



JOHNSON & JOHNSON
ANNOUNCES
THE DAWN OF
A NEW AGE
IN HEALTH
PROMOTION

HOW REACH FOR HEALTH OUTSHINES OTHER PROGRAMS

It Reaches Everyone

We take the REACH FOR HEALTH name seriously. Where other programs offer opportunities only at central headquarters or large worksites, we reach everyone, even employees at small or remote work sites, field sales staff, retirees, spouses and dependents. Everyone can participate, so everyone can benefit.

It Reaches Them Frequently

We communicate with your employees every month, twelve times per year with a consistent and compelling health message.

It Keeps Them Motivated

The program provides incentives to get your employees started improving their health and offers variety to encourage them to keep at it over the long term.

It Offers 9000 Ways to Take Action

From the day you introduce the REACH FOR HEALTH package to your employees, a national network of more than 5000 highly qualified providers offering 9000 courses will be standing by to help get your employees started on improving their health.

It Makes It Easy for You

REACH FOR HEALTH is designed for employers who are short on time and resources. Johnson & Johnson's health promotion experts take care of planning and administration. Special Events Kits provide quick and easy opportunities to reinforce the good health message.

It Saves You Money

Employees share in the cost of their participation in health improvement programs offered through our Quality Provider Network. The Cost Sharing Plan is viewed by employees as a valuable, company-provided benefit.



REACH FOR HEALTH is Johnson & Johnson Health Management, Inc.'s high frequency, high reach health promotion program that motivates employees and their families to take charge of their own health by providing opportunities for:



ACTION



EDUCATION



MOTIVATION

HOW TO MAKE YOUR CORPORATE PICTURE RADIATE WITH GOOD HEALTH

OPPORTUNITIES FOR ACTION

Quality Provider Network

This is where the action is! The 5000 members of Johnson & Johnson's Quality Provider Network offer more than 9000 health education and fitness courses nationwide. And they are the best offered in more than 500 communities. How do we know? Each provider's credentials are carefully examined to assess experience, staff qualifications, adequacy of facilities, and other critical criteria. Courses are offered in five key health areas: exercise, smoking cessation, stress management, nutrition and weight management.

A listing of courses and providers organized by geographical area is distributed twice per year in the REACH FOR HEALTH Action Catalog.

Special Event Kits

Health promotion programs are most successful when employees have opportunities to get involved and have fun. We've put Johnson & Johnson's marketing expertise to work for you to create excitement and involvement. Four times a year, we send each of your sites a kit that contains everything needed to conduct a special health event, no matter where the work site is. Materials can even be used for mailings to the home.

Each event is designed to involve as many people as possible. The focus is on a major health issue—for example, blood pressure, nutrition, weight management. Kits include step-by-step instructions, camera-ready

promotional materials, "how to's" for contests and demonstrations, plus ideas and opportunities designed to assure that you have an effective event with a minimum commitment of staff time.

OPPORTUNITIES FOR EDUCATION

REACH FOR HEALTH Magazine

Our quarterly magazine is not the ordinary "what everybody already knows about health" newsletter. Instead, it is a well written 48 to 64-page magazine. It contains in-depth articles on a variety of current health issues as well as lifestyle tips. Article topics are timely and presented in an entertaining format designed to spark the interest of all family members. Magazines are distributed four times per year.

For an additional charge, the REACH FOR HEALTH Magazine can be customized with your logo and up to 16 pages per issue of editorial written just for your employees.

Calendar

To keep on top of "hot" health topics, we produce a four-page health update twice per year. Updates can be easily inserted into paycheck envelopes where participants are guaranteed to see them, or they can be distributed at the worksite or through the mail.

Update

This healthy year-at-a-glance poster features events, publications and special opportunities available from the REACH FOR HEALTH program. Ideal for a program publicity poster.



OPPORTUNITIES FOR MOTIVATION

Cost Sharing Plan

For employers who want to encourage participation, we administer refunds to participants who complete courses offered through our Quality Provider Network. You tell us the amount you want to refund for each type of course, and we handle all the paperwork.

The plan is easy to use. Participants enroll in the course, pay the fee and contact us via our toll free customer service line for a refund application. We process the request and send you information about how much to reimburse the participant. The system is accurate, efficient and provides you with a complete audit trail.

Health Profile (optional)

JJHMI's Health Profile is a great way to motivate participants to

take action to improve their health. It provides information on current health status and pinpoints areas for improvement.

We start by asking each participant to fill out a simple, confidential questionnaire. This can take place on the job or at home. Participants receive their results in a Personal Profile that provides information about current health condition, health practices and recommended actions to reduce risk.

Mailing to the Home (optional)

To add extra power to the REACH FOR HEALTH package, we can mail all written materials directly to participants' homes.

SOMETHING FOR EVERY HEALTH PROMOTION NEED UNDER THE SUN

FOR EMPLOYEES

Twelve months of opportunities with REACH FOR HEALTH!

Winter

- January • REACH FOR HEALTH Magazine
- February • Healthy Heart Quarterly Event
- March • REACH FOR HEALTH Update

Spring

- April • REACH FOR HEALTH Magazine
- May • Work and Family Issues Quarterly Event
- June • REACH FOR HEALTH Update

Summer

- July • REACH FOR HEALTH Magazine
- August • Action Catalog
- September • Exercise Quarterly Event

Fall

- October • REACH FOR HEALTH Magazine
- November • Weight Management Quarterly Event
- December • Action Catalog

FOR EMPLOYERS

A REACH FOR HEALTH package that can go to work for you!

Primary Program

- Magazine
- Action Catalog
- Update
- Quarterly Events
- Cost Sharing Plan

Primary Program Plus

- Magazine
- Action Catalog
- Update
- Quarterly Events
- Cost Sharing Plan
- Health Profile

For more information on REACH FOR HEALTH and a sample of the complete program package, call us toll-free at 1-800-443-3682. Or write to us at:

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