



Value Realization Guide

Best practices for engaging your organization



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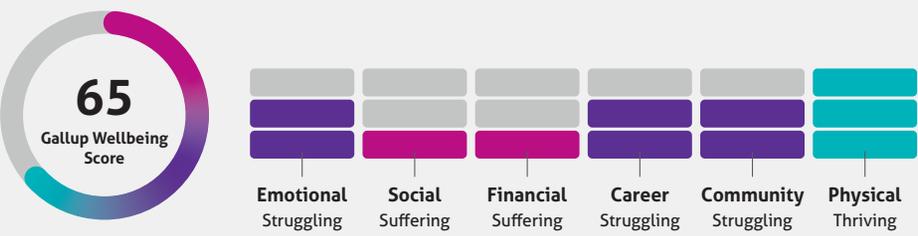
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eMbrace—a total wellbeing and organizational growth solution

Research shows that when senior leaders promote wellbeing programs and model the behavior they want to see in their organization, they create an environment where employees take responsibility for their own—and their team’s—engagement and build workplaces that are engines of productivity and profitability.

The eMbrace approach, part of The Magellan-Gallup® Wellbeing Project, is science-backed, data-driven and clinically grounded. eMbrace engages your whole organization, not just those who are suffering. It measures employee wellbeing and provides personalized plans that drive them to services and resources to improve their wellbeing.

The Gallup® Wellbeing Survey measures the six elements of wellbeing: emotional, career, social, financial, physical and community. The emotional component is proprietary to Magellan Healthcare. The other five are part of the world-renowned Gallup® research and science presented in numerous studies and published in *Wellbeing at Work*.



Survey results feature the employee’s total wellbeing score and indicate where the employee is suffering, struggling or thriving in each of the six elements of wellbeing.

Magellan’s 50+ years of high-touch behavioral health clinical excellence and Gallup’s world-leading emphasis on human behavior insights combine to optimize your business performance by improving wellbeing.

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Value Realization Guide

The Value Realization Guide (Guide) outlines the process for making wellbeing a driving purpose in your organization. It provides step-by-step instructions and turnkey communications for the leadership team, managers and individual contributors.

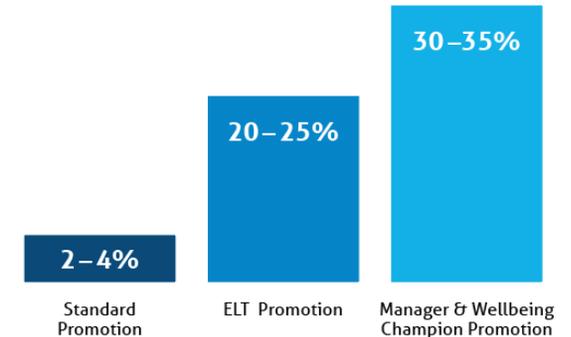
Requirements for implementing the Guide depend on your organization.

- Clients with Partnership Performance Guarantees (PPGs) must complete the required activities noted throughout the Guide.
- If you do not have PPGs, you benefit from these best practice recommendations to realize the value of eMbrace.

eMbrace complements and integrates with your other benefits. The six elements of wellbeing can be used as a science-based structure to align your benefits, wellness programs and other employee engagement activities. Communications can reinforce how different benefits help employees build thriving lives and reduce suffering or struggling. Employees will see how everything works together to improve their lives.

The science behind engagement

Research shows that employees who are engaged are more productive, committed, and loyal. They are also more likely to stay with the organization and provide high-quality customer service. Engagement is a key driver of organizational success and is closely linked to employee wellbeing.



Engagement is a state of mind where employees are committed to the organization and its success. They are motivated, enthusiastic, and take ownership of their work. This leads to higher productivity, better customer service, and lower turnover. Engagement is a key driver of organizational success and is closely linked to employee wellbeing.

Phase I. Implementation



PERIOD: Full implementation can take up to six months, depending on the complexity of your organization. This section focuses on the eight weeks leading up to the launch.

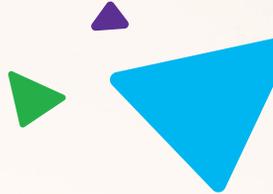


FOCUS: During this phase, the ELT and Human Resources (HR) teams work with Magellan's implementation, sales and account management teams to complete the requirements to bring eMbrace to life.

The success of eMbrace relies on the ELT taking ownership of the program and leading by example. The ELT learns about eMbrace and its role in engaging with and promoting the program. Through this, they will understand the unique journey that eMbrace will provide the organization.



ACTIVITIES: The activities focus on ELT education and engagement, and the communication plan required for a successful launch.



Pre-launch Activities

Eight weeks before go-live

ELT meets with Magellan.

The purpose of this meeting is for ELT leaders to learn about eMbrace, total population wellbeing and how it leads to organizational growth. They will review the Gallup® Wellbeing Survey, the six essential elements of wellbeing and the personalized plan. Then they will have a strategic discussion to set expectations and maximize participation in eMbrace.

Meeting agenda topics include:

- How do we define wellbeing?
- Why is wellbeing important to the organization?
- What are our opportunities for improving wellbeing in our organization?

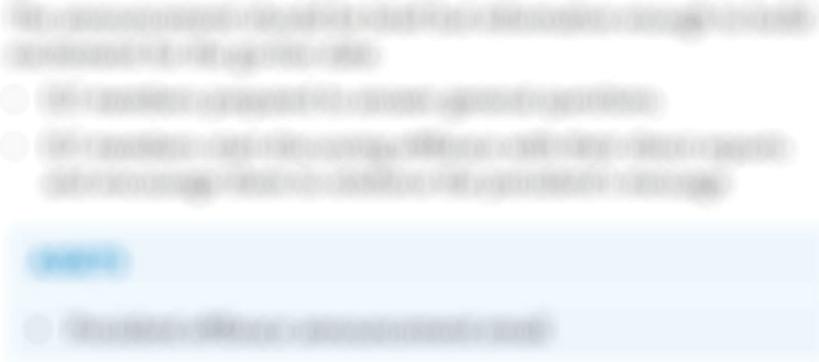
After this meeting, ELT members will be ready to announce the program and start preparing for go-live.

ASSETS

- ELT kick-off meeting deck
- Client FAQs

Six weeks before go-live

President sends an eMbrace announcement email to the entire organization.



Four weeks before go-live

President sends Coming soon reminder #1.

The president's email builds excitement for eMbrace and includes a coming soon flyer.

ASSETS

- President Coming soon email #1
- Coming soon flyer

HR posts Coming soon materials throughout locations.

Materials include a digital sign for monitors, TV screens and intranet portals and a poster to hang in high-traffic areas.

ASSETS

- Coming soon digital sign
- Coming soon poster

HR prepares updates to internal communications.

Such materials may include, but are not limited to:

- Benefits websites and booklets
- Materials that refer to the program being replaced by eMbrace
- Open enrollment materials

Magellan will send digital versions of launch materials in advance for you to use to complete this activity. Do not distribute launch materials before the launch date.

ASSETS

- Benefits booklet content
- Brochure with detachable wallet cards
- Overview flyer
- Member FAQs
- How to guide: Create an account on the member website
- How to guide: Sign into the member website
- How to guide: Reset your password

Two weeks before program launch

President sends Coming soon reminder #2.

The president's email builds excitement for eMbrace and introduces the Gallup® Wellbeing Survey.

ASSETS

- President Coming soon reminder email #2