

EMPLOYER HEALTHCARE SOLUTIONS:

How to Harness the Power of Collaboration to Drive Change



What Is the Future of Healthcare?

That's the urgent question facing millions of employers today. However, we all know that important business decisions aren't made by having all the facts. To have the greatest impact on the health of your employees, and your bottom line, transparency and collaboration are key to success. According to Applied Health Analytics CEO Robert Chamberlain, never before have the opportunities been so great, but only if you have the right strategy.

Moving Beyond a Siloed, One-Size-Fits-All Approach

"Every employer is different," says Chamberlain, an industry expert on population health who has partnered with HEALTHWORKS to provide a population health platform that includes a health portal, engagement tools and data analytics.

"An accounting firm's workforce in La Jolla, California, will present different health characteristics and needs than employees of a chicken processing plant in South Carolina. That's why it's critical to identify the unique risk profile of a given population, including health risk assessment data and biometric values garnered from on-site screenings and claims data."

Historically, a self-funded plan design was best utilized in large companies with more than 10,000 employees. Today, 81 percent of employers with more than 100 employees are choosing either a partially or fully self-funded plan design, according to the 2015 Kaiser/HRET Employer Health Benefits Survey. The days of the one-size-fits-all approach are falling by the wayside, in favor of a collaborative approach to employee health.



HEALTHWORKS
By Carolinas HealthCare System

Collaboration: Adapting and Thriving

A decade ago, many employee wellness programs were comprised of little more than slogan-laden T-shirts, free water bottles and peppy HR departments.

“Today’s HR managers collaborate on metrics-based population health initiatives,” Chamberlain says. “And they are accountable to the bottom line.”

As a result, the payer and the provider are coming together in very meaningful ways. Instead of the health system operating in a mere transactional environment, an unparalleled trend of collaboration is emerging among employers, benefit consultants and healthcare providers. Previously competitive health systems now collaborate with employers driving that change.

Moving from Competition to Collaboration

Who is leading this change? With rapidly growing frequency, it’s HR managers who oversee the company’s population health strategy. As a result, the responsibilities that come with an HR manager’s role have increased considerably. The HR manager is more often than not a member of the leadership team and very involved in guiding the strategy around population health.

Empowered HR managers are strategic partners choosing which population health program to put in place, which partners will be involved in the delivery of that program and whether to go with on-site or near-site clinics. Swimming through a sea of choices, HR managers are increasingly turning to a single healthcare provider who can deliver more effective care for all members of a healthcare plan.



How to Get Started

The savviest of HR managers work with a local healthcare provider who can also serve as a strategic resource and collaborative partner. In today's disruptive environment, it's not uncommon to see a broker, a healthcare provider, an HR manager and a CFO working together on a strategy. Every one of the people at the table today has a role in making sure that data is being collected and shared appropriately, so that everyone can benefit from the best outcome.

According to Chamberlain, "Once you begin acquiring data, you can then start to take a look at the risk characteristics around four main disease states: cancer, heart disease, diabetes and emotional health." Why those four? Chamberlain explains, "These four disease states represent more than 90 percent of claims spending. Once you have that data, you can work in partnership with the local health system to build programs that preempt the conditions leading to those diseases in your unique healthcare population."

Healthcare Collaboration with Carolinas HealthCare System HEALTHWORKS

With more than 25 years of employer healthcare experience, HEALTHWORKS provides customized workforce health solutions with proven outcomes for reducing healthcare costs and improving employee health.

HEALTHWORKS provides more than 50 employer health services, allowing for a customized plan that meets individual employers' unique needs. HEALTHWORKS provides employer healthcare solutions with proven outcomes to help reduce healthcare costs and improve employee health.

Conclusion

We now know that with a new perspective, and a more collaborative approach to employer health-benefit plan design, we can greatly impact the health of employee populations. Now is the time to start building the team that will get you there. The future of employer healthcare is looking brighter.

"The biggest benefit of working with HEALTHWORKS is the data that is generated. We can compare year to year, see the improvement of those at risk and track better than we have in the past."

– Kristy Huneycutt, HR Manager,
Preformed Line Products