

Balance from Nurtur Performance

**Balance program features:**

- A designated **Balance** program director
- Turnkey program implementation
- On-going, hands-on program guidance and support
- Customized engagement communications
- Support and participation at on-site promotional events
- Comprehensive MyNurturLife.com website
- Unlimited inbound calls to work-life Consultants and Health Coaches
- Quarterly, bi-annual and annual reporting

# you can't separate work from life, or life from health

You care about your employees and want to give them a meaningful yet affordable healthcare benefit. You've heard about health management as an effective strategy to lower healthcare costs. Yet traditional health management programs are either too expensive or do not actively engage the right populations for many businesses.

**Balance** from Nurtur<sup>®</sup> is different. We have taken a completely new approach to offer an affordable yet comprehensive health management program for employers.

It's really two programs in one – work-life support combined with health management. Together, **Balance** is a meaningful yet affordable benefit with something for everyone.

For businesses, it is a tool to improve employee productivity and health, recruit and retain valuable workers, create a workplace culture of caring and health, and encourage greater employee satisfaction. For individuals, **Balance** is a resource to help guide people through life's daily challenges, reduce stress and encourage good health.

*continued*

## Keeping it all in **Balance**

Juggling the daily demands of work, life and health can be difficult. It's a constant balancing act. When a life or health event happens, it can throw everything out of whack. If Allison in account management is concerned about her son's asthma, it can distract her from giving the attention to detail needed to do her work. The added stress also will take a toll on her own health, which will further decrease her productivity and increase her healthcare costs.



**achieve *Balance* with Nurtur**

The *Balance* program is designed to fit the unique needs of your organization, population demographics and workplace culture. A designated *Balance* program director will work with you to understand your objectives and expectations, oversee program implementation, and provide on-going guidance and support.

Because *Balance* is two programs in one, all members of your population will have access to unlimited online and telephonic work-life support. Members with a diagnosed

health condition also can self-enroll or be referred to participate in telephonic health coaching. This voluntary health coaching enrollment model is what makes *Balance* affordable for employers.

Participating in *Balance* is easy with three different avenues to engagement:

1. Through the comprehensive MyNurturLife.com website
2. Taking the Life Needs Self-Assessment quiz
3. Calling a work-life Consultant

Life Stage Support		Health Coaching	
<p><b>Online and telephonic support available to all members:</b></p>	<ul style="list-style-type: none"> <li>• Adolescent issues</li> <li>• Child care and development</li> <li>• College search/ financing options</li> <li>• Education/special needs/ disabilities</li> <li>• Elder care</li> <li>• Housing needs</li> <li>• Legal/financial/credit issues</li> <li>• Telephonic concierge</li> <li>• Travel/vacation planning</li> </ul>	<p><b>Telephonic support available to individuals with diagnosed health conditions:</b></p>	<ul style="list-style-type: none"> <li>• Asthma</li> <li>• Back Pain</li> <li>• Coronary Artery Disease</li> <li>• Chronic Obstructive Pulmonary Disease (COPD)</li> <li>• Depression</li> <li>• Diabetes</li> <li>• Heart Failure</li> <li>• High Blood Pressure</li> <li>• High Cholesterol</li> <li>• Tobacco Cessation</li> </ul>

**a total rewards benefit**

Bringing *Balance* to your organization can help in attracting, motivating and retaining employees. It is a counterweight to the cost-shifting trend that has placed greater and greater financial responsibility on individual

healthcare consumers. Program impact is demonstrated through quantitative measures including quarterly activity and utilization reports, bi-annual aggregate disease-specific outcomes and member satisfaction surveys.

**Take flight with Nurtur.** Call us today at 800 293 0056 or email [marketing@nurturhealth.com](mailto:marketing@nurturhealth.com) for more information or to schedule a time to talk with a Nurtur sales representative.



Our name is about the passion we bring to those we serve. We view life and health as a transformational journey. We are transforming our company, our industry, the relationship between life and health and, most importantly, the lives of the individuals we serve.

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