

[CASE STUDY]

GIW Industries Prioritizes Wellbeing

CHALLENGE

GIW Industries (GIW), an internationally recognized leading manufacturer of industrial materials was experiencing rising healthcare costs – higher than trend.

A predominantly male workforce, coupled with high spousal plan participation, aging demographics and low turnover were fueling costs associated with the health plan. Year over year, GIW's high-cost claimant list would grow to include 10-15

newly identified plan members. The paternalistic organization was faced with a big challenge – how to contain and manage cost while supporting and caring for their most valuable asset, their talent.

INSIGHTS

Large employers are broadening their focus from wellness to wellbeing and tracking the impact these programs have not only on health but overall workforce productivity and business performance.

According to the Center for Disease Control (CDC), approximately 71% of the total healthcare spending in the United States is associated with care for individuals with more than one chronic condition. One in four Americans suffer from a chronic disease; that number rises to three in four when they are 65+ and increases the prevalence of multiple comorbidities.

OneDigital proactively worked with GIW to create a multi-year health and wellbeing strategy to mitigate cost and reduce health risk by educating and empowering members to be proactive about their health. They also worked to alleviate barriers to change. Another key objective of this program was to position the program as a valued benefit to employees and their families. A white-glove approach was taken particularly for those high on the claimant's list, driving the biggest portion of the healthcare spend.

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SOLUTION

As part of the overall strategy, OneDigital experts recommended a robust health management program, an onsite clinic, one-on-one coaching and employee incentives.

OneDigital worked closely with GIW's HR team, key stakeholders and vendor partners to bring the multi-year strategy to life and build an infrastructure that would position the program to succeed.

Initially, GIW found success partnering with a local healthcare provider to offer occupational health services onsite and employees became accustomed to onsite support quickly, but success became stagnant. Following a program optimization evaluation, OneDigital found that GIW could do more by capitalizing on the valued onsite care model and expand the scope of care to manage costly and debilitating chronic conditions. Claims data indicated that diabetes, hypertension, cancer and comorbidities of such were driving poor health conditions. As the program evolved, onsite support was tailored to focus on early diagnosis and management of chronic disease. **Health risk assessments, disease management and lifestyle coaching, become mainstays of GIW's health and wellbeing program.**

Year two was incentivized, requiring a one-on-one meeting with the onsite nurse, a full biometrics clinical blood assessment and health risk questionnaire which resulted in each employee

receiving a personal risk number. Participation requirements would vary but all levels included health coach meetings to discuss personal health goals and the onsite nurse worked directly with the employees' provider, increasing the chance of success in their wellbeing goals and disease management. Due to the generational nature of the workforce, **word of the incentives spread quickly with 73% of plan members chose to participate.**

Nearing year three, the program was opened to spouses and by year four, the plan transitioned to being fully outcomes-based. By this time, the company had an excess of 85% of participants.

Proper communication and program positioning was key in driving success for the employer, highlighting the various benefits during open enrollment and providing an introduction to the nurse practitioner who would be onsite. For this particular population, the best way for this company to take care of their employees was by providing personalized coaching and convenient access to care. The first year of the program was voluntary participation, intended to set the right tone and educate employees on the various benefits.

RESULTS

With no additional cost to the employees, the five-year plan was able to deliver the following:

RISK REDUCTION		COSTS AVOIDED
Per occurrence of preventable chronic disease	Number of occurrences: 84 Avg. cost per occurrence: \$4,483	\$376,557
OFFICE VISITS - PRIMARY CARE OR SPECIALTY		
Costs diverted from physician's office or health counselor	Visits 1,695	\$125,175
LOST WORK TIME ASSOCIATED WITH OFFICE VISIT		
Net time avoided vs. physician office visit	Visits 1,684	\$101,040
LAB		
Based on market lab rates		\$14,289
ABSENTEEISM		
Reduction in chronic disease absenteeism		\$34,632
PRESENTEEISM		
Reduction in chronic disease presenteeism		\$193,232
TOTAL COSTS AVOIDED		\$844,925
PROGRAM COSTS SUMMARY		\$261,904
NET SAVINGS		\$583,021
ROI:		3.23 : 1

STRATEGY

Incorporating a health and wellbeing program is a long-term investment and partnering with the right team is essential for success.

The multi-year strategy has proven successful for both the employee and employer. On the horizon are other elements of wellbeing such as financial wellbeing programs. Future evolution

of GIW's health & wellbeing program will rely on data and employee-centric analysis to ensure the effectiveness and value of the program continues for years to come.

Connect with a OneDigital Health and Wellbeing consultant to achieve results like this for your organization.