



Case Study: Food Manufacturing Company

Fortune 500 Company Cuts Costs and Improves Quality through Healthcare Consumerism

Situation: This Fortune 500 client is a global manufacturer and marketer of high-quality foods and simple meals including soup, baked snacks, and healthy beverages. The company employs over 9,000 workers and provides them with a comprehensive, integrated approach to healthy living through a wide range of employee benefits. The company, like other major U.S. manufacturers, was struggling with healthcare costs and related medical quality issues linked to employee lifestyle. A significant number of employees had been diagnosed with elevated cholesterol and high blood pressure. Obesity was a leading condition for employees in certain regions. Our client was frustrated that costs continued to rise while programs in place failed to meet goals or change outcomes.

Business Challenges: Company data revealed 3% of the employee population drove 50% of total healthcare costs. The company knew that by improving the health of this small group of workers, it was well on its way to eliminating a significant waste in healthcare dollars and substantial indirect expenses linked to health-related employee productivity. Another key strategic decision was transforming this workforce population into active consumers through informed decision-making as a method to improve care and lower costs.

Strategic Approach: Consumer's Medical Resource (CMR) was hired to empower employees to become active healthcare consumers in charge of getting the best care possible. A key consideration in retaining CMR was credibility. The company knew the program would be more successful if employees trusted the source, one independent of an insurance plan. In 2006, *Medical Decision Support*[®] (MDS) was introduced targeting 21 expensive and complicated conditions, mostly heart-disease related. Based on its success with MDS, the company introduced MDS Express a year later to reach more employees with an additional set of diagnoses and medical topics. These products could be ordered on-line and shipped quickly to an employee's home. Earlier this year, the company rolled out CMR's latest and most innovative MDS product – a fully integrated phone and web-based service that provides comprehensive decision support to patients on any diagnosis or medical topic. The service is the first of its kind to be offered by any employer in this country. CMR is also in the process of developing a preventative program as a front-end piece in a comprehensive health support service.

Conclusion: Our strategic partnership with this client has resulted in the creation of one of the most progressive and important consumer programs in corporate America with the launching of a MDS tool aimed at any medical condition. The company's experiment in healthcare consumerism, noteworthy for its innovation and measurable outcomes, is already considered by industry a leader's guide for the next decade.

Program Results

\$3:1 ROI in healthcare costs savings

- ▶ **100%** would recommend CMR's service to other employees
- ▶ **99%** believe this is a valuable addition to their employee benefits package
- ▶ **88%** became more involved in making decisions about their care
- ▶ **76%** improved communication with their doctors
- ▶ **85%** improved peace of mind as a result of the information provided
- ▶ **93%** indicated that requesting this information saved them time in researching their illness

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