



National Instruments Austin, Texas

This high-tech company uses an iterative approach to embed health and wellness into its culture and support the longevity and productivity of its talented, young workforce

Austin-based innovative technology design firm established in 1976

Over 30,000 customers worldwide impact millions of people with technological advances from next-generation gaming systems to breakthrough medical devices

Named one of Fortune Magazine's "100 Best Companies to Work For" 11 years in a row with culture that supports individual and community well-being

Employee Demographics

- 2,300 mostly young, educated, male employees located on corporate campus in Austin, Texas
- 5,500 U.S. health plan members including employees, spouses and children

Health Benefits Challenges

- Despite their relative youth, more than 40% of the workforce is overweight with a sedentary lifestyle, has high cholesterol, and suffers from seasonal allergies.
- 9% of plan members have elevated blood glucose levels, making them at risk for diabetes.
- Many employees who relocate to NI's Austin headquarters directly out of college don't have a primary care physician.
- Most users of NI's wellness programs represent "the choir"—those who are already fit and healthy.

Healthy Workforce Objectives

- Improve utilization of primary health care services, including preventive care and proactive management of chronic conditions through use of a patient-centered 'medical home' care management model.
- Motivate workforce and dependents to monitor their personal health status through completion of health risk assessments and other biometric measurements.
- Improve participation in wellness programming by at-risk employees.
- Encourage employees to seek appropriate and timely professional treatment when needed and return to an active, productive lifestyle as soon as possible.



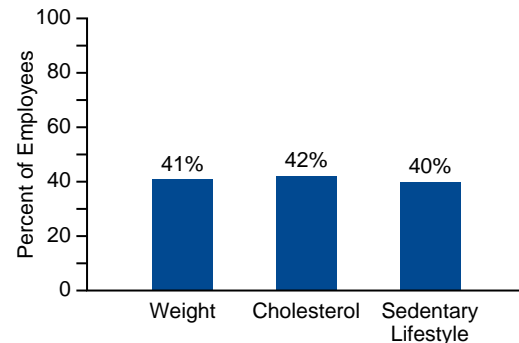
Value-based Benefits and Wellness Strategies

- Convenient and low-cost onsite fitness center staffed with fitness experts from the nationally renowned Cooper Institute
- Onsite medical clinic managed by Take Care Employer Health Solutions, LLC
 - Initially intended to offer only acute care, but expanded after a year to also provide all forms of preventive and primary care
 - Reduced co-pay for onsite clinic office visits
- Onsite mammogram screenings twice a year
- Significant premium surcharge for failure of employee to complete health risk assessment and biometric screenings

Outcomes

- More than 700 employees use the fitness center regularly, many of them attending several classes each week.
- More than half of all employees took advantage of the onsite clinic at least once in the first year of operation, pointing to rising participation rates in 2011 and beyond.
- All but seven employees completed health risk assessments and biometric screenings in first year.

National Instruments Employee Risk Factors (based on biometric data of 718 employees)



from National Instruments Wellness Journey, April 2008

- Increasing numbers of employees are actively engaged with personal health management programs and recruiting their colleagues to join them.



Happy People, Happy Returns

Next Steps

- Encourage dependent spouses to complete an HRA and biometric screening and otherwise engage in active personal health management.
- Continue strategies designed to support individual progress in achieving significant progress toward biometric goals.
- Require affidavit of non-tobacco use or completion of smoking cessation program for preferred benefits.
- Champion individual and collective successes at improving health status.
- Increase on-campus wellness and fitness programs, including focus on improving nutritional value of vending and food services options.



- Gather data to establish baseline against which to measure impact of VBBD and other strategic health management initiatives.
- Reduce annual health care cost trend by lowering incidence of preventable diseases and initiating early intervention in chronic and catastrophic cases.

On the Road to Value

At this high-tech engineering company where invention is the order of business and new applications need to be tested and proven before they are implemented, a standard, off-the-shelf approach to health and wellness just didn't compute.

Instead, Austin-based National Instruments used the same iterative process its engineers apply to hardware and software development to customize a value-based benefits design that reflects its corporate culture of ingenuity and community support. At NI, where the most sustainable competitive advantages are its people and its culture, a strategy that embraced healthy living was embraced.

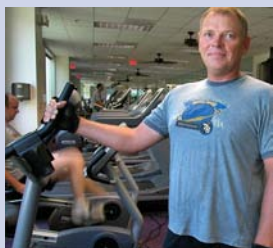
First, it opened an onsite fitness center staffed by professional experts from the Dallas-based Cooper Institute, a nationally renowned pioneer in nutrition and aerobic exercise.

Next, NI contracted with Take Care Employer Health Solutions to design, build and operate an onsite health care clinic to provide both primary and acute care services to employees.

Then, with its fitness center, health clinic and wellness programs in place, NI instituted a strategic initiative to encourage its employees to accept some responsibility for their own health status. Beginning in 2009, NI employees were asked to complete health risk appraisals, which included biometric screenings conducted at its onsite health clinic, or risk paying significantly more for their company-provided health benefits.

An admittedly paternal company in the hotly competitive high-tech industry, premium contributions for NI's health plan are low—just \$15 a month for single coverage—while coverage is generous. When the company informed its employees they'd have to pay \$60 a month if they failed to complete a health risk assessment with biometric screenings, the results were not unexpected. All but seven of the company's 2500 U.S. employees complied.

It's a bit too soon to determine whether the company's aggressive approach to managing its employees' health is producing the desired results, but just as NI's LabView software tracks and measures the performance of product development, NI will be evaluating its own VBBD's outcomes.



Employees make use of the company's workout facilities

National Instruments Employee Engagement

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- Increasing numbers of employees are actively engaged with personal health management programs and recruiting their colleagues to join them.

2011

Best Practices in Value-Based Benefits



On the Road to Value (continued)

"You can't control medical inflation; you can't control increased utilization. The only way to lower costs is to get healthier. As you reduce risk factors, you reduce costs actuarially. It's the only answer," believes Mark Finger, Vice President of Human Resources.

According to Mr. Finger, NI's management is committed to VBBD for the long term because the company recognizes that its greatest and most sustainable competitive advantage is its employees. "We encourage NI employees to challenge each other by providing an open working environment that supports idea-generation and innovation.

"We know what kind of a workplace culture we want to have, and the decisions we make today impact who we will be as an employer 100 years from now," Mr. Finger said.



*Mark Finger
National Instruments*

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