

Real change starts from within

Because WellSpark sees each person as the sum of everything in their life, we build the trust necessary to move hard-to-move employees along a path toward a more enduring well.

The difference is our focus on wellbeing, not wellness

An employee struggling with their health isn't just a person with a weight problem or a diabetes diagnosis. They are someone facing numerous challenges—physical, psychological, and social—that become barriers to health. Unfortunately, wellness programs often fail to consider these challenges, so employees are unable to make healthy changes that stick.

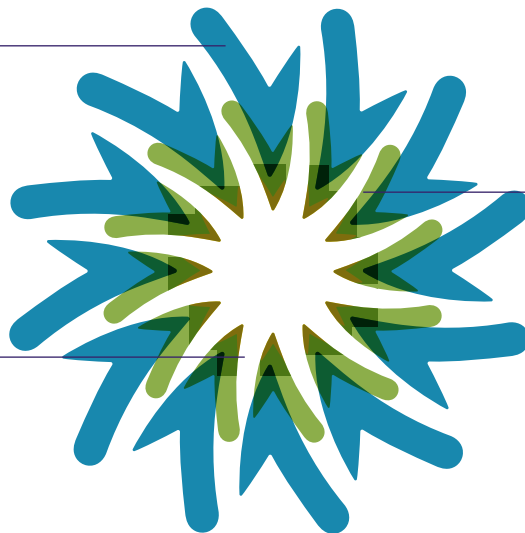
As a wellbeing program, however, WellSpark sees each person's health in totality. Using our life-dimensional approach, we look at each employee through a distinctive biopsychosocial lens, which allows us to uncover the intrinsic motivation they need to address their barriers to health and achieve a more enduring well.

Biological factors

- Chronic conditions
- Lab results
- Medical and surgical procedures
- Prescriptions
- Diet and exercise

Social factors

- Caregiving
- Childcare
- Family relationship
- Legal assistance
- Financial assistance



Psychological factors

- Disease distress
- Addictions
- Post-traumatic stress disorder
- Depression
- Family dynamics
- Societal stressors

Facts about WellSpark

- Serves more than 500,000 members to date, including employees of the state of Connecticut and City of New York.
- Built to address the complex needs of the modern workforce, especially disparate, long-tenured employee populations whose jobs can contribute to poor health.
- Utilizes Silver Fern, a science-backed assessment tool for greater, more constructive engagement and more effective personalized plans.
- Create a culture of health that helps employers solve for a number of business challenges.
 - Increases job satisfaction.
 - Improves productivity.
 - Reduces absenteeism.
 - Lowers healthcare costs.
 - Delivers a more competitive benefits program.
 - Improves Return to Work (RTW)



I recently learned I have type 2 diabetes and my worries just started to snowball. Would I be able to manage it? How will it change my day-to-day? Will it affect my job? My kids? Will I live another five years? I felt paralyzed. But talking through things with my advisor, going through some of the tools they have, I realized I am OK. I am doing the right things, I am taking the right steps, and all this anxiety is normal at first. WellSpark gave me confidence in what I am doing and peace of mind. And I am feeling better every day.

WellSpark Member



WellSpark Diabetes Prevention Program (DPP) has been recognized for exceeding the national averages of traditional CDC programs.



Delivering measurable success

The aggregated results of every program are tracked so that company leadership may see exactly how their investment in employees' wellbeing is paying off. As such, we've been able to prove success both in areas of engagement and in health-related change.



Significant engagement

Significant initial and ongoing engagement for the City of New York's employees.

- **Over 50,000** members completed a preventive visit or Health Risk Assessment in the first five months of the program.
- **Sixty percent** of individuals offered health coaching agreed to engage with a coach.



Improved health

Improved health to help keep Connecticut's at-risk transportation workers on the road.

- **1,246** collective pounds lost.
- **Five percent** of members' starting weight lost on average.
- **Forty-six percent** decreased A1C levels by .5% or more.

To learn more about WellSpark, our life-dimensional approach to employee wellbeing or our programs, please call 1-877-224-7350 or email info@wellsparkhealth.com

WellSpark programs are intended to impart nutrition, fitness and wellness information. It is not a substitute for professional medical advice, diagnosis or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition. Never disregard or delay medical advice based on your participation in a program. If you think you may have a medical emergency, call your doctor or call 911 immediately.

Real change starts from the inside, out

Help 364 is a year-long program that puts your total health in the context of your life, so that you can confidently self-manage your chronic conditions and achieve goals such as losing weight, decreasing stress and lowering A1c levels.*



Program overview

Nurse educators will take the time to listen to your concerns, identify what you are doing well and where you may need support, introduce stress coping skills, and help you manage barriers that are keeping you from improving your health. Below is a sample program schedule, but keep in mind we work around a schedule that meets your needs.

- **Phone sessions every two weeks** for the first three months to discuss a plan and set personal goals.
- **Phone sessions spaced further apart**, depending on the level of support you want, for the remainder of the year so you have time to work on your goals, with support just a phone call away.
- **6-month and end-of-year check-ins** to celebrate your accomplishments.

- **Group classes** throughout the year so you connect with coworkers, share experiences and get encouragement. Some group class offerings are:



Mind/Body Approaches to Living Well with Diabetes



Diabetes Myths vs. Facts



Exercise – Small Moves, Big Difference



Mindful Eating



Staying Motivated



Challenging Your Gremlin – Challenging Negative Automatic Thoughts to Reduce Stress & Improve Coping

Get rewarded for your commitment

- **Earn a \$50 Amazon gift card** for completing an initial call with your WellSpark nurse educator, as well as submitting a diabetes assessment and your HbA1c results.
- **Earn an additional \$100 Amazon gift card** by submitting your second diabetes assessment and HbA1c results toward the end of the program.

Guidance every step of the way

WellSpark's nurse educators are here for you every step of the way, with information, guidance, and support to help you overcome your personal barriers to health and achieve your goals.



Meet your nurse educators



Elise

- Nurse educator
- 10+ years

Hi! My name is Elise, and I am a nurse educator for WellSpark Health. Nursing has been my passion for more than 10 years, and I know how visiting a doctor or speaking about your health might be a very scary situation for you, especially if feeling pressed for time. That's why I strive to make your experience with me different. First and foremost, **I want to get to know YOU! What is your "WHY?"** What are the challenges you face? Then we'll work together to achieve your best you; not by unattainable directives, but by understanding your lifestyle, culture and all other nuances that will assist me in helping you live a healthier lifestyle.



Giuseppina "Pina"

- Nurse educator
- 12+ years

Hey there! My name is Giuseppina, "Pina" for short, and I am a nurse educator for WellSpark Health. My passion for nursing sparked when I was a child, having gone through a family experience and realizing this is exactly where the future would lead me. **My first and foremost goal is to get to know you; building a rapport is crucial to me so that we can embark on this journey together.** I want to explore what your drive is, what is your spark for change? This is your "why" factor that will help us navigate through the challenges and struggles together, embracing baby steps that move you toward healthy, long-term lifestyle changes.

Get a jumpstart on the program

To get yourself ready for the start of Help 364, we've included a simple, healthy recipe that's both flavorful and filling that you can make at home. We also encourage you to check out some of the articles on the WellSpark Health blog. Two of our recent favorites are listed below, but you can read any of them by visiting <https://blog.wellsparkhealth.com/>

Healthy tips to get going

- [Five simple tips for getting a better night's sleep](#)
- [10,000 steps a day – does it add up?](#)

Recipe



Shrimp marinated in lime juice and Dijon mustard (makes 8 servings)

Ingredients

- 1 medium red onion, chopped
- 1/2 cup fresh lime juice, plus lime zest as garnish
- 2 tablespoons capers
- 1 tablespoon Dijon mustard
- 1/2 teaspoon hot sauce
- 1 cup water
- 1/2 cup rice vinegar
- 3 whole cloves
- 1 bay leaf
- 1 pound uncooked shrimp, peeled and deveined (about 24)

Directions

1. In a shallow baking dish, combine the onion, lime juice, capers, mustard and hot sauce. Set aside.
2. In a large saucepan, add the water, vinegar, cloves and bay leaf. Bring to a boil and add the shrimp. Cook for 1 minute, stirring constantly. Drain and transfer the shrimp to the shallow dish containing the onion mixture, making sure to discard the cloves and bay leaf. Stir to combine. Cover and refrigerate until well-chilled, about 1 hour.
3. To serve, divide the shrimp mixture among individual small bowls and garnish each with lime zest. Serve cold.

Nutritional analysis per serving

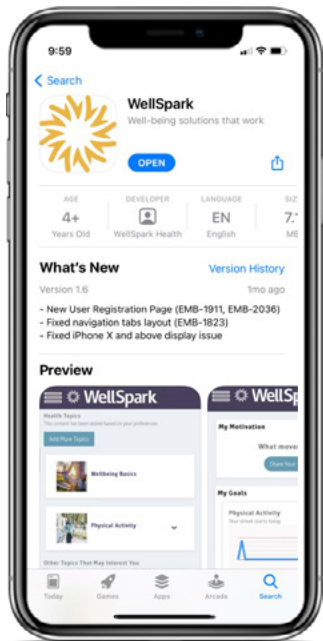
Calories	60	Sodium	182 mg
Total fat	Trace	Total carbohydrate	3 g
Saturated fat	Trace	Dietary fiber	0.5
Trans fat	Trace	Total sugars	1 g
Monounsaturated fat	Trace	Added sugars	0 g
Cholesterol	91 mg	Protein	12 g

How To Download the WellSpark App - Create an Account

Just 4 easy steps then you're on your way to better health...

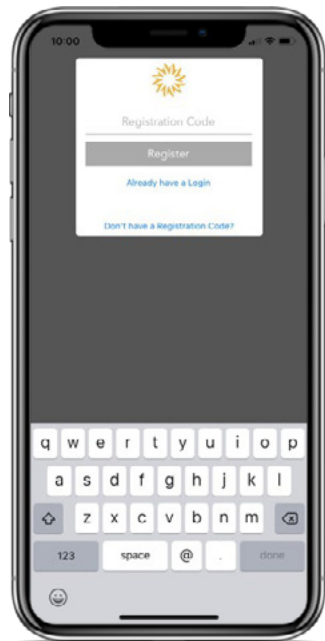
Step 1

Download the WellSpark App.



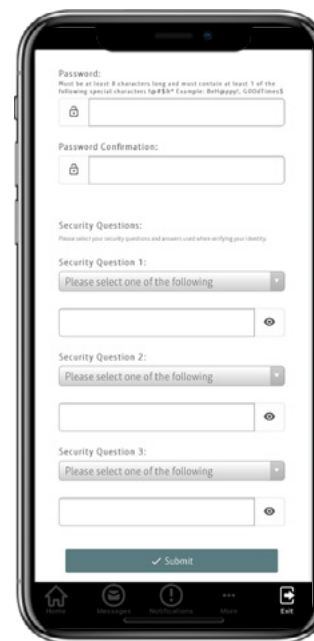
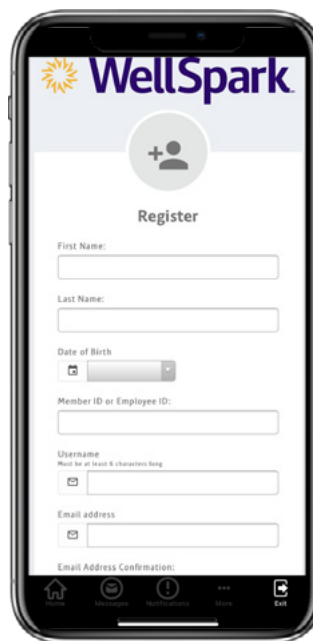
Step 2

Enter "WellSpark" in the Registration Code field.



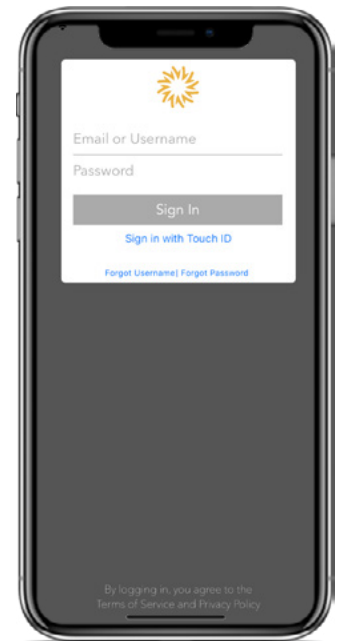
Step 3

Enter your personal info and your member ID from your medical insurance ID card, set up a User Name and Password, then choose your security questions. Hit Submit when done.



Step 4

Sign In to your account using your Email/User Name or Sign In with Touch ID.



ENVISION A CULTURE OF WELLBEING

The fastest way to drive results with wellbeing is to think *outside* of HR, benefits, and total rewards teams. Change happens when culture – and leaders – support healthy behavior. Can you **envision** wellbeing integrated into your company's DNA?

WellSpark's Advisory Practice helps companies shift from traditional wellness programs to innovative wellbeing solutions that permeate the entire organization.

HELP US UNDERSTAND YOUR PEOPLE PRACTICES

Through a guided conversation, we'll use high-mileage questions to dig into people and culture concepts that are integration points for wellbeing strategy, all with the intent to engage employees toward a more enduring well. We ask questions like:

- **How would you describe** your employee population to someone who doesn't know anything about your company?
- **What strategies** are currently working for driving behavior change within your employee population?
- **How do your leaders** behave under pressure?
- **What social and professional "norms"** exist that drive behavior within your company?



GET A CUSTOMIZED PLAN FOR CULTIVATING A CULTURE OF WELLBEING

After the guided conversation, you'll receive a customized Envision Wellbeing Blueprint, which contains a highly-actionable plan aligned with your company's people strategies. **Envision** a life-dimensional focus on improving employees' health, as well as other business challenges associated with wellbeing.

PHASE 1: It's Almost Time to Get in the Game				
ACTION	DETAILS	TIMELINE	DECISIONS MADE BY SETBACK	OWNER
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR


PHASE 2: Game On				
ACTION	DETAILS	TIMELINE	DECISIONS MADE BY SETBACK	OWNER
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR

PHASE 3: Overtime (evaluate Summer 2022)				
ACTION	DETAILS	TIMELINE	DECISIONS MADE BY SETBACK	OWNER
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR

PHASE 2A: Game Continues				
ACTION	DETAILS	TIMELINE	DECISIONS MADE BY SETBACK	OWNER
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR
Wellbeing Strategy	Wellbeing Strategy Development	Q3 2022	Wellbeing Strategy Development	HR

Talk to an Advisory Practice Lead to arrange your organization's unique experience.





Being at risk for type 2 diabetes can be overwhelming. But we'll help you take control.

WellSpark's Digital Diabetes Prevention Program helps you reduce and manage your risk of type 2 diabetes, by getting to the heart of your health.

You are eligible to enroll in the Digital DPP if:

- You have had a fasting glucose blood test result of 100-125 mg/dl in the past 12 months, or
- You have had a hemoglobin A1c test result between 5.7 and 6.4%, or
- You score 5 or more points on the CDC-approved prediabetes risk test.
- Please note, if you have type 1 or type 2 diabetes, have a body mass index (BMI) below 25 or are currently pregnant, you are not eligible for the Diabetes Prevention Program, but you may be able to receive support from other WellSpark programs or your primary care physician.

- Make changes that reflect your life, with a 12-month program that follows the CDC's diabetes prevention curriculum.
- Find strength and encouragement in an all-digital classroom environment, participating with coworkers in group challenges and conversations.
- Learn about positive health strategies, ranging from the importance of sleep and understanding carbs to managing stress and tracking your meals.
- Collaborate with a credentialed wellness coach to get a comprehensive understanding of your health as you learn about reducing your risk of type 2 diabetes.
- Complete specialized, science-backed assessments, such as Silver Fern, which identify and measure the physical, social, and emotional challenges that are keeping you from being well.
- Communicate with your wellness coach in a way that works for you, either by telephone, mobile app, or via desktop.
- Choose additional lifestyle coaching to maintain momentum, receive as-needed support and achieve success.

To access MySpark CentralSM complete the following:

- Sign in to the secure member website at my.wellsparkhealth.com
- Click "Start" on the right sidebar to launch the Prediabetes Risk Assessment
- First time registering? Complete your one-time registration and you'll be ready to go. Click "Or Click Here To Register" and complete all the required fields. You will need your insurance member ID number when registering for the first time.

Be sure to download the WellSpark Health app from the App Store or Google Play!



SCAN ME



Our Implementation Process:

Welcome to the WellSpark Health Help 364SM Diabetes Management Program!

Your dedicated Client Success Team will work with you to design and implement a successful engagement program for your eligible participant population. At the start of the implementation process, WellSpark Health will ask for various data. Access to this data will help us in three primary ways:

- Ensure all potential eligible participants are identified in an ongoing basis
- Create a personalized participant experience to improve health metrics
- Demonstrate value and optimize your return on investment (ROI) and value of investment (VOI) for your participants

Creating a 360-degree view of a participant's health

On your behalf, the WellSpark Team will interact with your health benefit related vendors to obtain and share data to support a cohesive, 360-degree view of the participant care experience. WellSpark's existing partnerships and best practices in data-integration management simplifies the implementation process to minimize demands on your time. WellSpark is fully HIPAA-compliant so you can be assured that participant privacy is protected.

Four easy steps to kick-off implementation

We have established four easy steps to kick off implementation:

Step One: Identify the Eligible Population

Step Two: Personalize the Program for Engagement and Outreach

Step Three: Unlock and Solve the Biopsychosocial Health of the Participant

Step Four: Optimize the Return on Investment with Performance Success

In just a few short months, we'll have a new program launched and ready to go. It's that easy!

We've created this handy implementation guide on the next page to help all parties involved understand our program implementation process and to help manage expectations early on. It is important to us that our clients are happy with their experience from the very beginning, starting with our implementation. Participants can begin using our program as soon as possible with minimal time and effort.

Timeline	Key Actions to Achieve	WSH	CLIENT	PROGRESS
Step One: Identify the Eligible Population:				
Identifying the eligible population is the first step in getting future participants the clinical support they need to successfully manage their HbA1c and avoid costly diabetes-related complications, high blood pressure, neuropathy, episodes leading to emergency room visits, etc.				
	Conduct implementation strategy sessions (typically #3) with client to gather key program components	✓	✓	
	Apply cultural construct to synthesize and align optimal engagement in messaging	✓	✓	
	Start data gathering with specs for claim data feeds	✓		
	Identify clinical sources to feed engines	✓	✓	
	Data sign-off for claims data for people with Diabetes		✓	
	Request 1 year of claim history		✓	
	Request monthly data feeds		✓	
	Require Rx, medical and lab claims data and start the set-up process to get this data intake	✓	✓	
	Conduct WellSpark internal clinical risk stratification to identify participants for telephonic outreach	✓		
Step Two: Personalize the Program for Engagement and Outreach:				
WellSpark will request access to participant contact information to develop and disseminate targeted outreach campaigns that engage potential participants and streamline onboarding.				
	Clinical Team telephonic outreach	✓		
	Direct mail	✓		
	Email	✓		
	HR Announcements	✓	✓	
	Virtual open enrollment	✓	✓	
	Virtual benefit fairs	✓	✓	
	Virtual education seminars	✓		
	On-going on-site events post Covid-19			
Step Three: Unlock and Solve the Biopsychosocial Health of the Participant:				
People with Diabetes have varying levels of knowledge regarding consequences of elevated HbA1c or awareness of the steps they can take to manage their condition. Diet, exercise, medication and lifestyle choices are the cornerstone of diabetes management. Not following clinical treatment plans is perhaps the biggest hurdle to controlling daily blood glucose levels and fluctuations.				
	Conduct comprehensive assessment based on protocols established by the American Diabetes Association & the Association of Diabetes Care & Education Specialists	✓		
	Apply Behavior Diagnostic modules to unlock psychosocial barriers and identify social determinants of health	✓		
	Determine gaps in care using evidence-based care recommendations	✓		
	Educate and apply motivational interviewing with content on: medication knowledge, diet, nutrition and exercise	✓		
	Support agnostic glucose medication management and monitoring, with insulin therapy and diabetes distress diagnostic tools	✓		
	Develop personal strategies for success and self-management sustainment	✓		
	Source community resource & referral or vendor benefit related services when applicable to participant stressors	✓		
Step Four: Optimize the Return on Investment with Performance Success:				
The prelaunch data is critical to performing an ROI analysis, as the data serves as a benchmark against future healthcare costs. <i>The WellSpark return on investment model assumes 3 year horizon and 50% or more of WellSpark participants lowered average HbA1c reduction of 0.6% - 1.6% in first 12 months of program.</i>				
	Identify reporting and program objective strategy session with client to validate ROI and VOI metrics and frequency	✓	✓	
	Track short term benefits such as reduced symptom burden and greater functionality with participant activity engagement	✓		
	Track long term cost containment with avoidance of emergency room visits, hospitalization, FMLA	✓		
	Track administration of behavior diagnostic modules assessment pre and post	✓		
	Track and report on pre and post HbA1c	✓		
	Conduct participant satisfaction survey of Help 364 SM Diabetes Management Program	✓	✓	

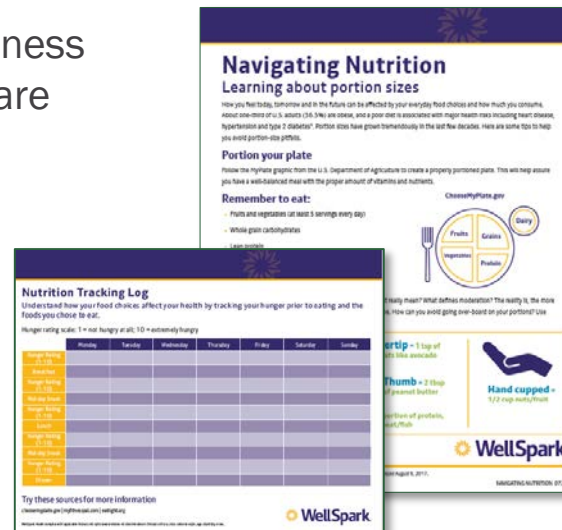
How We Engage Our Participants

A Multi-Modal Communication Strategy

Throughout the partnership, WellSpark delivers personalized communications that help drive enrollment and activation, and continued engagement with positive outcomes.

These include:

- Integrated campaigns with direct mail, email and print
- Newsletters
- Lunch & learns, health fairs, virtual education seminars and more
- Link arms with vendor benefit partners (Wellness Coaches USA) for collaborative participant care continuum



“

At this point, I can't imagine NOT having a health coach.

Morgan, WellSpark participant



THE JOURNEY TO WHOLE HEALTH: MORGAN'S STORY

In 2019, Morgan realized that while he'd found success and growth in the workplace, the pace at which he had worked for the last 9 years was not sustainable long term. He knew that he wanted to continue to grow but was uncertain about whether he could continue to do so without sacrificing other aspects of life. After seeing the (many) emails from LAZ Benefits about health coaching, Morgan decided to reach out for help, and so began his surprising journey toward whole health, a strong balance of physical, mental, and emotional well-being.

From the initial sessions with Cathy Carney, he quickly realized that health coaching was not just about diet and exercise and, in fact, their focus was on a lot more than eating well and going to the gym. "It just wasn't what I expected – in a really positive way," says Morgan. Throughout the last 12 months, Cathy has helped Morgan with the physical manifestations of stress – anxious thoughts, not sleeping well, low energy and gut issues. She has gently guided him to recognize that, to sustain a lifestyle driven for results, taking care of his whole health was essential (and that meant more than just eating broccoli).

With Cathy's help, Morgan implemented a meditation practice in 2020 and this has had a major impact. Although it was a challenge at first, through the practice of being present he started to realize that many of the challenges he faced at work were the result of him moving too fast and not being intentional. This new focus on being present and with intention has improved his life dramatically. Even a year later, Morgan still finds himself surprised at how calm he feels at work at times.

In addition to his work with Cathy, Morgan also started working with a therapist weekly to help him manage his stress and anxiety more productively, and to guide him as he supported his wife during a significant loss. Now, Morgan is not only thriving, but after experiencing the impact of these changes has developed a real passion for normalizing the idea of asking for help, especially for mental health. He knows that there are others out there struggling with balancing the COVID impact on life – the pressure of working from home, the stress of new demands – and hopes that by sharing his story, other LAZ family members may be open to asking for help, too.

Morgan says, "Health coaching isn't what I thought it would be and now that I have learned new ways of living, I wonder sometimes what I was thinking not doing this sooner. Cathy and I don't really talk about work, but she impacts it a lot. If I came into this role with only my pre-existing resources, I don't think I could do it long term. At this point, I can't imagine NOT having a health coach and the fact that LAZ offers this resource at no cost to employees is significant."

Morgan, thank you for courageously sharing your story!

To learn more about WellSpark, our life-dimensional approach to employee wellbeing or our programs, please call 1-877-224-7350 or email info@wellsparkhealth.com.

SKILLED, EXPERIENCED SUPPORT

WellSpark's highly credentialed health coach educators and nurse wellness coaches use our life-dimensional approach to develop a complete understanding of each person's physical, mental, and social situations, and move participants toward a more enduring well.



PROFESSIONAL CREDENTIALS

Health Coach Educators

- **NBC – HWC:** National Board Certified Health and Wellness Coach
- **CHES/MCHES:** Certified Health Education Specialists or Master Certified Health Education Specialists
- **CBT:** Cognitive Behavior Life Coach Certification
- **CHC:** Certified Health Coach
- **MI:** Motivational interviewing – an in-house ongoing development and education program to sharpen and reinforce key skills and use in coaching practice
- Many of our coaches hold post-graduate degrees in a variety of disciplines, including public health, nutrition or exercise science

Nurse Wellness Coaches

- **RN:** Registered nurse, with most nurses having licensure in multiple states
- **CDE:** Certified Diabetes Educator
- **CBT:** Cognitive Behavior Life Coach Certification
- **MI:** Motivational interviewing – an in-house ongoing development and education program to sharpen and reinforce key skills and use in coaching practice
- Majority of our nurse wellness coaches have also completed health coach training via Wellcoaches



WELLSPARK PRODUCT CATALOG

2021 – 2022

Table of Contents



 Our Spark	03
 Coaching	04
 Worksite Wellness	06
 Culture Integration	07
 Learning	08
 Support	11

Our Spark

Why WellSpark?

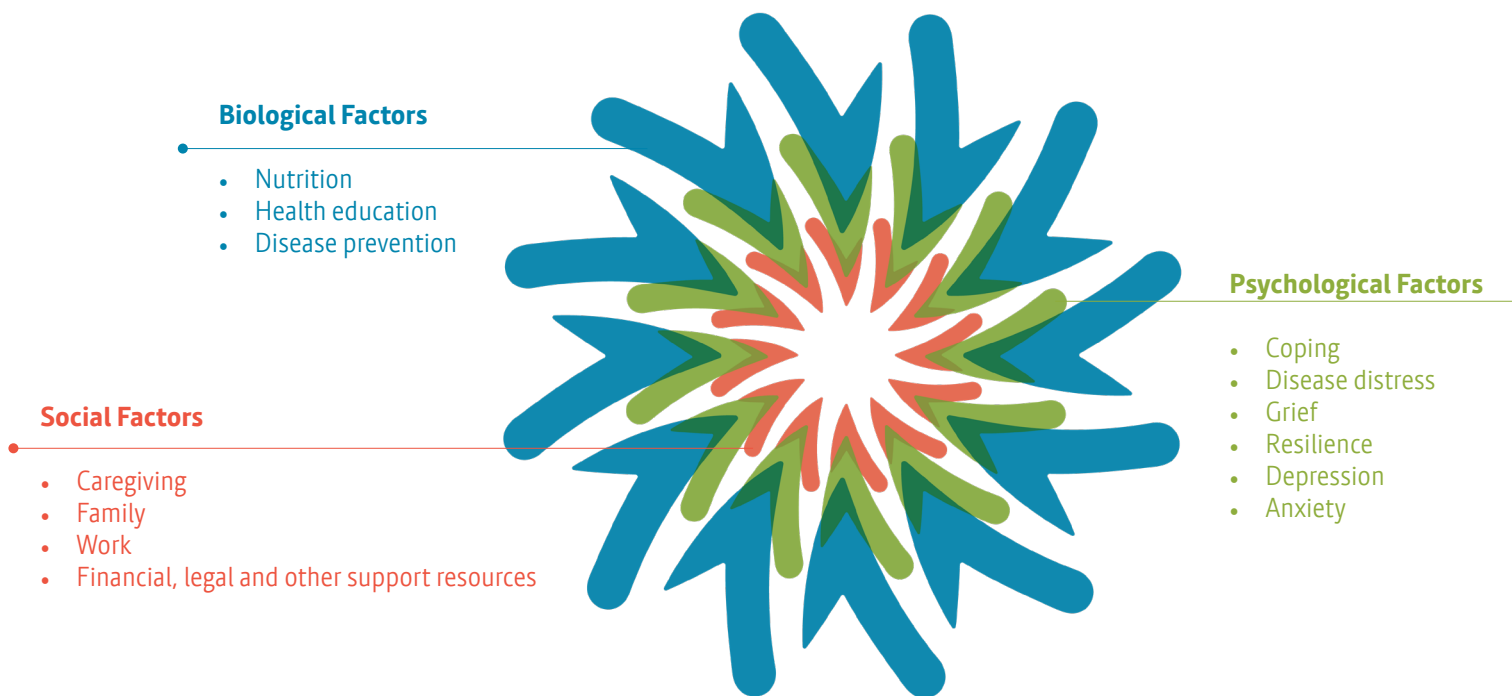
Healthcare is only a small percentage of a person's total wellbeing. In fact, 80% of someone's wellbeing comes from non-healthcare-related factors* and the COVID-19 pandemic has only intensified the need for total-person health. Traditional wellness solutions address specific behaviors, issues or circumstances related to an individual's health. But the barriers that prevent people from making lasting change – things that likely fall into the other 80% - often go unaddressed. It's time for a new model focused on:

- + Culture, diversity, mental and emotional wellbeing
- + Engaging all employees, not just those enrolled in health plans
- + Removing barriers that prevent employees from making lasting change

Change happens when culture – and leaders – support healthy behavior. The question is... is your company ready for change?

The Power of the Life-Dimensional Approach

Everything we do at WellSpark is delivered through the life-dimensional lens. We believe that taking time to really understand the sum of everything in a person's life - biological, psychological and social factors – we unlock the barriers that prevent lasting change.



*Source: Institute for Clinical Systems Improvement. Going Beyond Walls: Solving Complex Problems, 2014

Health Coaching for Life

What? Using our life-dimensional approach, WellSpark coaches work with participants to gain insight and motivation to help move them toward a more enduring well. All of WellSpark's coaches are highly credentialed and trained in the areas of behavior change psychology and motivational interviewing, and they use cognitive behavioral coaching techniques to help participants make forward progress. Coaches use a variety of digital tools, assessments, and resources to maximize and measure participant success.

Who? Anyone! Coaches work with participants on a variety of topics, such as weight loss, sleep, diet, exercise, stress, emotional health, anxiety, coping skills, burnout, and work-life balance.

How? Participants communicate with their coaches via secure messaging and sessions happen by phone, video or, for employers who prefer, onsite. When needed, coaches refer participants to their employer's benefit options and/or community resources, as well as hold them accountable for taking action to improve their wellbeing.



Help 364

What? WellSpark nurse wellness coaches leverage the  life-dimensional approach  to help participants make lifestyle changes to effectively manage their chronic conditions. These highly skilled nurses help participants identify gaps in care, as well as make behavior changes that move them toward a more enduring well.

Who? For people living with and managing a chronic disease, such as diabetes, heart disease, heart failure, asthma, chronic obstructive pulmonary disease (COPD), high cholesterol, and high blood pressure.

How? Participants communicate with their coaches via secure messaging and sessions happen by phone, video or, for employers who prefer, onsite. Nurses review medical and pharmacy claims data (when available) and refer participants to their employer's benefit plan options and/or community resources as needed to ensure they are getting the best possible support.



SparkSocial Group Coaching Experiences

What? SparkSocial programs provide a sense of community, peer support, social accountability and shared experiences, making them the perfect alternative (or complement) to individual coaching or other wellbeing programs. Designed for today's workforce – busy and on-the-go – SparkSocial programs are accessible in small bites that drive big results. Every program is aligned to measurable outcomes from WellSpark's  life-dimensional  wellbeing assessment and coaches follow up with participants one-on-one between sessions to encourage forward progress. We keep groups small enough to ensure we can effectively influence lifestyle changes that will make an impact. Clients can select from one of our pre-developed SparkSocial programs – like Navigating Burnout, Supportive Weight Management and Living Well with Chronic Disease – or customize based on the needs of a workforce.

Who? Anyone! Coaches work with participants on a variety of topics, such as weight loss, sleep, diet, exercise, stress, emotional health, anxiety, coping skills, burnout, and work-life balance.

How? Facilitated by a WellSpark Nurse Wellness Coach or Health Coach Educator, participants are encouraged to engage in meaningful conversation, and at the end of every session, commit to taking action. Participants can expect a blend of on-demand podcasts, videos, assessments, and reading; brief virtual (or in person) sessions, and one-to-one support.

Diabetes Prevention Program

What? In this 12-month program, WellSpark's credentialed health coach educators work with participants individually and in groups to improve lifestyle behaviors that impact their risk for diabetes. By the end of the program, participants will have made lasting changes toward a more enduring well. Following the CDC's diabetes prevention curriculum, and infusing the WellSpark  **life-dimensional approach** , participants learn valuable tips and gain meaningful insight into how lifestyle behaviors impact overall health.

Who? The program focuses on those who have prediabetes or are high risk. People are not eligible if they are: pregnant, have a diagnosis of diabetes (type 1 or type 2) or have a BMI of less than 25 (or 23 if they self-identify as Asian-American).

How? The program is offered in three formats:

- **Digital:** entirely online through the MySparkCentral app, participants get reinforcement through live and on-demand group and individual coaching, as well as health-focused videos, challenges, and guided goal setting.
 - **Onsite:** in-person classroom learning environment, participants experience social accountability and camaraderie with group challenges, lessons and meaningful interactions.
 - **Occupational:** entirely online through the MySparkCentral app, participants have a customized experience uniquely created to support the realities of being in the transportation industry.
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The SparkHealth Digital Experience on MySparkCentral

SparkHealth is a digital wellbeing experience that gives employers the flexibility to create unique digital programming that supports the move from traditional wellness to a company culture of wellbeing. Working with a skilled Wellness Account Manager, clients are presented with options to build the digital experience that makes the most sense for their employees to help ensure that no individual falls through the cracks. With capability to track and report utilization, employers can expect to collaborate with their Wellness Account Manager to define key performance indicators to measure success and deliver programming within an employer's budget. Possibilities include:

- + A secure, confidential health assessment
- + Participant tracking of activity through a device (such as Apple Health, FitBit or Garmin) or manually
- + Setting and tracking goals
- + Manual tracking (or seamless integration) of biometric outcomes
- + Capability to run up to four challenges each year*, all aligned to the WellSpark life-dimensional approach
- + Customized incentives and rewards program, including seamless rewards distribution through WellSpark's integrated partner, BenefitHub
- + Tracking of customized compliance requirements for medical premium discounts, rebates or HRA contributions, such as completion of preventative screenings, tobacco attestation or health coaching
- + Scheduling and secure messaging (through email and text) with health coach educators and nurse wellness coaches
- + A robust catalog of videos and interactive learning experiences across on WellSpark's [life-dimensional approach](#)



Biometric Screening

Want to provide a biometric screening opportunity - allow WellSpark to help. WellSpark account managers are well versed in assisting to set-up biometric screenings events, no matter the modality. We can work with you to arrange an on-site screening event for your workforce - assisting in everything from the planning, to coordinating logistics with the vendor as well as managing reporting and billing. Have a wide-spread or transient workforce - have WellSpark set-up a biometric voucher program for you. Allow our account managers to work with our choice vendors so that your employees can get their screening when it is convenient to them, using one of the many brick and mortar locations available nationwide.

*More challenges available for an additional fee.

Envision WellBeing Blueprint

The fastest way to drive results with wellbeing is to think outside of HR, benefits, and total rewards teams. Change happens when culture – and leaders – support healthy behavior. WellSpark uses the Envision WellBeing Blueprint process to build a plan that gives employers a place to start to drive meaningful change. Through a guided conversation, we use high-mileage questions to dig into people and culture concepts that are integration points for wellbeing strategy, all with the intent to engage employees toward a more enduring well.

After that guided conversation, we share a customized Envision Wellbeing Blueprint, which contains a highly actionable plan aligned with a company's people strategies. Envision a  life-dimensional  focus on improving employees' health, as well as other business challenges associated with wellbeing.



Activation

Every organization's wellbeing engagement support is unique. That's why we created the WellSpark Activation Experience. Customized for each client to maximize engagement in WellSpark's programs, Activation is a must-have for employers who want to move from traditional wellness to culture of wellbeing. WellSpark experts pull from a variety of options when they build a company's Activation Experience, uniquely designed to ensure we deliver programming within an employer's budget. This can include things like:

- + Claims and eligibility file feeds directly from health plan carrier(s)
- + Detailed stratification of risk and recommendations based on historical claims
- + Communication plan, detailed calendar, and suggested content
- + Customized communication pieces such as emails, flyers, text messages, short videos, social posts, and employer-specific templates
- + Unique wellbeing brand design
- + Proactive outreach to employees based on claims risk
- + Strategy, ideation, and consultation
- + Surveys and assessments
- + Digital implementation and annual configuration updates
- + Monthly, quarterly standard reporting
- + Custom reporting for incentives or specific metrics that are defined during implementation

Leadership Workshops

Change happens when culture - and leaders - support healthy behaviors. WellSpark's leadership workshops are designed to help managers at all levels learn the fundamentals for making wellbeing a priority. All of this without compromising business outcomes!

WellSpark 101: Understanding the Part You Play in Wellbeing

In this workshop, executives share perspective about why they are putting focus on supporting employees physical, psychological and social wellbeing. During the session, WellSpark introduces you to the basics of what you need to know, including what to expect and how you can support the work. Prepare to play a game! This is not your average presentation.

Work and Life Balance 2.0: A Shift to Whole Living

Most of us could work 24/7, 365 and still not have enough time to get our work finished. As a result, the quest for work-life balance never stops and, in many cases, causes more stress and frustration. Learn why it is important to make a mindset shift from work-life balance to whole-living, how this shift can improve performance and techniques you can implement to help yourself and others live (and work) in a more balanced and authentic way.

Bringing Human(s) Back to Work: Small Actions that Drive Big Impact

At a time when technology is an integral part of how we interact, it's becoming increasingly important for leaders to focus on human connection. Disconnected employees, who are overly-connected through technology, need to know that they are heard, understood, valued, recognized and appreciated. But, the "usual" employee recognition programs are not what people crave. Take away a list of simple ideas for how to make subtle changes to drive much more powerful results.

Let Your Gut Be Your Guide: An Intro to Intuitive Leadership

Tapping into our sixth sense, intuition or gut instinct is an influential leadership practice that can unleash a whole new level of potential. When leaders leverage this power, it encourages others to do the same. The result? Improved connection and well-being. When employees are empowered to do more of what "feels right," companies reap the benefit of better results. See the data on intuition for yourself and leave with actionable ideas for tapping into it.

This series of short, interactive eLessons is designed to live in a client's learning management system as an additional wellbeing "touch point" for employees engaged in WellSpark's programs. The eLessons are delivered in SCORM format, run less than five minutes and can be taken in any order.

Setting (and Keeping) Boundaries

Too often the desire to help and please others, or avoid conflict, comes with personal sacrifice and, in many cases, compromises well-being. Setting (and keeping) boundaries is one of the most effective ways to protect yourself from burning out. Discover easy-to-implement practices to build your boundary-setting muscle.

Navigating (Too Many) Competing Priorities

Demands at work and home, coupled with a constant onslaught of technology and media, can be emotionally and physically draining. It's nearly impossible to tap into your "whole self" when you're pulled in too many directions. Get actionable ideas to help you manage daily demands.

The (Inner) Struggle for Control

Having a clear sense of what you can (and can't) control is a foundational principle for inner calm. Learn about the locus of control and a simple communication formula to help you stay grounded.

(Quick) Tips for Managing Time

Being pressed for time can cause elevated stress levels. Although we can't make more time, we can manage our time more effectively with these simple practices.

The (It's Not Personal) Gift of Feedback

When we shy away from telling people how we really feel, it can fuel conflict, resentment and contribute to unnecessary stress. Use these techniques to create a safe space, for yourself or your team, for giving and receiving feedback so that team dynamics don't become personal.

Finding Your (Confident) Voice

Is having something to say, but not saying it keeping you up at night? Bottling up your thoughts, feelings and emotions is a sure-fire way to combust. Consider thought-provoking questions about what might be preventing you from finding your voice and take away actions to help you reclaim it.

Avoiding (the Flames of) Burnout

You may have heard a lot of buzz about burnout. But, do you know what to do to ensure you don't end up down in flames? Collect concrete ideas for how to tap into your body's signals, along with what to do when you hear them.

Bringing Human(ity) to the Moment

People being disconnected from each other and overly connected through technology may be missing important moments to be heard, understood, valued, recognized and appreciated. Here's how to take small steps toward bringing human(s) back to work.

Well-being Practices for Leaders

On top of competing demands and priorities, today's leaders are forced to support hybrid/remote workforces during a highly stressful economic, political and social time. Now, more than ever, leaders need resources for cultivating a sense of well-being that require little time and effort but make a big impact. Uncover how to focus on employee well-being in a post-pandemic work environment. This course is best used as an introductory prerequisite for workshops.



Worksite Wellness Seminars

Choose from more than 25 topics, all aligned to the WellSpark

 **life-dimensional approach** , to meet your population where they are with what they need. Seminars are delivered by subject matter experts, with employers choosing if in-person or virtual delivery would best for their populations. Our Wellness Account Managers can provide more information.



Healthy Cooking Demo

Food is often equated with fun, family, and friends, but it can be a challenge to understand where healthy food fits. Let WellSpark host a lively demonstration to show cooking can be fun, engaging, and healthy. Leveraging credentialed subject matter experts, we collaborate with you to meet your population where it is, considering their culture and habits. Attendees get to witness the creation of healthy recipes, cooking methods and ingredients used, plus taste the result (if the demo is delivered in person).



Colon Cancer Onsite Display

Bring colorectal cancer prevention to life with this interactive, walk through experience. Although the US Preventive Services Taskforce recommends screening for colorectal cancer begin at age 50 for most adults, education can begin at any age. Touch and see what a healthy colon lining looks like versus benign, cancerous, polyps and other ailments. This experience reinforces the importance of colorectal cancer screening and awareness.



Implementation*

We make implementing WellSpark's programs as easy as possible for clients – from making decisions and configuring employees' custom experience to ensuring a seamless transmission of data. In partnership with the WellSpark implementation team, Wellness Account Managers spend the time it takes up-front to ensure that a company's unique needs are heard and understood.



Call Center // Phone and Email Support

Making sure your employees can get help is an important part of successful partnership with WellSpark. Clients have the option for both phone and email support and can select a custom experience (and phone number) or use of the general support center (including email). Either way, employees have world-class service.



Patient Ping

Designed to be paired with Help364, Patient Ping provides real-time notifications or 'pings' related to a population's admissions, transfers, and discharges from clinical care so that WellSpark nurse wellness coaches can outreach in real-time. With the ability to leverage existing relationships with payers and accountable care organizations, or run independently, Patient Ping gives companies peace of mind that their employees have an added level of support.

*For clients who purchase Activation, Implementation is included.



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