

Empowering Employees to Take Control of their Health

Five commonly owned auto dealerships located throughout northern New Jersey with a total of 165 employees.

Key Challenges

One of our large clients continued to receive substantial increases in health care premiums over consecutive years. They raised deductibles, copays and made other changes to plan design but were unable to control the increases.

MBA Solution Presented

Our team analyzed their demographics and their utilization reports, then suggested they conduct a survey with their employee population, which we helped develop. Based on the information available to us and the results of the survey, we felt both the employer and employees would benefit if everyone were empowered to take more responsibility with their personal health choices and improve their overall well-being. As a result, we suggested that the company establish a “culture of health.” Management agreed, and subsequently:

- Introduced “healthy” vending machines to the office cafeteria
- Partnered with a local food store to provide healthy lunch options, delivered to the office, at a discount
- Expanded the in-place wellness program with additional services and incentives
- Introduced activity trackers and office competition events

Additionally, we supplied educational and promotional communication materials, both in print and via electronic means, that the employer could distribute on a regular basis.

Measureable Results

As the strategy was implemented through education, tools and services, it became clear that employees were gradually feeling more empowered to take control of their health. By the end of the first year, the employer reported a noticeable shift in employee involvement. Over the course of the next two years, employee morale and workforce productivity increased, and a majority of employees becoming very engaged in actively managing their overall well-being.



By the second year, the company was able to recoup its implementation costs as claims utilization fell significantly. Savings for the third year should exceed \$100,000.