



Workplace Wellness Programs

2022 Manufacturing Client
1,300 employees
Headquartered in North Carolina





The Problem:

In 2012, a manufacturing client who creates construction equipment across the Carolinas, approached TargetCare to help mitigate claims costs and to help their employees manage the healthcare system. This predominately male population between the ages of 30 – 60, also had a high number of chronic conditions.

The Response:

TargetCare responded by implementing a hybrid health coaching program, free for all employees. Our health coaching program serves 23 locations across the states of North and South Carolina, and we utilize regional registered nurses.

Our health coaching program is available onsite at each of the client's locations, with the option to supplement telephonically if needed. Our health coaches use a pre-existing space at each location, and rotate monthly across each branch.

Apart from our annual biometric screenings and engagement programs, TargetCare implemented a "Right on Target" program, which helps dictate the pace of meeting with the health coach and sets a cadence for improving their health.

60%

Participation in
TargetCare Health
Coaching Program

5.4:1

Average ROI across a
5-year cohort

3,000+

Health Coaching
Appointments made since
program implementation

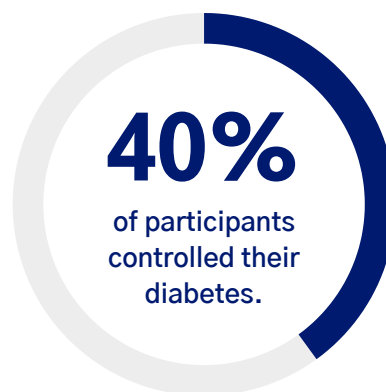
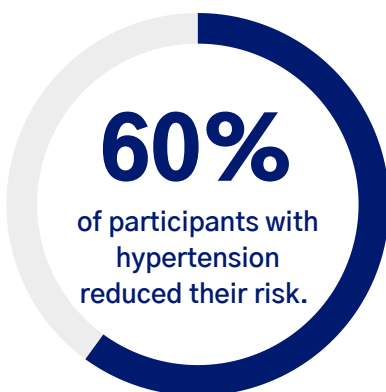
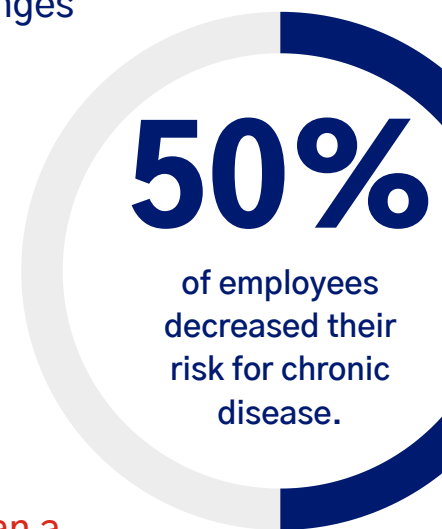
The Results:

Our employee-sponsored wellness program serves as a strategy to educate these employees on their health, reduce healthcare spending, and monitor and manage acute and chronic care conditions.

TargetCare biometric screenings are conducted annually, and provide employees with an individual "Know Your Number," or KYN, risk score which serves as a base measure to compare against a variety of chronic conditions. For this client, each employee's KYN risk score is the basis for our Right on Target health coaching program. We successfully moved all participants out of the extremely high risk category across the 5-year cohort. We reduced the high risk participant's score by 5 points across the 5-year cohort. The average risk score of the borderline high participants also decreased by 3 points across the 5-year cohort.

Each participant's risk score places them in a risk category ranging from extremely high to optimal. Each year's biometric screening hopes to move employees in and out of certain ranges and towards the optimal category.

Across the five-year cohort, we successfully decreased the risk score of 150+ participants. The company as a whole became healthier than a national equivalent.



"I have a participant that told me she recognizes her past attempts at dieting and severe restrictions never worked for her and now feels more in control of her dietary habits; she expresses gratitude for the support of her health coaching visits and the positive feedback keeps her motivated."



- Client Health Coach

The Results:

Each occurrence of a chronic condition, an office visit, lab fee, absenteeism, and presenteeism contribute to the overall costs an employer will pay for healthcare related expenses. Introducing a wellness program helped this client with their high claims costs.

The following figures are averaged over a 5-year cohort of this client's wellness program.

Risk Reduction:		
Per occurrence of preventable chronic disease		
	Number of occurrences:	211 occurrences
	Avg. Cost per occurrence:	\$4,167.75
	TOTAL COSTS AVOIDED:	\$862,939 per year
Office Visits:		
Costs diverted from physician's office or health counselor		
	Visits:	2,259 visits
	TOTAL COSTS AVOIDED:	\$159,757 per year
Lab Fees:		
Based on market lab rates		
	TOTAL COSTS AVOIDED:	\$40,944 per year
Absenteeism:		
Reduction in chronic disease absenteeism		
	TOTAL COSTS AVOIDED:	\$133,388 per year
Presenteeism:		
Reduction in chronic disease presenteeism		
	TOTAL COSTS AVOIDED:	\$531,029 per year
Total Costs Avoided:		\$1,863,658
Average ROI:		\$5.4 : \$1