



# Workplace Wellness Programs

2022 Manufacturing Client  
500 employees  
Headquartered in North Carolina





## BIOMETRIC & ROI CASE STUDY

### The Problem:

In 2008, a group of electricians with multiple locations across the state of North Carolina approached TargetCare to help manage the escalating cost of their healthcare claims. Their population is male-dominated and most employees had no connection with primary care physicians.

### The Response:

TargetCare responded by implementing a hybrid health coaching program, free for all employees. We employed two registered nurses who have now served the employees since the program start date in 2008, for 14 years. Our health coaching program is available either face-to-face or telephonically. TargetCare also does annual biometric screenings to gather health data per each employee, and then schedules a review session for health coaches to individually review employees risk number for certain chronic diseases. TargetCare also implemented an engagement program with weekly wellness emails, monthly lunch & learns, and quarterly health-related presentations called Health Break Stations.

# 75%

Participation in  
TargetCare Health  
Coaching Program

# 4:1

Average ROI across a  
5-year cohort

# 800+

Health Coaching  
Appointments made since  
program implementation

# The Results:

Our employee-sponsored wellness program serve 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. **This client's average KYN score has consistently stayed 2-3 points beneath the national average KYN score since implementing the TargetCare program.**

Each participants 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 moved half of these employees out of a higher category and into a lower one.**

**50%**

of employees decreased their risk for chronic disease.

**80%**

of participants with hypertension eliminated their risk.

**53%**

of participants decreased their blood pressure.

**38%**

of participants decreased their weight.



I'm so glad this program is offered. After I received my TargetCare results, I was very concerned about my health and what might happen if I didn't change some things in my life. I immediately changed how I was eating, I quit drinking alcohol and started going to the gym. Since the assessment in March, I have lost 15 pounds and I had an appointment with a new primary care physician. My labs are already showing improvement."

– TargetCare Program Participant



# 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 a health coaching program.

<b>Risk Reduction:</b>	
Per occurrence of preventable chronic disease	
Number of occurrences:	78 occurrences
Avg. Cost per occurrence:	\$4,483
<b>TOTAL COSTS AVOIDED:</b>	<b>\$336,494</b>
<b>Office Visits:</b>	
Costs diverted from physician's office or health counselor	
Visits:	1,134 visits
<b>TOTAL COSTS AVOIDED:</b>	<b>\$81,142</b>
<b>Lab Fees:</b>	
Based on market lab rates	
<b>TOTAL COSTS AVOIDED:</b>	<b>\$22,297</b>
<b>Absenteeism:</b>	
Reduction in chronic disease absenteeism	
<b>TOTAL COSTS AVOIDED:</b>	<b>\$33,300</b>
<b>Presenteeism:</b>	
Reduction in chronic disease presenteeism	
<b>TOTAL COSTS AVOIDED:</b>	<b>\$136,578</b>
<b>Total Costs Avoided:</b>	<b>\$609,811</b>
<b>Average ROI:</b>	<b>4.34:1</b>