



Dr. John "Jack" Mahoney

CHIEF CONSULTANT FOR GLOBAL HEALTH STRATEGY



Mary Bradley

DIRECTOR OF HEALTHCARE PLANNING

Pitney Bowes

Insurance Approach's Value is Clear

Pitney Bowes Inc. routinely assesses and manages the quality of its health plans and was one of the first employers to adopt a value-based insurance design by moving medication copays for a number of chronic diseases to the lowest-cost tier. Medical plan design and services related to direct on-site medical care delivery, wellness, fitness, employee assistance, and disability management programs are included in this integrated approach.

After implementation of the value-based approach in 2002, Pitney Bowes has shared its benefit design strategy and outcomes with other employers. Now in its seventh year, the Pitney Bowes program has been expanded to include other diseases.

Former Pitney Bowes Strategic Healthcare Initiatives Director Dr. John "Jack" Mahoney and Director of Healthcare Planning Mary Bradley were instrumental in helping to launch this initiative.

After joining Pitney Bowes in 1997 as corporate medical director and global health care management director, Mahoney helped advance health care planning and benefits management for employees and the integration of disease management and wellness initiatives while overseeing all clinical support services. Currently, Mahoney is chief consultant for global health strategy at Pitney Bowes and is a founder and chief medical officer at the Center for Health Value Innovation.

"I feel it's important to challenge traditional health care benefit plans and strategies and contribute to the health care industry's discourse on providing evidence-based benefits and interventions in managing the health of employees," said Mahoney. "When an employee's health status begins to improve, the reduction in cost trends accumulates because there is decreased utilization of inappropriate services. The investment in resources to remove barriers to care and establish measurement indices flattens the health cost curve."

A recipient of the 2008 Employer Award for Value Based Purchasing from the National Business Coalition on Health, Bradley conducts quality assessments of the company's health care programs, manages its health care suppliers, and leads the development of plan offerings for Pitney Bowes' active and retired employees and their dependents. She plays a key role in developing and managing value-based purchasing decisions through eValue8, a tool that analyzes the quality of health plans from the National Business Coalition on Health.

Prior to this position, Bradley was a manager in the Global Advanced Benefits Planning division at Pitney Bowes. Among her duties, she was responsible for the management of the in-house disability operation for case and claim management of the STD and LTD programs.

Bradley is the chairwoman of the Board of Directors for the New York Business Group on Health, a member of the National Leadership Committee on Consumerism with the National Business Group on Health, and a board member of the National Business Group on Health's Institute of Health and Productivity.

"The Pitney Bowes health care strategy team believes a value-based design, using data to drive decisions for investing in modifiable behavior change, is effective when married to condition or disease management initiatives," Bradley says. "These initiatives need to be accompanied by a comprehensive communication strategy focused on the goals of both the person and the company to generate improved outcomes." ■

Company: Pitney Bowes Inc.
Headquarters: Stamford, CT
Website: www.pb.com

No. of employees: 35,000
Nature of business: Pitney Bowes is a \$6.3 billion global technology leader whose products, services, and solutions deliver value within the mailstream and beyond.

Key executives:

Dr. John "Jack" Mahoney, chief consultant for global health strategy
Mary Bradley, director of healthcare planning
Johnna Torsone, executive vice president and chief human resources officer

Key solution providers:

Cigna, health
CVS/Caremark, prescriptions
DeltaDental, dental
United Healthcare, health

