

Case Study

Wellness Program Makes Company a Strong Option to Job Seekers

Client Challenge: A public transportation company in Southern Ohio sought to be an employer of choice. To achieve these results, they decided to refine their benefits and company culture. They realized the differentiators were tied to wellness. To reach the goal of being an employer of choice, the culture and habits of employees needed to change.

HORAN Solution: The company began a wellness initiative in 2003. It has grown from simply talking about benefits to including an annual health and safety fair, mammogram van visits at various locations and flu shots.

The company has learned that communication and availability are key. However, traditional wellness initiatives like “lunch & learns” aren’t very applicable. The business operates 24/7/365 and many jobs are sedentary with varied schedules.

Since 2013, HORAN has worked with the company to further develop the Wellness Program. We instituted the HORAN Health Management Way to help the company create and measure its program. HORAN Health Management Way leverages best practices, capitalizes on market expertise and utilizes client data to create a unique wellness program for a company.

Importantly, HORAN Health Management Way begins working with clients where they are now in terms of wellness to ensure success. The HORAN Health Continuum allows us to set you on a path to stabilize, improve or eventually achieve a best in class wellness program.

The improved program added:

1. A Wellness Coordinator who is on-site 20 hours a month to counsel employees on nutrition, exercise, general health questions and to review screening results.
2. Additional Wellness events in more locations with HORAN provided printed materials about specific conditions and healthy lifestyle educate employees about the top three cost drivers for their insurance claims – diabetes, hypertension and musculoskeletal pain (back pain) – and how to make lifestyle changes to improve or prevent them.
3. The new plan offered in 2015 had a 10% reduction in the employee share of the premium. This was achieved through a self-insured plan that included a biometric screening. The company covered all screening costs (about \$100/person) and each participant received a \$100 gift card.

Direct Benefit to Client:

1. Total Health Care Cost decreased about \$2,000 per employee with the implementation of the new plan structure.
2. Increased participation in the wellness program lowered the cost per employee from 95% of the market average to 78%, while new activities like Walking Challenges, Diabetes Intervention programs and healthy eating competitions sparked employee interest.

“We wouldn’t be as far as we are today without our HORAN partners. – PHR, Benefits & Compensation Manager at Company