



Case Study

Co-pays reduced; diabetes outcomes improve for Times

Clifford Hayashi relates good health to better business. “In the supermarket business, fresh, appealing products drive business. In the health management business, fresh, appealing ideas keep employees energized and healthy!”

Mr. Hayashi is Director of Human Resources for Times Supermarkets in Hawaii. He oversees a workforce of 1000+ people, with a total of 1100 covered lives. Times is a self-insured, privately held organization that is part of the Diabetes Ten Cities Challenge, sponsored by the AphA and the Hawaii Business Health Council.

In 1995, Hayashi began the “Healthy Times” program to track data related to health outcomes, noting that early detection would lead to better outcomes. “When the council proposed the Ten Cities Challenge, we were ready to participate,” says Mr. Hayashi. “We know

that ongoing participation, shared accountability, and measuring success is key to better health management; we chose to focus on diabetes first, and to make participation a win-win for all of us.” Times launched the diabetes plan in Mar 06, (expecting some early results in late summer).

The plan:

1. Create an incentive for participation; employees are rewarded for getting health screens for cholesterol and blood glucose (and, recently, HbA1c).
2. Supply all diabetes prescriptions at no cost and include supplies for diabetes management.
3. Provide Pharmacy Consultants (volunteers from Times Supermarkets) to the enrolled participants, INCLUDING participants from other Business Council members.
4. Track progress/impact over time.

Quick glance: Times Supermarkets rewards good health behaviors

Times Supermarkets provides incentives for valued behaviors. Combining key benefits with unique funding options makes benefits both affordable and easy to administer for all Times Supermarkets.

Good health behaviors are encouraged through multiple levers:

1. **Incentive:** All pharmaceuticals and supplies for treatment of diabetes are free for employees and families.
2. **Behavior change is valued:** Smoking cessation is offered

free, and, recently, obesity management has been added as a fully-reimbursable program upon completion (without regard to total weight lost).

3. **Participation is rewarded:** Health screenings are reported to Primary Care physicians. Employees who do NOT participate are levied an additional 190.00/year for insurance coverage (single; or \$500/year for families).

CEO Roger Godfrey knows the value of early intervention; he encourages value-based health for adherence to treatment .

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Value-based health sends the right message to Times Supermarkets:

Shifting all diabetes medications and supplies to “No Cost” should result in improved adherence and possession rates. Here’s what Times has done:

- Remove barriers through copay elimination. To Times this means an increase in the number of people who are filling their diabetes prescriptions for drugs and supplies—the desired outcome.
- Data is providing an ongoing picture of information on who is not filling prescriptions/ supplies and how they may be encouraged to be compliant and adherent with treatment.
- Providing collaborate treatment and support—thru volunteer consultant pharmacists, connection to PCPs, and diabetes education—should result in improved adherence rates for Times and for the Hawaii Business Health Council.

Who are the

Times Supermarkets?

1020 Employees
1100 Covered Lives

Hawaii’s most-complimented produce!

Established in 1949 by brothers Albert and Wallace Teruya.

Member of the Hawaii Business Health Council

Self-insured plan for employees and families

For more information, email us at cyndyn@rivercityhealth.com or gjudd@biginsights.com