



PROGRESS-BASED WELLNESS FOR HEALTHIER, HAPPIER EMPLOYEES

 **PUSH**
for wellness.

PUSH for Wellness is a science-based, data-driven program for motivating employees to take action for better health and wellness.

We optimize incentives by applying scientific research and analysis to discover exactly what helps each individual make healthy changes. We reward incremental health improvements, no matter where participants start. We provide convenient monthly assessments, plus coaching and resources to help participants stay on track. We evaluate the wellness factors that matter most.

And we pay out cash rewards, every month, for measurable improvements. That's what we call Wellness Incentives Done Right.®



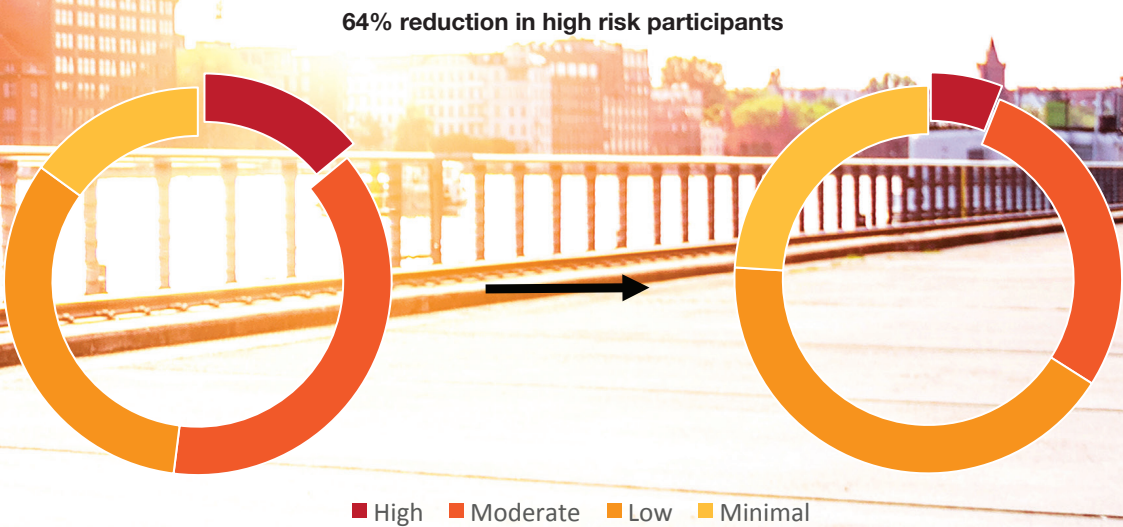
Proven Population Health Improvement

Other wellness programs reward activities that have questionable impact, or outcomes determined by a single annual evaluation. There's little motivation to pursue incentives that are few and far between, based on regimens or goals that don't always seem personally relevant. Some programs even foster resentment by favoring fitness buffs over those who struggle a bit more.

PUSH for Wellness was founded by Dr. Greg Vachon – a physician with over 25 years of experience in clinical practice and behavioral health counseling – who recognized these problems and set out to design an evidence-based program that delivers measurable, sustainable results.

Using the science of behavioral economics, PUSH for Wellness helps participants understand how to change, turns the pursuit of wellness into a personalized journey and delivers frequent rewards for the right changes. Meaningful assessment, encouragement, and reward: That's why PUSH really works.

- 90% of employees participate versus an industry average of 55%
- 93% of participants are highly satisfied with the program
- 60% of obese participants lose weight (7 lbs. average)
- 80% of participants with hypertension lower their blood pressure
- 64% of participants improve their cardiovascular fitness
- 30% of smokers quit



■ High ■ Moderate ■ Low ■ Minimal

PUSH Makes Sense

What motivates people?
Fun. Growth. Cash. PUSH for
Wellness combines all three.

What improves wellness? Weight
management. Healthy blood pressure.
Lower LDL cholesterol. Cardiovascular
fitness. Quitting smoking. PUSH for Wellness
combines all five.

What changes lives? Renewed commitment.
PUSH for Wellness makes sense because it
helps participants understand how to change,
makes change an enjoyable project and
rewards verified monthly progress with cash.

Call it behavioral economics. Call it wellness
as a game. Call it an extra payday simply for
having fun and feeling more alive. From every
angle, PUSH for Wellness makes sense for
making your team happier and healthier.

PUSH Changes Lives

No matter where participants start
out in terms of baseline health and
wellness, they can earn cash incentive
payments for small improvements in
the five health areas that matter most:



Fitness.
We measure
cardiovascular
fitness based on
recovery from a
simple, three-minute
step test, calibrated
to the participant's
current fitness. Two
out of three unfit
participants increase
their fitness with
PUSH, improving
well-being and
productivity.



Weight.
We tailor incentives
and goals based
on each individual's
starting weight
for a fair, science-
based approach to
weight loss. Three
out of five obese
participants slim
down with PUSH,
losing an average of
seven pounds.



Blood pressure.
Among participants
with hypertension,
80 percent improve
their blood pressure
with PUSH, reducing
their risk of heart
attack and stroke.



Nicotine use.
Sick days, health
problems and
lowered productivity
cost employers
over \$5,800 for
each employee
who smokes. With
PUSH, 30 percent of
smokers quit
for good.



Cholesterol.
We help participants
understand
cholesterol in the
total context of
weight, fitness, and
blood pressure,
and we help high-
risk employees
track the impacts
of diet, exercise
and medication to
help them reach
desirable levels.



Participation is Simple

With PUSH, participants choose what areas they want to improve and receive monthly cash payouts based on the measurable progress they make.

Wellness assessments are conducted on site. Convenient partner testing sites are also available if on-site testing isn't practical. Results are immediately available for point-of-care coaching by trained PUSH professionals.

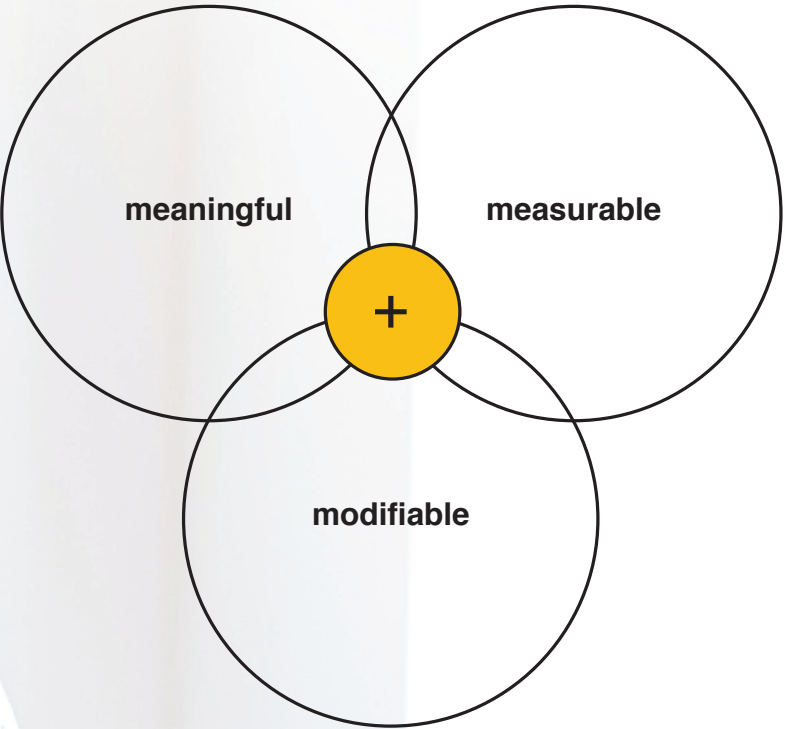
Test results are combined into a composite PUSH Score, based on scientifically objective metrics. PUSH Scores and incentive payouts are tracked on a secure web portal, with individualized messaging and resources to help participants evaluate their current status and take action to reach their goals.

The PUSH Score

Meaningful wellness factors that demonstrably affect the well-being of your employees and their productive contributions to your business.

Measurable results that are proven to accurately assess and motivate improvement.

Modifiable behaviors that put participants in control of their progress and ensure fairness.



right five focus

- weight
 - blood pressure
 - cholesterol
 - smoking
 - fitness
- +
PUSH SCORE

PUSH Strengthens Your Business

Healthier, happier employees are more productive and save your company on health-related costs, including sick days, absenteeism and disability.

PUSH is the only wellness program that maximizes behavioral economics – the study of psychological, social, cognitive and emotional influences on the behaviors of individuals and groups.

With PUSH, you get frequent reports based on de-identified aggregate data, so you can see how your employees are progressing and the total incentive payouts they have earned. You can also see how your company benefits – financially and in human terms – from its investment in the science-based incentives delivered by PUSH for Wellness.

PUSH is the Right Fit

PUSH for Wellness is a fit for any organization, including small and mid-size employers who haven't had access to effective wellness solutions until now.

It can be configured as a stand-alone program or as a complement to other wellness resources. PUSH offers additional program components that make sense for your business and your people.



Remote Assessments.

Allow employees to participate wherever they are via videoconferencing and partner testing locations across the country.



Physician Summary.

We can send a program overview along with individual goals and test results to a participant's primary care physician on the day of his or her visit.



Change Contracts.

Participants can put their funds at stake against a specific goal. If the goal is achieved, they get the funds back. If not, a defined portion is donated to a nonprofit. More than 50 percent of smokers have successfully quit using this approach.



Team Competitions.

Nothing works like teamwork. This tactic goes beyond the individual "Biggest Loser" contest, encouraging both fit and unfit participants to work together for better overall health.




Efficient, Integrated and Secure

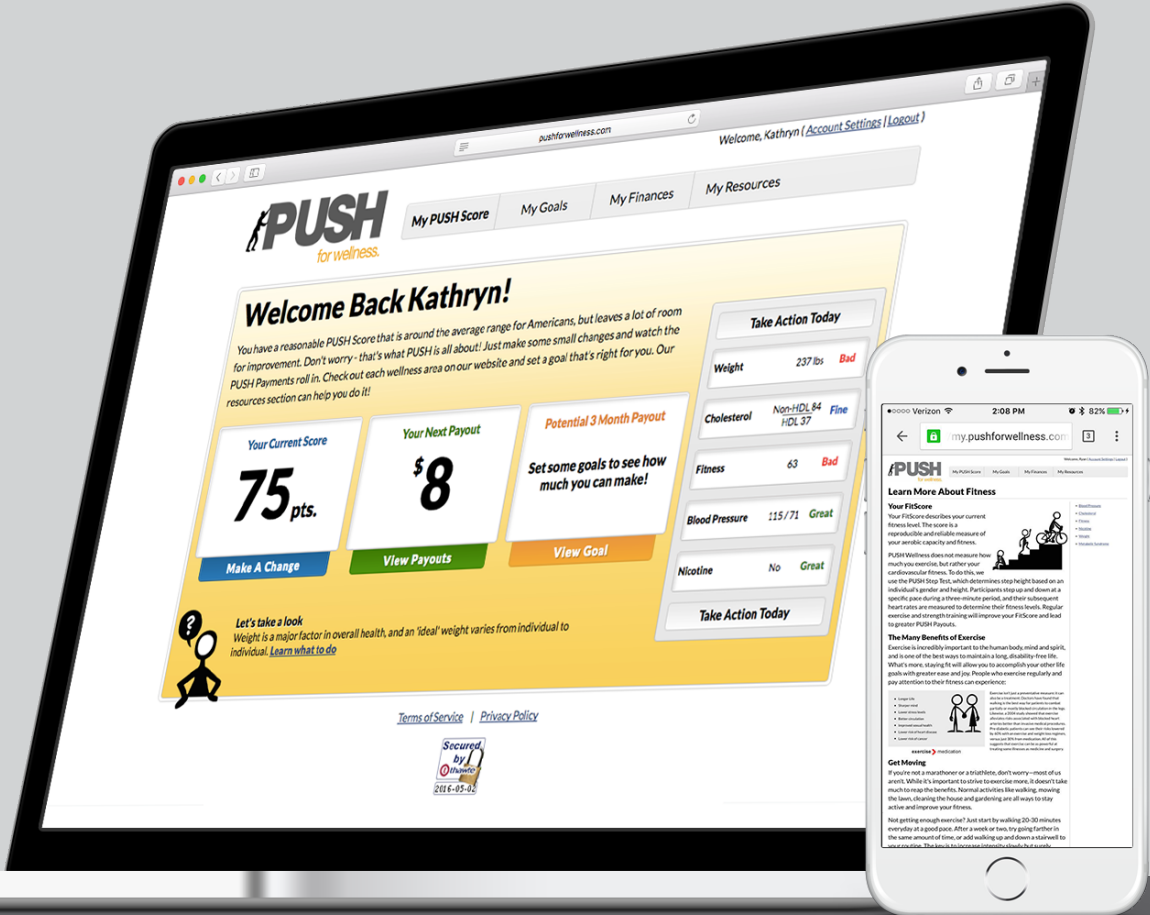
PUSH makes smart use of technology to relieve management workload.

We use automated processes for payroll, mailings, and reports; individualized, algorithm-generated messaging that is constantly tested and refined to motivate participants; and data integration for capture of verified results from testing sites. The result? No additional work for your staff.

Wellness data can even be linked to your health plan administrator claims data to provide insight into the program's effect on your costs and to help you realize lower premiums. PUSH is fully secure, protecting health information in compliance with HIPAA and ADA by using the same authentication technology as online banking systems.

PUSH for Healthier, Happier Employees and a Better Bottom Line

-  **PUSH is Fair** to every employee, from triathlete to couch potato.
-  **PUSH is Focused** on the five meaningful, measurable and modifiable areas where even small improvements can add up to a big difference in wellness.
-  **PUSH is Effective**, with a science-based approach that drives high levels of engagement and improvement.



Talk with us today and learn how PUSH for Wellness can make a measurable difference for your people and your business.



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