

Healthcare benefits administration

Client profile

A large Fortune 500 company who is well known for its wellness initiatives, working in conjunction with a third party administrator (TPA).

CASE STUDY



Objectives

To reduce the costs of healthcare benefits, by encouraging new employees to use wellness benefits for health screenings. To help employees avoid the much higher costs of crisis care for undetected chronic illnesses and to promote primary care options.

PBMS solution

Pitney Bowes received a data feed of new employee and beneficiary data, with qualification flags for specific, versioned health guidance matching age and gender of covered individuals within the household. Additionally, records also included directory information for the three closest care providers by category to the new employee's home address, a much simpler provider directory than traditional state-level or area directories of all providers, regardless of need.

PBMS used a variable composition workflow to create 2-page guidance sheets for each new employee, offering NIH and CDC-published recommendations for health screenings for each family member. The guidance was linked to age and gender categories related to employee records. The back side of each mail piece included a directory of the three closest primary care physicians, pediatricians, and/or OB/GYNs according to the employee's family make-up.

The TPA followed each mailing with a phone call to ensure receipt and understanding of the material.

Results

Through the first year of the program, the claims in the pilot segment have indicated an increase in visits to primary care physicians of 41%, and an increase in health screening tests of 25%. Prior research within the company established a strong link between health screenings and reduced costs of critical care for chronic illnesses. Pending analysis is expected to show a related decrease in costly emergency room visits.

Benefits of targeted wellness communications

- Simplified content of relevant material is easier for recipients to understand and act on
- Reduced costs to print a provider directory
- Reduced costs of undiagnosed chronic illnesses supports wellness program

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