

How WebMD ONE Transformed a Life at a Large Health Plan

WebMD
HealthServices



Introducing *My Best Health*, powered by WebMD ONE

Our large health plan client is a leading health insurer trusted by generations of families and businesses. The company is dedicated to enriching the lives and health of its members and the communities it serves.

This client's employees are their most valued asset, and employee health and well-being is a top priority. The client partnered with WebMD Health Services to bring employees the *My Best Health* program, powered by WebMD ONE. Our comprehensive well-being platform gives them the knowledge and tools to make lasting changes to their physical, emotional and financial health.

WebMD's unique approach, using behavioral science to help employees make small, but meaningful changes in their health over time was a key reason the health plan chose to work with us three years ago.

Read on to learn more about *My Best Health*, and experience it through the eyes of a participant who credits the well-being program with a major transformation in her health.



A Focus on Holistic Health

The *My Best Health* program empowers employees to focus on all aspects of their holistic well-being—including physical health, emotional health and financial wellness.



Physical Health

- Onsite health amenities
 - Health center staffed with a Registered Nurse
 - Pharmacy
 - State-of-the-art gym
 - Access to personal trainers and health coaches
- WebMD ONE portal featuring health coaching, wellness challenges, steps goals, condition management programs, Daily Habits and more



Emotional Health

- EAP counseling services
- Onsite daycare facility to ease caregiving challenges
- WebMD Health Coaches trained in stress management



Financial Wellness

- Webinars on financial literacy
- Financial services through the EAP

Incentives Keep People Participating in the Program

Our client wants employees to engage with the well-being program all year long, so they award points for participating in healthy activities. Employees can receive up to \$200 per year for well-being activities like:

- Completing the WebMD ONE Health Assessment
- Getting recommended screenings, like a colonoscopy or prostate exam
- Signing up for health coaching
- Engaging with the community by volunteering, participating in a charity event or donating to a good cause
- Using WebMD ONE's Daily Habits
- Focusing on emotional well-being by utilizing the Employee Assistance Program or other mental health resources
- Attending financial webinars
- Taking healthy actions, like logging weight, BMI or blood pressure
- Participating in physical activities, like step tracking
- Joining wellness challenges
- Attending webinars and health education sessions



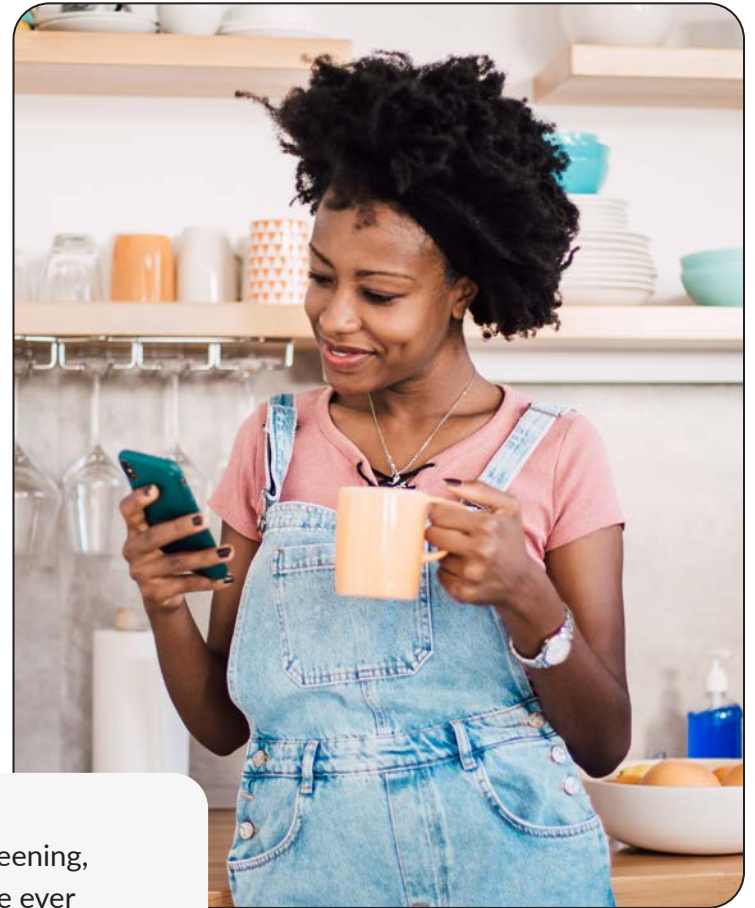
How *My Best Health* Helped Transform a Life

A 26-year veteran employee made a commitment at the end of 2023 to focus more on her health. With the help of WebMD ONE, she's embarked on a transformative journey that has made this year her best yet.

One night, while exploring the WebMD ONE app, she saw a reminder about getting annual health screenings and their importance in detecting health risks before they become a problem. She admits that screenings were never really on her radar, but this information prompted her to make an appointment for a cancer screening.

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I had never seen a dermatologist in my life for a cancer screening, and that appointment resulted in the best conversation I've ever had with a doctor. Without the nudge to make the appointment and the conversation that followed with the practitioner, I would have never been educated on the importance of annual screenings.”



WebMD's Daily Habits: The Key To Success

The cancer screening experience encouraged her to engage with the WebMD ONE platform in other ways. She started using the Daily Habits feature, which prompts users to respond to a daily question about various aspects of their health.

Controlling her asthma was an important goal. The Daily Habits program motivated her to more regularly use her asthma inhaler and her PeakFlow meter, which had previously been collecting dust in her closet.

With her asthma under control, she turned her attention to weight management. The nutrition articles offered in WebMD ONE's Explore & Learn section have been instrumental in transforming her diet and improving her overall health.



From Points to Preventive Care

At first, she engaged with the program to earn enough points to receive the maximum incentive. Then, slowly, with the support of WebMD Health Coaches and the abundance of information on WebMD ONE, looking after her health became something she did because she saw results and genuinely felt better.

Despite the demands of balancing two full-time jobs, she now makes it a priority to schedule her preventive screenings, continues to manage her asthma and her weight, and is looking forward to continuing to engage with WebMD ONE and *My Best Health* to help her make informed decisions about her health.

Helping Employees Focus on What's Important

This employee's story and the *My Best Health* program are proof that when you provide the right well-being tools at the right time and in a way that's personal to the individual, great things can happen. That's the power of a well-being program backed by behavioral science techniques that engage participants and keep them coming back to focus on the aspects of their health that are most important to them.





WebMD **Health**Services

Your **everything** well-being partner.

If you'd like to learn more about how WebMD Health Services can help employees in your organization transform their health and empower well-being in everyone, contact us at connect@webmd.net or [request a demo](#).