INDUSTRY NEWS

Changing Unhealthy Behavior – Reform Employers Need Not Wait For

Regardless of what renovation the U.S. Government may (or may not) lead in health care, the vast majority of employers are set to make significant changes themselves. Eighty-three percent report they are revamping or expect to overhaul their health care strategy within the next two years (up from 59% in 2009). The reason? The majority of employers (67%) believe their vendors fall short with programs designed to change individual behavior. This same majority indicate employee unhealthy behaviors remain a top challenge in sustaining affordable benefit coverage.1

Employers have every reason for the widening concern. Individual modifiable unhealthy behavior continues to unnecessarily consume a majority of health care costs.

Engagement remains the core problem: 58% of employers indicate it is the largest obstacle to changing employees’ health related behavior. Even the most well meaning, well designed health and wellness programs will continue to fail short on their promise if employees remain uninterested to participate.

The stubborn (and rampant) inertia against behavior change is the reason RedBrick Health’s clients transformed the contract between employer and employee around health care financing. RedBrick’s Health EarningsSM System yields exceptional engagement results over other solutions, helping achieve better health at lower cost for employer and employee alike.

Changing the financing of health care is a significant first step, but it isn’t the end one. Employers must also have programs in place that effectively engage individuals, across the employee base, and help them participate in their health, regardless of health status. The importance of engagement is the reason RedBrick Health designed its next generation health assessment to emulate one-on-one dialog and produce real-time personalized program identification – getting individuals enrolled in helpful programs at a pivotal teachable moment (rather than waiting weeks past the assessment, as other solutions do, when participants are less prone to act and less interested.)

The results? Pretty dramatic based on RedBrick Health’s newest clients. Consecro employees, for instance, recently achieved anemic engagement levels, moved beyond old models which generated health assessment completion, 42% of eligible employees immediately following assessment completion. 42% of eligible employees were engaged in personalized RedBrick Health behavior improvement programs.

“The record health assessment turnout and substantial early program data showcases the type of significant improvements we were looking for when we turned to RedBrick Health to embrace our health promotion efforts in 2010,” states Grace Brothers, Vice President of Benefits for Consecro.

The Scotts-Miracle Gro Company, another newer RedBrick Health client, also experienced dramatic engagement results – 95% health assessment completion and 92% biometric health screening participation. Brookdale Senior Living, another newer RedBrick Health client, is experiencing 71% health assessment completion.

The real difference in the RedBrick Health approach is the way they help employees begin to think differently about their health and behavior. David Bucholz, a warehouse forklift operator for The Scotts Miracle-Gro Company, states: “The RedBrick assessment helped me think seriously about my lifestyle and the steps I could take to improve it. The personalized report at the end was easy to understand and quite encouraging. I’m excited to get involved in the RedBrick Health programs recommended me.”

“We are pleased to see strong early returns for our Health Earnings System, powered by a next generation health assessment model,” says Kyle Rolfing, Chief Executive Officer for RedBrick Health. “Our new interactive RedBrick Health Assessment provides a first peek into our innovation pipeline. Our team is working rapidly with clients to reinvent the employee health management model, and the market is taking notice. Many of our clients have now moved beyond old models which achieved anemic engagement levels and are replacing or revitalizing their programs with RedBrick Health.”

Getting employees engaged in changing unhealthy behavior – the majority of employers recognize its critical and long unanswered need. RedBrick Health clients are testimony real health care (and health behavior) reform is available now.


REDBRICK HEALTH NEWS

Podcast – Health Care Consumerism

RedBrick Health’s Chief Marketing Officer, Eric Zimmerman, is delivering a podcast that will be made available as part of the Ninth Annual Consumerism Web Summit 2010 co-sponsored by CDHC Solutions and Employer-Web.com. The podcast “Driving behavior change through strong and sustained consumer engagement” will be available for download through the webinar site. Please visit http://www.healthwebsummit.com/consumerism.htm for more information.

For more information on RedBrick Health’s health earnings solution, please contact us at sales@redbrickhealth.com or at (612) 659-3000.