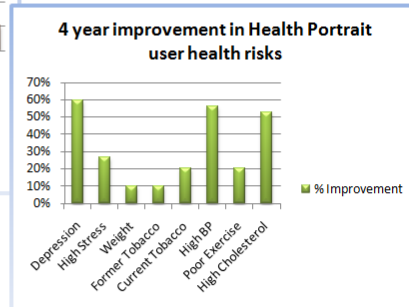
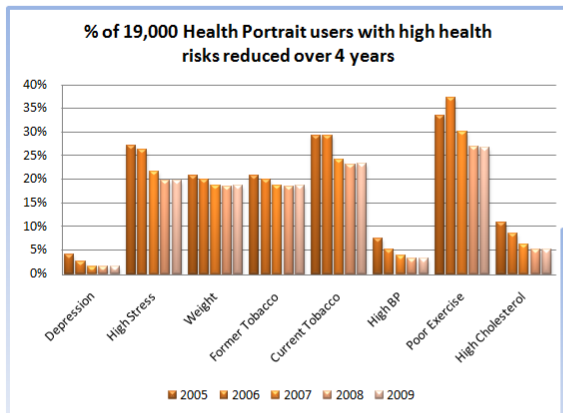


## Customer Case Histories

Medforma's pilot phase of corporate operations yielded definitive health improvement results.

*Definitive Results, 19,000 people* +



**Key Results:**

- 10-61% drop in high risk health behaviors
- 90% would recommend to others
- 83% want to change behaviors
- Previous Companies: Boston Scientific, Thomson Reuters, Pearson, Traut Wells

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Specific Case Study Examples for some of Medforma's customers are on the following pages.

## Corporate Customer A – Medical Device Industry

### *Objective:*

Customer A needed an employee wellness program to educate employees about their health as well as learn about the health needs of its employee population to design effective benefit programs that would reduce overall health care costs to the corporation. Furthermore, the company supported raising awareness of Women's Cardiac Disease and wanted to include such a program in its wellness initiative.

### *Solution:*

Developed and implemented a Health Management Program with several HLRA's, including one general assessment and one specific to Women's Cardiac Disease. Custom program communication materials and incentive program were designed in order to entice participation. Programs were launched online within two months of contracted services.

### *Programs Used:*

- Health, Lifestyle, and Readiness Assessment (HLRA)
- Behavior Change Programs (Health Kits)
- Custom Behavior Change Program Design by Stanford
- Custom Program Communications Materials
- Incentive Program Design
- Management Reports

### *Results:*

A participation rate of 85 percent was achieved using incentive programs developed and administered by Medforma. Aggregate data reports unveiled an exceptionally high obesity rate of employees. Medforma developed and launched a weight assessment program which included calculators for BMI, Caloric Expenditure, Target Heart Rate, Percent Body Fat, etc. Using Stanford's understanding of human behavior, the program gave individual users an eye-opening report that guided them to join the weight management, nutrition, walking and jogging behavior change programs. After four years, all major risk factor areas were reduced by 12 to 60 percent, including Blood Pressure, Cholesterol, and BMI.

## Corporate Customer B – Publishing Industry

### *Objective:*

Customer B needed an employee wellness program in order to educate employees about their health as well as learn about the health needs of its employee population in order to design effective benefit programs that would reduce overall health care costs to the corporation.

### *Solution:*

The Medforma/Stanford comprehensive online health risk assessment included 85 to 100 questions and took 15 to 20 minutes for individuals to complete. Medforma analyzed the employee aggregate data and compared to national averages and the Surgeon General's Healthy People 2010 Targets.

For employees who had little or no access to computers, kiosks were set up in manufacturing and other key areas for employees to utilize for HLRA and Behavior Change Program completion.

### *Programs Used:*

- Health, Lifestyle, and Readiness Assessment (HLRA)
- Behavior Change Programs (Health Kits)
- Custom Behavior Change Program Design by Stanford
- Management Reports

### *Results:*

After six months, over 65 percent of all eligible users were enrolled and had completed at least one or more health assessments. Medforma met with Company B management to review the results, which showed an inordinate number of individuals with lower back pain, allergies and asthma. It was determined that several customized programs addressing these issues were needed. In conjunction with the Stanford Prevention Research Center and Stanford Pain and Allergy Clinics, Medforma developed online Chronic Pain and Allergy programs specific to this population's needs, launching the programs in less than three months. The new behavior change programs were added to the already existing programs (Walking, Jogging, Weight, Nutrition, Stress, Tobacco Cessation, etc.) and within six months after launch of the new programs the company began to realize major reductions in chronic pain and allergy related absenteeism and health care costs. These reductions allowed Customer B to negotiate 2 percent premium reduction.

### *Client Quote:*

“Results allowed me to negotiate a 2 percent companywide premium reduction with our insurance provider.”

VP Human Resources, Benefits and Compensation

## Corporate Customer C – Printing and Data Analysis Industry

### *Objective:*

Customer C needed an employee wellness program in order to educate employees about their health as well as learn about the health needs of its employee population in order to design effective benefit programs that would reduce overall health care costs to the corporation.

### *Solution:*

Developed and implemented Medforma/Stanford General HLRA and Behavior Change Programs with no customization required by client.

### *Programs Used:*

- Health, Lifestyle, and Readiness Assessment (HLRA)
- Behavior Change Programs (Health Kits)
- Custom Program Communications Materials
- Incentive Program Design
- Management Reports

### *Results:*

Within four months, 68 percent of the company was participating in the program. Data showed a large percent of employees with high levels of stress and depression and reported little or no support system. Medforma implemented a special communications and rewards program intended to educate employees on how to self manage stress and depression. Within six months the company reported an improvement in morale and lower absenteeism. Medforma also met with client management to discuss steps the management could take to lower stress and depression. It was determined that the company was going through an acquisition to a competitor and employees were concerned about losing their jobs. As a result of Medforma's engagement and report on high stress and depression among workforce, client management began a more active communication program that kept employees informed and less anxious about the possible acquisition.

### *Client Quote:*

“We achieved 68 percent participation, significant improvement in morale, 50 percent reductions in stress and depression, notable reductions in absenteeism.”

President

## **Company D - Construction Services Industry**

### *Objective:*

Company D needed to design an effective health savings account (HSA) program for its disparately located, unionized well driller employees. As part of the HSA program design, Company D's HSA needed to establish a health risk baseline of potential HSA participants as well as educate and encourage them to take greater control of their health. Company D also needed 100 percent participation in the program in order to accurately assess the well driller employee needs.

### *Solution:*

Company D leveraged the Medforma/Stanford online health, lifestyle, and readiness assessment (HLRA) that includes 85 to 100 questions and takes 15 to 20 minutes to complete. The Medforma Program included assessments and personalized reports that incorporated all the Stanford developed learning theories. The employee base worked remotely from the Company D office, so being that the programs were completely online, the well workers were able to easily complete the HLRA from their homes or via public internet access at libraries or cafes.

The Medforma/Stanford Management Reports compared participant data to the U.S. Surgeon General's Healthy People 2010 standards and informed Company D management about areas of health concern.

### *Medforma/Stanford Programs Used:*

- Health, Lifestyle, and Readiness Assessment (HLRA)
- Aggregate Management Reports

### *Results:*

100 percent participation from 100 employees within one month led to Company D having the data it needed to design and implement the HSA program.