

FACT SHEET

Healthways Engage is the industry's first truly integrated prevention program.

Building a culture of healthy behavior

Healthcare costs increasing three times faster than wages or inflation has put significant pressure on insurers, employers, and employees. Actively pursuing a healthier lifestyle, consumers are seeking new solutions and are taking increased responsibility for their choices and results, spending billions of dollars each year on health-related care and support.

Engage is a comprehensive program which encourages and supports healthy behavior for people of all health and risk levels. Engage educates, motivates, and supports people in adopting healthy lifestyles – combining Web, telephone, direct mail, and face-to-face support through community-based fitness centers and healthcare practitioners.

Engage helps each individual member develop a personalized improvement plan tailored to his or her unique needs, based on the member's current state of health and risk factors, behaviors and lifestyle, and psychological and preference factors associated with the change process. Engage then provides each individual with the support, resources, and motivation to successfully reach his or her health goals.

Key components of Engage include:

- Comprehensive healthy living Website
- Health Risk Assessment
- Personal preference assessments
- Free use of a fitness center
- Organized access to Complementary and Alternative Medicine (CAM) and health practitioners
- Smoking cessation program
- Online coaching
- Planning tools for physical activity, nutrition and life skills
- Family (children and teens) support programs
- Online and face-to-face communities of interest
- Telephone-based personal health coaching
- Activity tracking for incentives and rewards



Engage helps build a culture of healthy behavior by providing all employees with the knowledge, planning and support they need to live healthier lives. By improving employee health, employers benefit from reduced healthcare costs, improved employee recruitment and retention, and reduced absenteeism.

PROGRAM BENEFITS:

- Encourages and supports healthy behavior through awareness, knowledge, and planning
- Provides ongoing motivation via online, telephone and face-to-face support planning