

A woman with her hair in a ponytail, wearing a light blue sleeveless top and grey leggings, is sitting cross-legged on a grey patterned rug. She is smiling and looking at a silver laptop open in front of her. Her right hand is on the trackpad. To her left, there are two blue dumbbells and a white water bottle. In the background, there is a wooden floor and a large, round, woven wicker ottoman. The overall scene suggests a home office or a wellness-focused workspace.

Engaging Employees in the Post Pandemic Era through Technology

Prepared By:

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Sr. VP Sales, Brokers & Employers
MediKeeper, Inc.*

mediKEEPER™

Hybrid Workplace

Employees work 2-3 days from home/2-3 days onsite

Remote Workplace

Employees work 100% from home

Onsite Workplace

Employees work 100% onsite

- 78% of workplaces have implemented some type of Hybrid approach
- 11% of workplaces have implemented fully remote
- 11% of workplaces remain onsite

*Crain's Future of Work
Survey 2021*



Why is this important to know?

- Because your entire philosophy of workplace has shifted
- Because your entire strategy on how to manage your workplace has shifted
- Because your employee perception of how their company should work has shifted
- Because your ability to communicate with your employees has shifted
- Because the ability to manage “self worth”, “inclusiveness”, “adversity”, “culture”, “empowerment”, “leadership style”, “initiative”, motivation”, “employee health and welfare”, and many other facets of the workplace has shifted

Claims

Plans For
Wellness

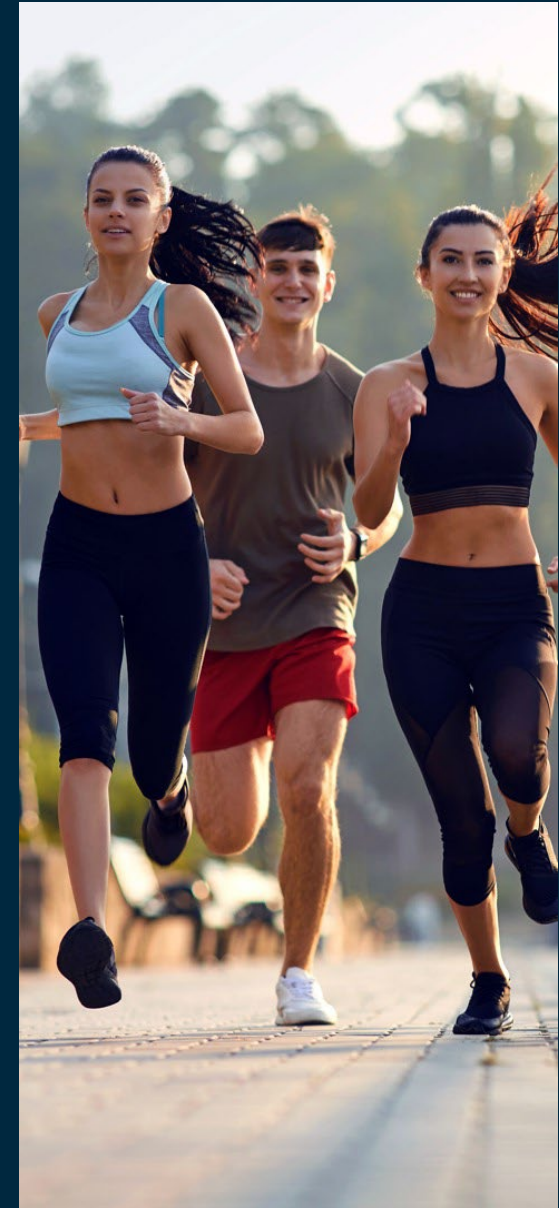
Let's Talk About "Corporate Wellness" 2018

Onsite was "powerful" (biometric screenings, health coaching, fitness centers in some cases, HR Department near, buddy system in mornings/lunch/after work, the "power of people and interaction" prevailed.

YES, technology was a BIG piece across the board IN CONJUNCTION with, the "power of people and interaction".

Personal had so much to do with the "power of people and interaction"

89% of organizations are Hybrid or Fully Remote TODAY



What are the Employee Needs Right Now?

- **TRUST** is a huge concern so ensure the following



Capabilities

- SSO
- File Import
- File Export
- Custom development work
- Enterprise Environment Available
- Third-party Integrations
- Private Cloud in SOC2 Type 2 Data Center
Leveraging Microsoft Azure Services

NCQA Certified Health
Risk Assessment &
Self-help Programs



ACCREDITED
NCQA
WELLNESS & HEALTH
PROMOTION

HIPAA Compliant



HIPAA
COMPLIANT

HITRUST
CSF Certified

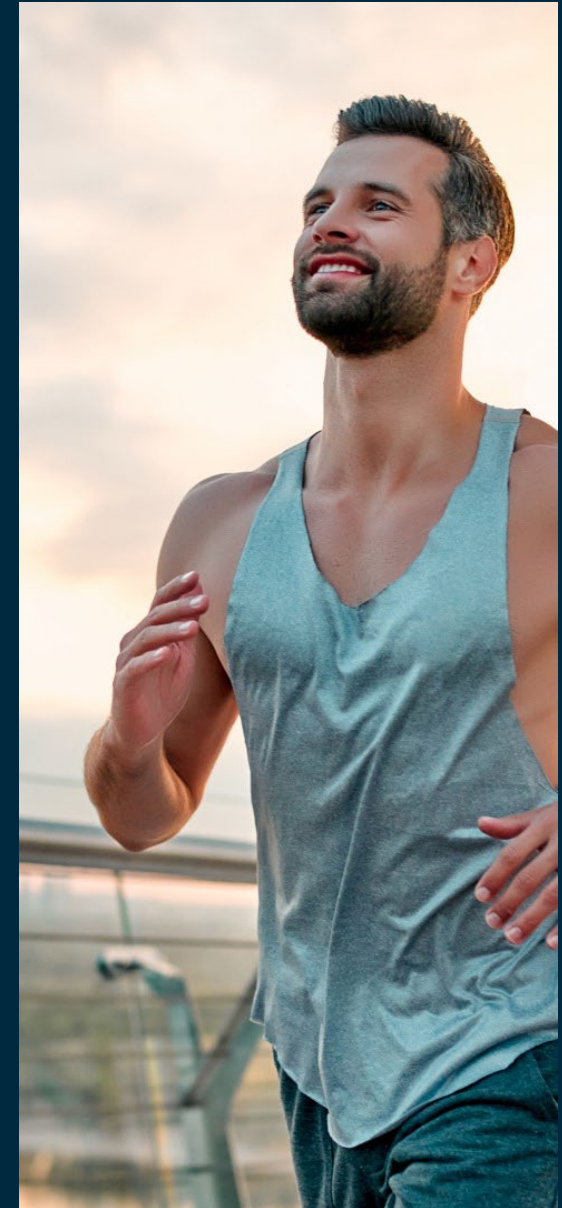
HITRUST Certified



Employee Needs

- Employees and Spouses care about **ME** and not **WE** more than ever before
- Employees and Spouses need RESOURCES that are relevant for **THEM** and **THEIRS**
- Employees and Spouses want to know their employer **“has their backs”** as we evolve and move through the endemic stages of COVID

“The Great Realignment” (after the great resignation)
Employees are now more bold than ever before in changing jobs to companies who align with their personal family preferences in benefits

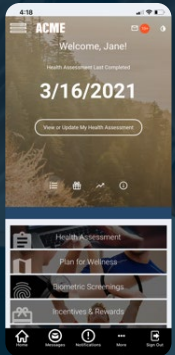
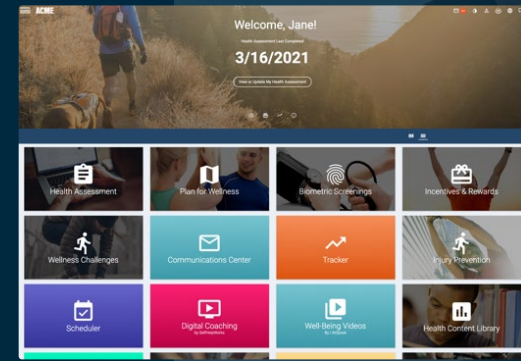


This is NOT about “Bells and Whistles”

- Access
- Convenience
- Relevance
- New Culture
- Employee Needs



Configurable and Customizable



Configurable

- Multi-tier hierarchy
- Administrator role-based permissions
- Triggers can create personalized user experience
- Ability to select user portal functionality



Reporting

- Available 24/7
- Aggregate/deidentified reports and downloadable/identifiable reports
- Data Mining through Business Intelligence Tool



Customizable

- Administrators can build Incentives, Challenges, Social Circles, and communications from scratch or use templates
- Content Management System to allow customer specific content creation
- White-labelled



Fully Integrated

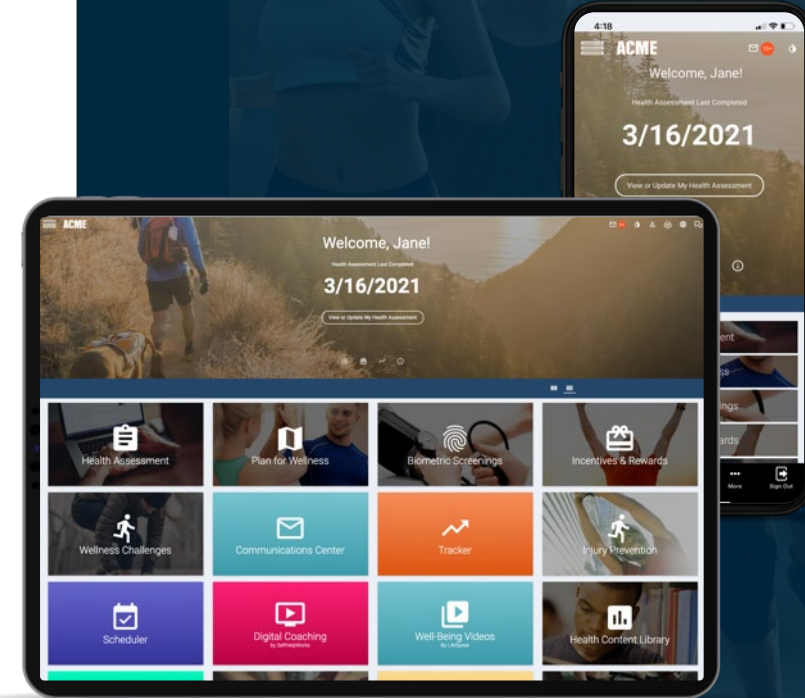
- Secure, de-identified Enterprise Messaging
- File Import
 - Eligibility/Change
 - Biometrics
- Fully integrated with key third-party wellness tools
- 100+ fitness device integrations

The Platform

“Feature Rich Opportunities”

Included in Standard Product

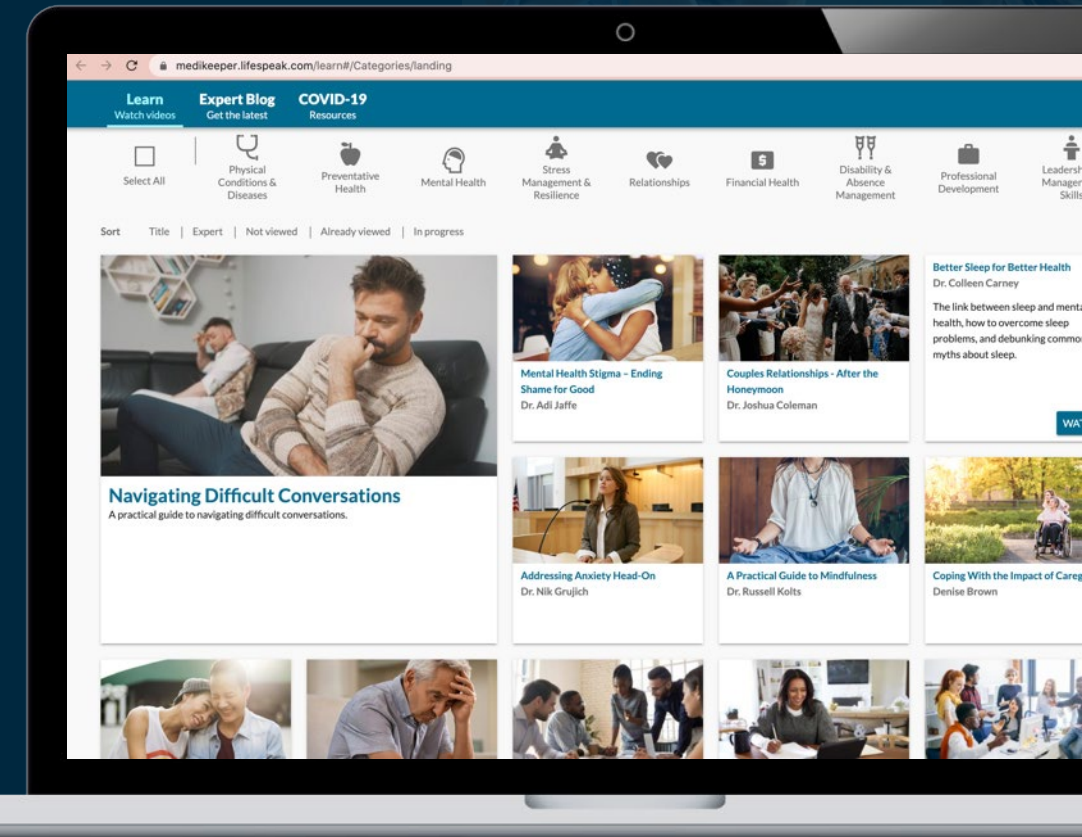
- Desktop versions and Companion Mobile App (iOS and Android)
- Health Risk Assessment (NCQA Certified)
- Biometric Results
- Plans for Wellness (Educational Content)
- Triggers
- Incentives & Rewards
- Behavior-change focused Wellness Challenges
- Fitness Devices/Trackers
- Enterprise Messaging
- Push Notifications
- Surveys
- Telemedicine
- Social Circles
- Content Management System
- Digital Coaching / Coaching Platform
- Digital Video Content
- Physical Therapy Injury Prevention
- Life Age
- Health Content and Symptom Checker
- Scheduler
- Metabolic Syndrome
- Fitness Programming
- Automation of Rewards
- Live Chat & Text Messaging
- Ability for client to manage system



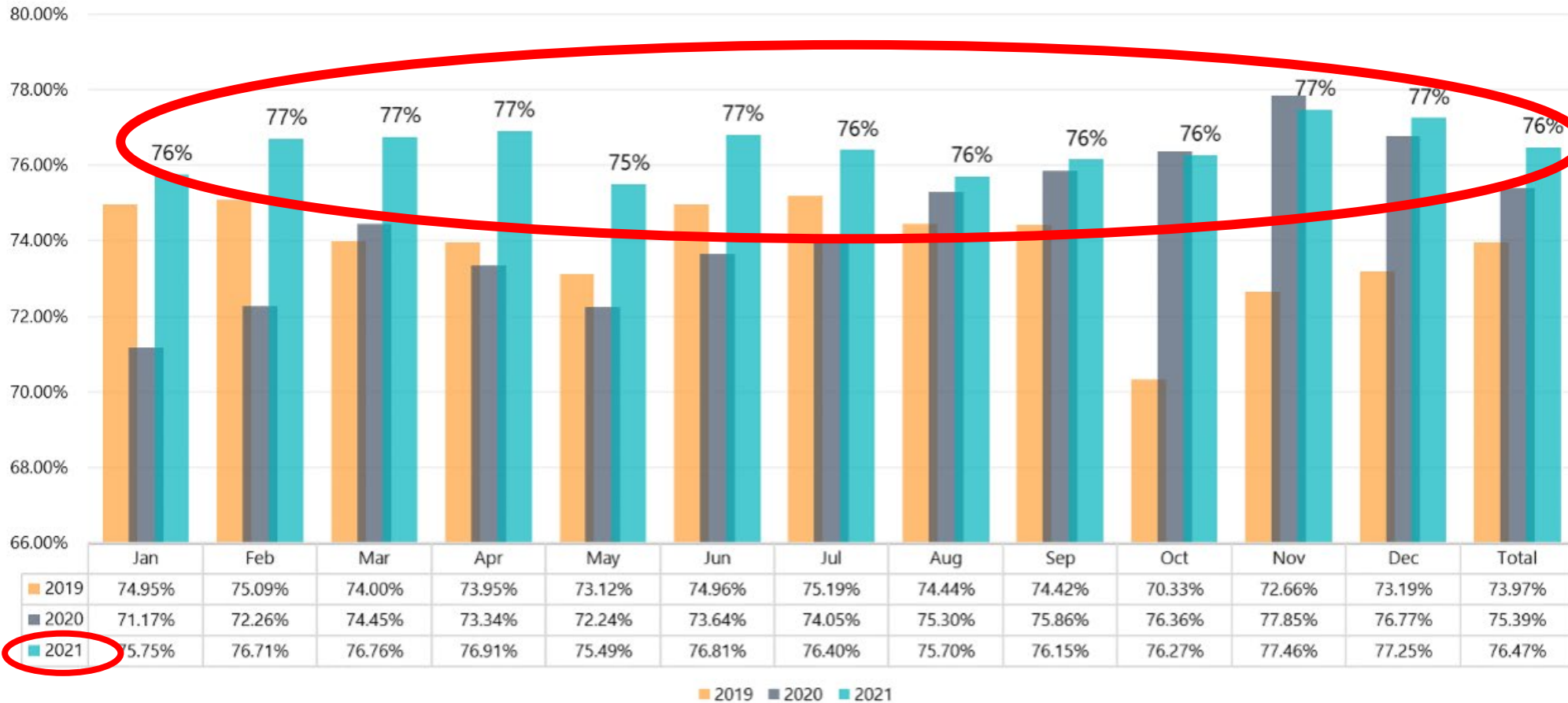
The BIG 3

1. Mental Wellness
2. Financial Wellness
3. Engagement in company culture

The feeling of “survival” is REAL right now for millions of your employees/spouses



Percentage of All Screeners Scoring At Risk Elevated Since August 2020



Among people who screened positive or with moderate to severe symptoms, **66% (N= 1,706,300)** had never been diagnosed with a mental health condition. Sixty-four percent **(N= 1,647,492)** had never received treatment or support before, which was equivalent to 2020 and 7% higher than the percentage who had not received treatment in 2019 **(57%)**.



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So, Mental Wellness Resources Means What for Employers?

- Telemedicine is now abundant
- Wellness Applications
- CBT (Cognitive Behavioral Therapy Courses)
- EAP's are on the rise for the first time in years
- Health Coaching (AI and Virtually).....HUGE

Topics these resources need to provide: Stress Management, Resiliency, Fear of Unknown, Physical Fitness, Weight Management, Life Discussions and Critical Conversations).....AND all provided for by EMPLOYER



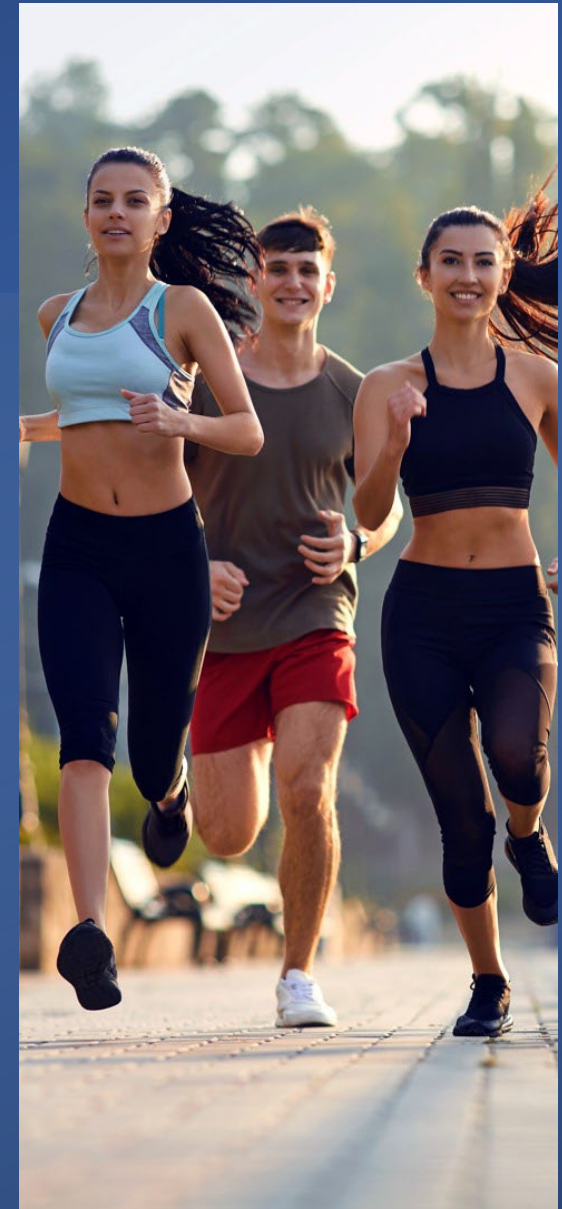
Financial Wellness

48 Percent of Americans with Annual Incomes over \$100,000 Live Paycheck to Paycheck, 9 percentage points higher than first reported in June 2021

The Lending Club 2022

64% of Americans with Annual Incomes UNDER \$100,000 now live paycheck to paycheck, 16 points higher than first reported in June 2021

The Lending Club 2022



Financial Resources Means What to Employees/Families Today?

- Financial Wellness Programs
 - Ability to have “Money Coaches” within your Wellness Portal
 - Ability to have “Savings Challenges” within your Wellness Portal
 - Ability to have “Budgeting Guidance” within your Wellness Portal
- Yes, More Education on 401Ks, 403Bs, IRA’s and others. Money is tighter than ever before so try to help employees/spouses see (BIG PICTURE)
- Corporate Structuring to “CURB” individual costs
 - REMOTE
 - Travel “stipends” for those required to drive ONSITE
 - Lunch “stipends” for those required to be ONSITE
 - Try HYBRID if at all possible if you are one of those 11%



Engagement in Company Culture

The ability to provide opportunities for participation to your employees/spouses to continue to feel valued, supported, and recognized in a REMOTE/HYBRID Culture



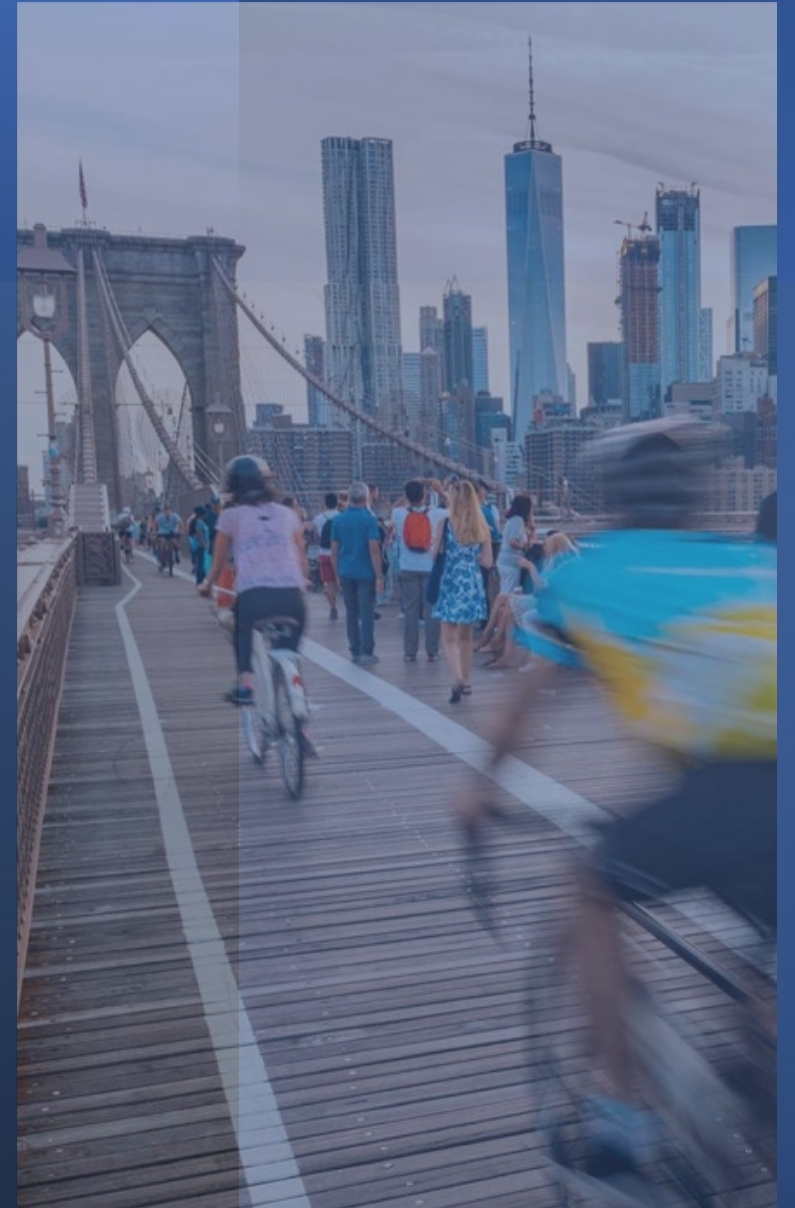


Engagement in Company Culture Means What Today?

- Targeted Communications (Wellness is only as good as people are connected/engaged)
- Chase the Data! Engage employees/spouse in challenges/incentive/initiative that is DRIVEN BY THE DATA!
- UP the ante regarding POSITIVE Incentives...Premium initiatives, HSA contributions, HRA relief, MONEY TALKS, Time Off: Go to 4/10's for 6 months if you meet the wellness incentive structure
- Monthly "All Hands" Meetings by leadership sharing all the things you are doing as an organization to meet the needs of your employees.....BE PREPARED
- More communication by leadership (especially CEO) during these times encouraging continued effort, energy and passion...EMPATHY is the NEW Leadership Standard!
- Help employees with their home office needs!

What Does Some of this Look Like
When Trying to Meet the Needs of our
Populations?

WEBSITE ILLUSTRATION/DEMO



Thank You!

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HISTORY



Siegenthaler has been in the HR Benefits and Wellness Industry for 25 years, strategic growth in the business of wellness is his passion. Siegenthaler's companies have saved his clients millions of dollars since 2008. Siegenthaler, currently serving as Sr. VP Sales & Broker Relations at MediKeeper Inc. is aggressively assisting brokers in mitigating risk for their clients while leveraging healthcare carriers to reduce costs based upon performance. Siegenthaler sat as the Chair for Ohio Governor Taft's Advisory Board on Fitness, Wellness & Recreation responsible for spearheading Smoke Free Ohio. Siegenthaler also sat on Ohio Bureau of Workers Compensation Wellness Board. Siegenthaler has a strong skill set in developing long term leadership and group health and wellness strategies for his partnering organizations.

EDUCATION

Master's Degree of Education: Ashland University

Bachelor's Degree of Education: Ashland University

Certified Benefits Professional: World at Work

Ergonomic Certificate Series: University of Cincinnati, College of Medicine

Nutrition Specialist: ESA

Medical Exercise: ESA

Personal Training & Exercise Prescription Specialist: ACE

Strength & Conditioning: AAHRP

Post Rehabilitation Specialist: AAHRP

TRAINING

Leadership Development: Westfield Insurance (Change Management, Profit Specialist, Human Resources, Business Development).

Union Negotiations: Integrated Wellness Solutions.

Public Speaking Expert: (Club Industry Conference, National Association of Employee Recognition Conference, Healthy Ohioans Conference, Ohio Schools Conference, Ohio Bureau of Workers Compensation Conference, Cincinnati Bridging the GAP Conference, Ohio Safety Conference, State of Ohio SHRM Conference).

Founder and developer: of Integrated Wellness Solutions (start up company), partnering with Benefits Broker.

EMPLOYMENT

Westfield Insurance: 1992-2007

Fitness Specialist 1992-1994

Fitness Specialist II 1994-1996

Wellness Director 1996-2001

Executive Benefits, Wellness & Employee Programs 2001-2007

President & CEO Integrated Wellness Solutions 2008-2018

Sold company to Wellness Coaches USA (Philadelphia, PA)

VP Employer Solutions: Wellness Coaches USA 2018-2020

(COVID19 Pandemic disrupts WCUSA and my position was eliminated July 2020)

Sr. VP Sales & Broker Relations: MediKeeper, Inc. 2020-CURRENT

REFERENCES

Marty Haney: RETIRED Chief Investment Officer

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Ted Georges, Jr.: Medical Mutual Broker Manager Columbus

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PHILOSOPHY

“If you are fortunate enough to have your health, you have zero excuses but to be the best you can be! Life on this world is precious, go get it!”