

# Executive Summary

While your staff may be responsible for the ongoing administration of your health insurance program, you'll need to **set the vision** to effect any meaningful change.

## Healthier Employees = Lower Health Insurance Costs

If you want healthier employees, you will need to understand ...

### 1. The **impact** of chronic disease

Since chronic diseases are responsible for over 75% of all health care costs, companies having a plan that "attacks" the causes will be ahead of the curve. Chronic diseases are both treatable and manageable.

### 2. How to **influence** 4 key health activities

You will need to ...

- A. Identify 4 key activities that "attack" chronic disease
- B. Understand the combined "attack" on chronic disease
- C. Design a plan to influence the 4 key health activities

In the **financial model** shown on Page 11, we designed a plan with \$\$\$ incentives that will lower the employee cost when he/she completes the 4 key health activities. In this case, the employer helps those who are willing to help themselves. Employees who complete the activities pay less than those who don't. Whether they do or don't, employer costs go down.

### 3. How **wellness** "attacks" chronic disease

You CANNOT control supply costs (healthcare services)

BUT

You CAN influence demand (healthier employees)

**Healthy employees cost less.** Corporate wellness programs help employees get healthy and stay that way. You'll save money through reduced healthcare costs, workers' compensation expenses, absenteeism and presenteeism.

*"I believe you are presenting the next generation of employer and member engagement as it relates to these consumer driven plans.*

Director of Underwriting  
Massachusetts Insurer  
(February 3, 2010)