



Health Management

Success Story

Situation

HORAN was asked to help reduce a new client’s premium costs. They had received a 40 percent renewal which was unaffordable and unacceptable. However, the problem was it was not altogether unreasonable. Through thorough analysis from our financial analyst, we determined over utilization was the driving factor of the high renewal. HORAN helped the client understand how to control cost. We developed a strategy to impact personal responsibility and general wellness.

Solution

HORAN implemented a two-tier pricing strategy that rewarded nonsmokers. Working closely with the management team, we determined which behaviors we wanted to impact and which would provide the greatest return on investment. The client had a limited budget with which to work. HORAN sought providers and solutions that would be able to deliver within our cost parameters.

In addition to smoking cessation, our client wanted to implement a weight reduction program. This was easy to implement and measure, but the payoff was more difficult to prove. The improvement in weight would manifest itself in lower cholesterol and a lower risk for heart disease and diabetes, but only time would tell. We knew we needed something bigger and better to win the hearts and minds of the employees and management.

Working with the data, we were able to identify additional areas of opportunity:

- Annual physicals and physician visits by those who were seeking no medical care
- Outreach to people with chronic disease and assistance with ongoing disease management
- Prenatal care

As this risk was fully-insured, we explored options through various insurance companies and local providers. Ultimately, we selected Anthem and the 360 Health program. They were able to provide all of the desired services, including individual incentives for participation. The client desired even greater individual rewards so we worked together to devise a program that reduced the employee portion of the premium. By demonstrating membership in a health club or a smoking cessation program, payroll deductions could be reduced.

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We are exploring additional Anthem based programs including Worksite Wellness which will include biometric testing.



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