

CASE STUDY

SYNOPSIS

Over the past decade, a large financial services firm has invested in the health and well-being of their employees through a “consumer driven, employee health program.” This case study evaluates the role a worksite diabetes disease management program, integrated with a workplace occupational health clinic medical team, had on biometrics and disease knowledge for employee populations at risk for diabetes, living with prediabetes, or diagnosed with diabetes.

CASE STUDY

1. The Opportunity / Issue

Nearly ten years ago, driven by the worldwide financial crisis, new company leadership, and workforce productivity, a financial services firm decided to take a closer look at the health and well-being of their employees. What they found was growing medical and prescription costs, underutilized employee wellness centers, lengthy medical follow-throughs, and poor medication protocols among employees.

2. The Solution / Approach

In partnership with Community Health Charities, they began to promote health awareness to influence positive behavioral changes, improved productivity, enhanced employee engagement, and reductions in healthcare expenditures. Their disease management program focused on diseases with a significant productivity loss component.

With the rise of diabetes among those 20 and older and the costs associated with the diagnosis and treatment—\$245 billion in medical and lost wages—the large financial firm focused their attention on the disease. A Healthy Living with Diabetes disease management program was developed. It featured employee outreach, dedicated medical teams, individualized support, targeted communication, training, incentives, and tracking. Community Health Charities provided webinars, podcasts, websites, newsletters, and tailored direct response programs to reach the firm’s employee participants.

3. Resources / Budget

The campaign required the commitment to partner with Community Health Charities, approval of senior management, engagement of staff, staff time, and resources to communicate and conduct the program.

4. Results to Date / Success Factors

The collaboration with Community Health Charities empowered employees to take control of their health. Changes associated with employees that participated in the Healthy Living with Diabetes program were dramatic.

- 31.7% saw a doctor
- 5.9% started on medication
- 15.8% had medication changed by their doctor
- 53.5% started an exercise program
- 47.5% lost weight
- 4% among all smokers, quit or attempted to quit smoking
- 5.9% talked to an EAP counselor

85% of employees found the program extremely/very helpful. The overall investment in the well-being of employees has also translated into higher performance and better customer service, indicating that the program was successful.

5. Lessons Learned / Surprises

In partnership with Community Health Charities, the financial firm continues to provide employees with a wide range of health-related services and programs, on everything from asthma to Alzheimer's, to support good physical and mental health, and to help employees become more educated healthcare consumers.

Through using a consumer driver employee model for investing in workplace health and productivity, the overall investment in the well-being of employees has also translated into higher performance and better customer service.

HELPFUL RESOURCES AND TOOLS

Table on Diabetes Population: <http://www.diabetes.org/diabetes-basics/statistics/>

Diabetes Infographic: <http://www.diabetes.org/diabetes-basics/statistics/cdc-infographic.html>

Community Health Charities health resources: <http://healthcharities.org/resources/>

ABOUT THE ORGANIZATIONS:



Community Health Charities has been empowering people to improve health and wellbeing for over 60 years, by raising awareness and resources for health and wellness. We support education, treatment, and prevention for those with health challenges; bring organizations together to improve community health; provide individuals with opportunities to get involved; and increase the capacity of nonprofit organizations.

Email: info@healthcharities.org

Phone: (800) 654 0845.

healthcharities.org