

LIVING Well Employee Wellness Initiative

the
futures
company

the coming together of
Henley Centre HeadlightVision
and Yankelovich



The Living Well Concept: Healthier Employees And Healthier Companies

The challenge: With an aging population and rampant chronic disease in the United States and worldwide, the demand for healthcare resources is growing rapidly, but prohibitive costs are making it more difficult to address the problem, for both employees and employers.

The solution: The Futures Company **LIVING Well**—an approach that precisely aligns company-sponsored health and wellness initiatives with the motivations and objectives of employees and their dependents.

Making employees more aware of and more responsible for their own healthcare helps reduce costs for employers and insurers. It also enhances the quality of life of employees and their dependents. LIVING Well helps you diagnose your employees' engagement with health and wellness and guides your development of a plan that puts employees in charge of their own personal health.

The Futures Company will work with you to build communications, incentives and rewards into an initiative that is tailored to six distinct groups of employees based on (1) their health and wellness mindset and (2) their life, health, wellness, fitness and other goals.

LIVING Well leverages the intelligence revealed in the 2007 Yankelovich study, *Multinational Preventive Health & Wellness*, which surveyed 22,000 respondents from 17 countries.

LIVING WELL

Employee Wellness Initiative

“LIVING” is an acronym that represents six distinct consumer health and wellness segments based on the Multinational Preventive Health and Wellness study. Once we help you find out which of your employees fall into each of the six categories, we will help you tailor health action plans that motivate each group to improve their own health and wellness.

Leading The Way

“Health and wellness are important to me, and I am doing everything I can to be healthy now and in the future.”

In It For Fun

“I am healthy because I lead a very active lifestyle. But for me, it’s not about being healthy. I just enjoy exercise and love physical competition.”

Value Independence

“I would like to be healthier, but I think doctors and modern medicine are overrated.”

I Need A Plan

“I know what I should do to be healthy, but I just don’t have the willpower. I need someone to give me a plan, and I rely heavily on my doctor.”

Not Right Now

“I drink too much and exercise too little—and so far I don’t have any serious health problems. Why worry or change?”

Get Through The Day

“I’m in poor health, which makes it tough to exercise. I don’t see the point, anyway—my health is out of my hands.”

Business Applications

- **Reduce** healthcare costs
- **Enhance** the quality of life of your employees by helping them adopt healthier lifestyles
- **Reduce** absenteeism
- **Improve** employee retention
- **Facilitate** recruitment
- **Increase** employee productivity
- **Gauge** ROI associated with wellness initiatives

How It Works

- **Diagnose:** Delivered through a database-scoring exercise or a 3-minute Web survey to identify which of the six segments represents him or her best.
- **Compare:** We tell each employee how their health and wellness mindset compares with other people in their company, county, state and country.
- **Prescribe:** Each employee receives recommendations for achieving improved health and wellness based on his or her “LIVING Well” segment.
- **Develop an Action Plan:** Each employee creates a health action plan; the employer can add tailored incentives based on segment membership to boost motivation and increase the success rate.
- **Monitor:** Employees track their progress and receive employer-provided rewards for reaching interim goals and maintaining final goals.
- **Report:** The Futures Company can aggregate information about your employees’ progress in a database and provide you with summary reports that indicate progress against key metrics (reduced healthcare costs and absenteeism; improved retention, employee satisfaction and productivity).