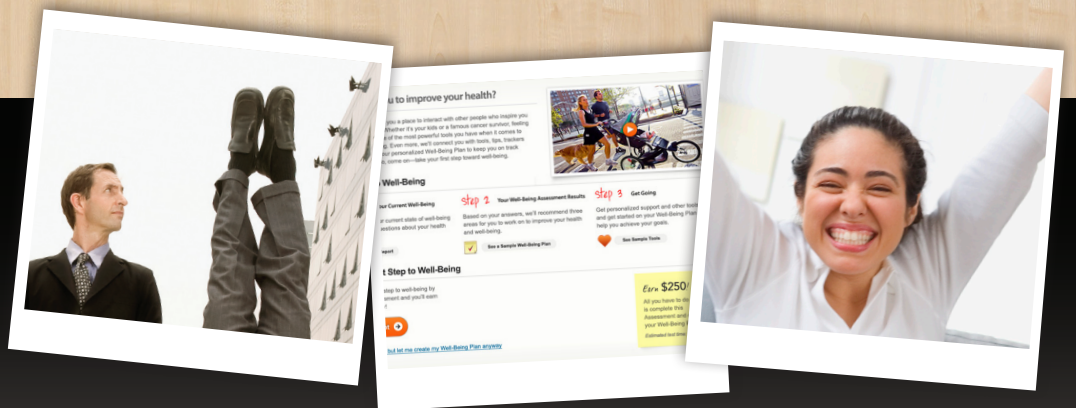


Well-Being Connect Improving Well-Being Online



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Healthways **Well-Being Connect** is a guided online experience that improves individual well-being. Far from a generic information health portal, Well-Being Connect is a personal behavior change application. Users see and explore their own well-being while connecting with peers and health professionals to pursue shared goals. Personal Well-Being Plans and other online tools create and strengthen healthy behaviors.

Well-Being Connect combines leading consumer engagement strategies with deeply embedded behavior change science. Through our mobile app **wellbeingGO**, individuals on the move keep well-being efforts going in the right direction.



Maximizing the effectiveness of online support

Healthways has engaged individuals in health and well-being online for more than a decade. Our QuitNet® tobacco cessation program has become the largest online social community to help people stop smoking.

Early versions of our member web portal offered one-stop access to online tools and health content. We introduced a personalized, interactive experience using best practices in behavior change science. To improve medication adherence, we embedded behavioral economics via dynamic intermittent reinforcement technology, and are currently expanding this system of individualized rewards.

Through MeYou Health, a Healthways subsidiary, we're discovering new ways to create fun web and mobile experiences that encourage healthy behaviors.

Well-Being Connect and wellbeingGO bring a fully consumer-centric design and user experience to our sophisticated online support for customer populations.



Designing with intent

Healthways partnered with Roundarch, a leading web design and development firm in the consumer space, to create Well-Being Connect and wellbeingGO. Our approach emphasizes:

- Personal, actionable goals
- Celebration and acknowledgment of progress, large and small
- Positive connections with others—social support and friendly competition

A warm visual style, simple text, and clear icons invite user interaction. The overall experience helps each person find the inspiration to change. We can easily configure logos, colors, fonts, messages, and reward information to reflect each customer organization and brand.

Ensuring user appeal

Before finalizing Well-Being Connect, Healthways and Roundarch conducted:

- More than 40 hours of one-on-one usability testing with three different groups—diverse populations with diverse health status
- A consumer survey of more than 1,000 participants
- A one-on-one review with multiple Healthways customers

Results guided final product decisions and confirmed Well-Being Connect's assets:

- A theme and design that connects with users and encourages engagement
- Positive, step-by-step guidance
- Easy and intuitive navigation



Guiding personal change

Behind the simplicity of the Well-Being Connect interface is extensive behavior change science, backed by Healthways longstanding partnership with Pro-Change Behavior Systems.

- Well-Being Connect recommends behaviors for each individual to improve— behaviors directly connected to that person's health risks, costs, and productivity.
- Action steps are stage-matched to an individual's readiness to change, considering self-confidence and decisional balance (views on the pros and cons of change).
- Users can focus on the behaviors they are most motivated to change and work on multiple behaviors at the same time. Well-Being Connect optimizes improvement strategies for up to three behaviors, for the greatest overall impact.

A recent randomized, controlled clinical trial found that our combined behavior change programs¹ for stress and exercise, one delivered online and one by phone coaching, significantly reduced behavior-related health risks and improved emotional, physical, and overall well-being.



Integrating efforts

Well-Being Connect is integrated with Healthways clinician information system through our Embrace™ technology platform. Our system continuously updates and synchronizes data. That means with any and every contact, during health coaching interactions and other outreach, we can build on individual work with Well-Being Connect.

Connect with a demonstration of Well-Being Connect and view the benefits of positive change. Contact Healthways.


1. Pro-Change programs as implemented by Healthways. Research under review and pending submission for publication.



Key Functionality

- **Well-Being Assessment:** Assesses health risks, productivity, and metrics of well-being leveraged from the Gallup-Healthways Well-Being Index®. Spotlights areas that are helping and hurting well-being and how individual scores compare to the community's.
- **Well-Being Plan:** Matches recommended behaviors for improvement to individual interest and readiness to change. Uses personal targets and goals to add inspiration. Offers a tailored action list that changes with use over time.
- **Group Support:** Allows users to join interest groups and challenges focused on specific goals and to show and compare progress.
- **Trackers and Resources:** Connects users to tailored, plan-relevant tools such as trackers for exercise, medication, weight, or healthy eating, videos, articles, and more.
- **User Dashboard:** Provides a single interface to guide next steps, view progress, display rewards and incentives, and share messages and reminders.

Stay in touch.

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