

## BankPlus Case Study

*BankPlus is \$2+ billion bank headquartered in Jackson, Mississippi with approximately 800 employees spread across over 60 locations. BankPlus was experiencing health care cost increases of over 17% in its self-funded group health insurance plan. In 2002, BankPlus President & CEO Bill Ray took steps to more actively manage health care costs and improve employee health.*

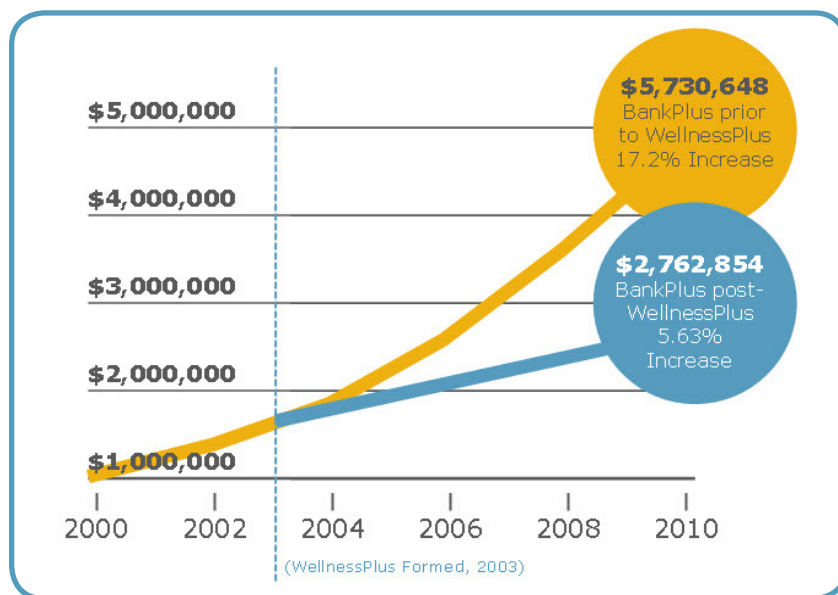
*SOLUTION: With WellnessPlus, Ray implemented a comprehensive corporate health strategy that gave his employees incentives to engage in healthier lifestyles while allowing BankPlus to actively manage health care costs and employee health.*

### **The strategy provided by WellnessPlus was comprised of the following steps:**

- Identifying health risks – For BankPlus, the first step was to understand health risks among the employee base. WellnessPlus conducted comprehensive on-site biometric screenings and health assessments to calculate risk for certain diseases and identify modifiable risk factors in the employee base. These 10-minute biometric screenings made many BankPlus employees aware of their own health status and risks.
- Providing health leadership – Bill Ray, as President and CEO of BankPlus, took personal leadership of the BankPlus Corporate Health Strategy and established health as a key corporate value. Through his leadership, BankPlus developed a workplace culture where employees were accountable for their health and given the support and tools needed to improve health.
- Managing known risk factors– Once BankPlus understood the risk of preventable diseases in the organization, as well as the hospital costs and productivity costs associated with major health episodes, BankPlus worked with WellnessPlus on a series of steps to manage health care costs related to preventable conditions such as diabetes, heart disease, stroke and obesity. These steps included annual in office biometric screenings; providing a free day off to employees for yearly preventative doctor visits (available at no cost); a smoking cessation program named “Quit Line” with free tobacco cessation counseling and bank-funded nicotine replacement therapy and medications.
- Motivating employee behavior change – WellnessPlus helped the bank encourage healthy behaviors among employees by providing comprehensive health and wellness information to employees. Through WellnessPlus, program participants received the wellness education, skill sets and tools needed to implement personal change. WellnessPlus introduced Live Active and Eat Smart goals to encourage monthly physical activity and nutrition goal setting. To reinforce and support change, the bank offered incentives tied to WellnessPlus participation. Incentives included cash prizes, days off, and premium insurance discounts to employees who participated in the program. The BankPlus Health Strategy integrated WellnessPlus and BankPlus Health Benefits. Employees participating in the minimum requirements of WellnessPlus earn the maximum insurance contribution from BankPlus. Employees meeting the minimum participation requirements contribute \$100 less for employee coverage and \$220 less for employee/dependent coverage per month than non participants. Like BankPlus, over two thirds of today’s employers offer financial incentives for participation in their wellness programs.

*RESULTS: The results of the WellnessPlus program have been significant for BankPlus. Over 96% of BankPlus employees participated in the program with 86% of BankPlus employees earning the maximum insurance contribution benefit. The bank saved over \$9 million dollars over the first eight years of the program.\*\* In that time, health care increases dropped from over 17% to under 6%, well below the national average for employers. Employee health and productivity improved. Hospital claims fell by 13%, as a percentage of total health care spending. Program participation improved workplace performance. In comparing WellnessPlus participation and performance reviews, BankPlus found that employees with the top 10% of performance reviews had almost twice the participation in the WellnessPlus program as employees with the lowest 20% of performance reviews.*

### 7 Year WellnessPlus Total Savings \$9,452,265



### WellnessPlus Health Care Spending Components

