementation is complete and your program is up and running.

STEP

2

Use Proven Navigation Tools & Techniques

Your WebMD guides use a full set of proven project management tools to keep your project on track. You'll always know exactly where you are, where you're going, and how and when you're going to get there.

Our best practices are drawn from the Project Management Institute's *Project Management Body of Knowledge Guide* and are based on a core set of values: professionalism, transparency, and honesty. And they're flexible enough to meet any project environment and program need.



Project Management Tools

Proven navigation tools keep us on track and let you know where your project stands at all times.

Project Dashboard

At-a-glance status tracking at every stage

- » Major milestones
- » Issues and action items
- » Developing risks

Full references at our fingertips

- » Change request log
- » Key decisions supplemental
- » Contacts list
- » Scope summary
- » Initial risk assessment

Project Management Plan

Working agreement on project management process and tools

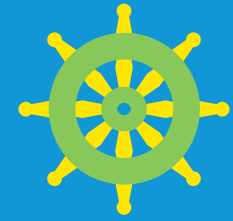
Status Reporting

Weekly joint status meetings and executive status reports

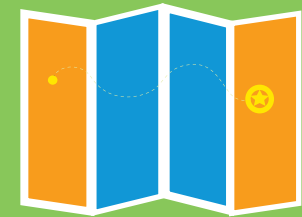
Change Control

Changes are managed along the way, while keeping the destination in mind.

- » Scope
- » Schedule
- » Cost



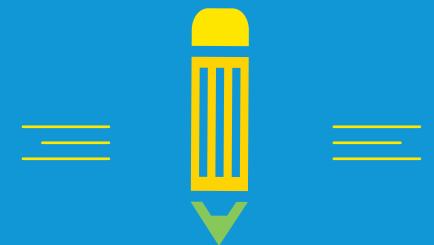
PROJECT
DASHBOARD



PROJECT
MANAGEMENT PLAN



STATUS
REPORTING



CHANGE CONTROL



PROJECT KICK OFF MEETING

Solution Scoping



PORTAL DESIGN & SPECIFICATION

Design Specifications

Site Reviews

Iterative Development

Feature Development

YOUR IMPLEMENTATION MAP



LAUNCH PREP & TRAINING EVENT

End-to-End Acceptance Testing



LAUNCH

Rapid Response



ONGOING PROGRAM NURTURING

Monthly Check-Ins

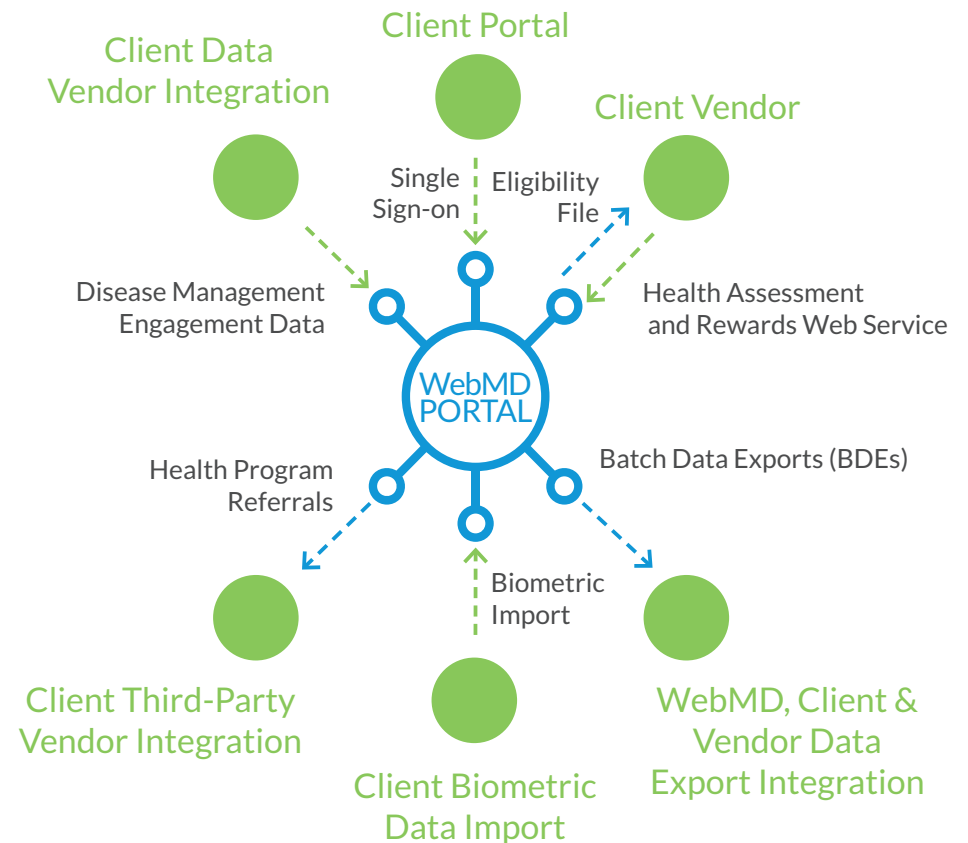
Map Your Project

Our project scope document (PSD) is the blueprint that maps your business needs to your wellness program implementation. The PSD establishes:

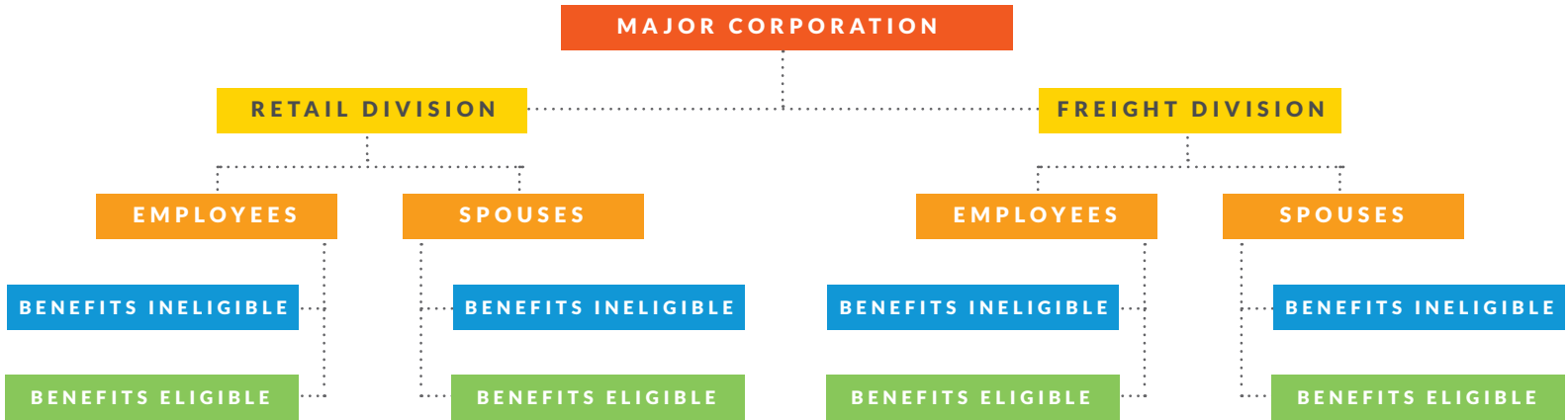
- » The scope of the deliverables
- » The implementation foundation for your solution
- » The baseline for work involved
- » Expectations and change-management processes, as needed

This blueprint forms the foundation for all of the functional and technical specifications, with information about site design, program structure, and incentive administration to support your health management strategy.

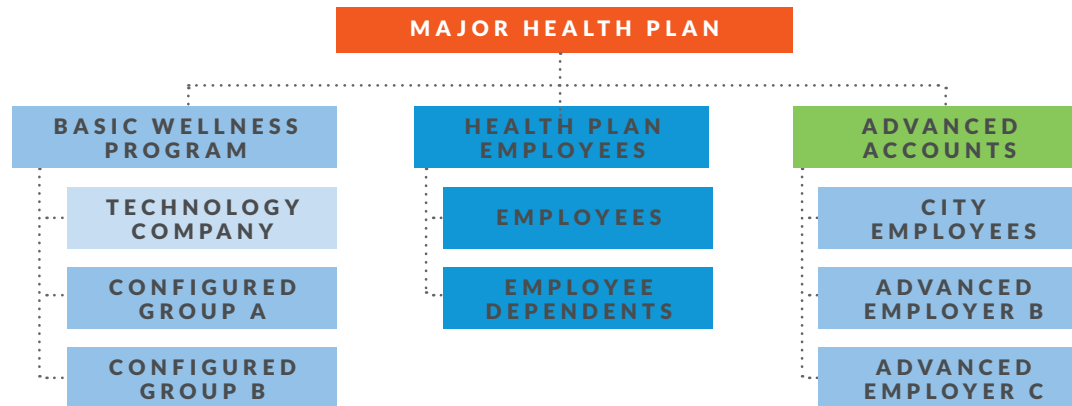
SAMPLE DATA INTEGRATION



SAMPLES OF MULTI-TIER SITE ARCHITECTURE



SAMPLE ARCHITECTURE FOR A LARGER COMPANY



SAMPLE ARCHITECTURE FOR A LARGE HEALTH PLAN

STEP

3

Plan Your Journey

You have a destination in mind, and we'll help you get there. But every successful journey starts with good planning. First, we'll help you map your project. Then we'll make sure we understand your population and their needs, your incentive and communication programs,

plan enrollment details, reporting needs, and corporate branding requirements. And we'll provide travel tips and best practices to keep us on the right path.



YOUR TRAVEL CHECKLIST

User Population

- Who are your users?
*Employees or members, partners, dependents, retirees?
Average age and gender? Tenure, salary, and
computer access?*
- Which groups or segments have access to specific wellness tools and services?
Health plan members, dependents, spouses, retirees?
- How does your population currently access your corporate intranet or employee/member wellness site?

BEST PRACTICE:

To better define users' needs, consider creating "personas" to represent the behaviors, attitudes, and motivations of each of your most important audiences.

Portal & Branding

- How will your new WebMD site fit within your current wellness program?
- What are your top 3 goals for your wellness program?
- Will your WebMD site be the majority of your wellness program, or one component of many?
- Do you have a wellness brand or tagline that we should use?

(If not, we can help you create one!)

BEST PRACTICE:

Co-branding with WebMD is a great way to increase trust among your population.

For independent research, see *The Value of a Trusted Brand* at webmdhealthservices.com/resources

YOUR TRAVEL CHECKLIST

Incentives & Communications

- Is your company new to wellness, or is your population used to having a wellness program?
- What is your organization's history of rewarding users for wellness activities?
- What actions will be required for people to qualify for the incentive, and what is the total annual incentive value?
- Do you expect to send targeted messages to different population segments?
- What wellness program communication channels will be used besides the WebMD site?
Use newsletters, emails, mail home, posters, social media, in-person presentations, etc.
- What other events or campaigns will coincide with the launch of your new wellness site?

Reporting

- How do you measure wellness program participation and what are key metrics?
- How would you like to break down your population for reporting?
Location, plan enrollment, division, etc.
- What type of reporting are you required to provide to corporate leaders?

BEST PRACTICE:

CoreInsights, our client-facing reporting dashboard, shows you how engaged your population is so you can tailor your program. You can also benchmark against other companies like yours.

BEST PRACTICE:

In our study, clients who included incentives for completing a biometric screening achieved screening rates 29% higher than clients who didn't offer those incentives.

Source: WebMD Health Services 2013 Incentives Best Practices Study, WebMD Health Services Book of Business.

STEP

4

You're On Your Way!

Wellness program implementation is a big project. Our job is to make sure you have smooth sailing to your destination.

No matter how far you have to go or what the pace is, we're right by your side. We're looking forward to getting started!



Project plan, scope & sign-off

Onsite meeting & requirements planning

Complete specifications for site architecture, registration, design, health program referral system, medical & Rx claims imports, rewards, single sign-on, Health Assessment, web service/data extract

Configure your solution & activate your features

Build specialty components

Your Strategic Account Executive and Client Program Manager will always be here for you to ensure the continuing success of your program. They'll help you with year-to-year strategy, engagement, communications, using CoreInsights data to guide your program, and benchmarking. You can call on them at any time for support and guidance!



Brought to you by

WebMD[®]

health services

WebMD Health Services partners with large companies and health plans to lower costs and improve outcomes through integrated wellness support including coaching, health risk assessments, incentives, and more.

Questions?

Drop us a line at whsinfo@webmd.net or visit us at webmdhealthservices.com.