



Case Study

Taft-Hartley Plan provides health and welfare for hotel and restaurant workers

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It's important that we manage the health and welfare of the service industry workers.

"HEREIU workers are the backbone of the hotel and restaurant industry. It's imperative that we help them manage their health effectively," says Dr. Jerry Reeves, Chief Medical Officer for Hotel Employees and Restaurant Employees International Union (HEREIU) Welfare Funds.

Dr. Reeves works closely with health care providers, health promotion systems, and benefits administrators for 90,000 employees and their dependents in the hotel, casino, and restaurant industries. Like many companies, the incidence of diabetes and obesity was rising.

The Health Fund had put into place several care management, health education, and pharmacy management programs aimed at conditions affecting the health of the workforce:

- Diabetes
- Hypertension
- High cholesterol
- Allergies
- GERD (gastro-esophageal reflux disease)

Yet the obesity rise was driving more costs, threatening to overtake budgets and lives. Dr. Reeves worked with his constituency to create a model at Greenbrier Resort in White Sulphur Springs, West Virginia to address the problem. The details of the plan:

1. Enroll through a Health Risk Assessment, including biometric screenings
2. Reduce barriers to chronic care treatment.
3. Create personalized health coaching that set specific goals and improved total health management
4. Reinforce with incentives including no-cost supplies and reduced-cost treatments for diabetes, high cholesterol and high blood pressure.

Total Medical Cost Trends dropped from 14.5% per year at baseline to less than 4.5% the next two years.

Within 3 months, more than 60% of participants in health coaching knew their BMI, blood pressure, blood sugar and cholesterol AND had seen their physician.

KEY STEPS

- Reducing the cost of Rx and improving adherence through waived co-pays for generics and some branded pharmaceuticals
- Improving competency through health coaching that drives participation and messaging
- Integrating pharmacy, wellness, and life assistance with disease management and case management services
- Aggregating data over time and tracking health improvement across silos, including Rx/medical claims, EAP, unscheduled absences.
- Engaging the community in innovative health management.

Who is H.E.R.E.I.U.?

Taft-Hartley Trust fund that manages welfare for employees in the restaurant and hotel businesses

Annual revenues of \$600 million

90,000 employees and 250,000 covered lives nationally

Contractor for providers/health system services in Las Vegas

1300 employees/ 3000 covered lives are in the Greenbrier model in West Virginia

For more information, email us at cyndy@vbhealth.org or gjudd@vbhealth.org

Quick glance: Greenbrier builds competency

Greenbrier communicates for total health support

Good health behaviors are encouraged through multiple levers:

1. **Barrier removal:** Access to treatments and supplies for diabetes management.
2. **Health coaching.** Providing a dedicated resource for employee health management, which addresses the needs of the patient and encourages active health management
3. **Behavior change is communicated:** Employees, physicians, and management personnel are

all actively involved in total health improvement.

4. **Multiple media are used to provide encouragement.** Email, electronic (web-based) education, telephonic support and newsletters are all coordinated for active health engagement.

5. **Reward is provided.** Participants in the program not only receive reduced pricing on labs, supplies, medications and treatment, but they are also entered into drawings for family trips to resorts.

Jerry Reeves MD identifies employee engagement as the key to effective health management.