Supporting employees where they live, work and play during the COVID-19 era

May 21, 2020
Speakers & Reactor Panel

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President & CEO  
National Alliance of Healthcare Purchaser Coalitions

Jeff Arnold  
Co-Founder, Chairman & CEO  
Sharecare

Elizabeth Colyer  
Senior Vice President  
Community Well-Being Index  
ShareCare

Cristie Travis  
CEO  
Memphis Business Group on Health

Jessica Brooks  
CEO  
Pittsburgh Business Group on Health
National Alliance & Sharecare Partnership

From the collaboration, National Alliance, Sharecare and coalitions can and will provide:

• thought leadership, data-driven insights and organization and community relevant solutions

• community level data to inform strategies and engage employers with Sharecare’s Community Well-being Index

• ability to understand, track and trend key factors that drive greater wellbeing for individuals and populations.

• help in navigating the immediate and long-term impact on community health and wellbeing particularly in light of the COVID-19 pandemic

“Where there is disparity in risk there needs to be disparity in our efforts to mitigate those risks”

Mike Thompson
National Alliance of Healthcare Purchase Coalitions
Integrating Social Determinants and Health Equity into COVID-19 Strategy

**Understand Issues & Needs**
- Common definitions
- Metrics and benchmarks
- Customized employer assessment

**Connect To Resources**
- Facilitate relationships
- Connect to national networks
- Integrate regional initiatives

**Invest To Improve**
- Leverage regional initiatives
- Convene & share
- Potential RESET initiatives

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**Our People**

**Our Places**

Wellbeing in the Nation (WIN) construct
SHARECARE COMMUNITY WELL-BEING INDEX
Sharecare Risk Measurement History

• Over the past 10 years, Sharecare has developed measurement capabilities across three core instruments and measurement types — with the goal of adopting, augmenting and scaling proven scientific instruments across our platforms

• These measurement tools represent over 70 years of health risk assessment and measurement — from the Framingham model developed in the 1950s to World Health Organization (WHO) and CDC social determinant constructs developed as recently as the 2000s
Through a combination of these core measures, anchored in concepts across individual and community transformation, Sharecare is able to measure the length, quality, and circumstances that define our individual and collective health journeys.

**INSTRUMENTS & MEASUREMENTS**

**INDIVIDUAL & COMMUNITY CONTEXT**

**INDEXES**

- Mortality
- Physical Well-Being
- Financial Well-Being
- Social Well-Being
- Purpose Well-Being
- Community Well-Being
- Neighborhood & Built Environment
- Social & Community Context
- Health & Healthcare
- Education
- Economic Stability
- Economic
- Thriving
- Vulnerable Populations
- Healthcare
- Accessibility

**PROVEN OUTCOMES**

- Longevity
- Mortality
- Medical & Rx Spend
- Emergency Room Visits
- Hospitalizations
- Bed Days
- Absenteeism
- Presenteeism
- Short-term Disability
- Job Performance
- Intention to Stay
- Voluntary Turnover
- Involuntary Turnover
- PMPM Cost
- S&P 500
- Unemployment
- Consumer Price Index
Anchored in our relationship with Boston University’s School of Public Health, led by Dr. Sandro Galea, the Sharecare ecosystem invites best-in-class academic collaborators and partners to contribute data and insights direct to our platform, lending to near-time sharing of data, models and applications that flow from data sciences environments to our member experience.
COVID-19 + SHARECARE
COVID-19 Survey

Comprehensive survey to identify what percentage of the population is willing and/or capable of adhering to the recommendations to stop the spread of the coronavirus.

116K.
Total participants
COVID-19 Survey: Results - Flattening the Curve

How are we flattening the curve?

- 51% flattening the curve
- 47% keeping the curve flat
- 2% could do more

Are we socially distancing?

- 48% not going to work
- 10% staying home all the time
- 95% socially isolating or physically distancing

Where are we going?

- 67% buying groceries or getting takeout
- 18% going to the doctor or pharmacy
- 57% walking/exercise

Survey response data through 4/28/2020
Confidential and Proprietary Document by Sharecare, Inc. Dates and Materials are Subject to Change.
COVID-19 Survey: Results — Anxiety & Mental Health

Understanding our nation’s “new normal” when it comes to stress & anxiety

91%+ experiencing worry
38% experienced worry before COVID-19

15% indicate they are lonely
73% received positive energy from friends and family every day before COVID-19

21% experiencing severe stress/anxiety
46% experienced any stress before COVID-19

56% watching or reading more news;
9% can’t watch or read the news

Depending on the state, % of individuals who are panicked varies from just 1% of respondents to over 8% of respondents; variability is high within states, per image above.
• 2/3 of respondents indicate they are experiencing worry over retirement funds and/or the market overall
• Based on Sharecare CWBI, 41% of the US population experienced financial worry before COVID-19

Places like Hawaii — that typically show high levels of financial well-being (ranked #1 nationally) and overall economic stability — are seeing some of the highest levels of financial worry regarding paying bills, with almost 10% indicating they are very likely to have issues paying their bills, and 38% indicating they are either very likely or somewhat likely to have issues with paying their bills due to COVID-19
## COVID-19 Survey: Results — Lifestyle

*Understanding our nation’s “new normal” when it comes to lifestyle behaviors*

- 58% have seen a negative lifestyle behavior impact
- 51% have seen a positive lifestyle behavior impact
- 28% have seen a positive and negative lifestyle behavior

<table>
<thead>
<tr>
<th>Exercise</th>
<th>Eating Healthy</th>
<th>Drinking</th>
<th>Sleeping</th>
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<tr>
<td>70%</td>
<td>75%</td>
<td>78%</td>
<td>77%</td>
</tr>
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<td>same or healthier</td>
<td>same or healthier</td>
<td>same or less</td>
<td>same or more*</td>
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<tr>
<td>30%</td>
<td>25%</td>
<td>22%</td>
<td>23%</td>
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<tr>
<td>exercising less</td>
<td>eating less healthy</td>
<td>drinking more</td>
<td>sleeping less</td>
</tr>
<tr>
<td>48%</td>
<td>50%</td>
<td>22%</td>
<td>67%</td>
</tr>
<tr>
<td>According to the Sharecare Well-Being Index, % who exercise 30+ minutes, 3+ days per week</td>
<td>According to the Sharecare Well-Being Index, % who indicate they eat healthy all day</td>
<td>According to the Sharecare Well-Being Index, % who are depressed in their lifetime</td>
<td>According to the Sharecare Well-Being Index, % who feel active and productive every day</td>
</tr>
<tr>
<td>+1.2 Years</td>
<td>+2.1 Years</td>
<td>+7.7 Years</td>
<td>+1.2 Years</td>
</tr>
</tbody>
</table>
| Potential impact of not exercising | Potential impact of unhealthy diet | Potential impact tied to binge drinking | Potential impact of sleeping too much

Survey response data through 4/28/20
More than 1/3 of respondents are experiencing one or more financial stressors, including change in pay, likelihood of retaining employment, and ability to pay bills.

Respondents with no health insurance are 5x as likely to have trouble paying their bills vs. those with no health insurance.

Every type of financial stressor tracked (above) was associated with higher odds of experiencing negative health behavior change.
SHARECARE COVID-19 SURVEY
COVID-19 Survey: Results — Healthcare Access

60%+ of respondents indicate they would prefer to access care with their primary care physician (left)

Preference for accessing healthcare via primary care physicians is prevalent even in healthcare deserts / areas where access to MDs, OBGYNS, and Pediatricians per capita is low (right)
• % ages 19 to 64 on public health insurance at the county level varies significantly — from Kenedy County in TX with less than 2% of individuals ages 19 - 64 on public health insurance to Owsley County, Kentucky with almost 57% of individuals ages 19 - 64 on public health insurance.

• Employment rates also vary significantly, from 8% to 94%+
Reactor Panel

Cristie Travis
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Question & Answer

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Upcoming Events & Contact Information

Next COVID-19 Employer Town Hall (at 5 PM ET):
5/26 Rethinking Care Delivery in light of COVID-19

Past National COVID-19 Employer Town Halls
• Clinical and business impact of COVID-19
• Benefits and policy issues of COVID-19
• Addressing Mental Health and Wellbeing in COVID-19
• Considering Social Determinants in the light of COVID-19
• Planning for a Pivot to Back to Work
• Population Health Strategy during COVID-19 Era
• Financial Impact of COVID-19

For more information on our COVID-19 Employer resources, including prior webinars and Employer town halls, visit our resources page. https://www.nationalalliancehealth.org/www/resources-new/employer-resources-covid-19

Leadership Summits (June 15-16) - Register today: https://nationalalliancehealth.swoogo.com/2020leadershipsummits/begin