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Selected American Institute for Preventive Medicine Case Studies



Medical Self-Care Case Studies

Audit of Claims Data at Berk-Tek, Inc. Showed 24% Savings

A study conducted by Capital BlueCross in Harrisburg, PA on a self-care program it implemented for Berk-Tek Manufacturing, a maker of fiber optic cable, demonstrated significant reductions in health care utilization. The claims data for 371 employees was analyzed over one year time periods both pre- and post-distribution of the HealthyLife® Self-Care Guide. There were no other changes in the company's benefit design during the study period. The data showed that employees who received the guide had decreases in both the frequency and total costs for all types of physician office visits, lab tests, and emergency room visits. The 12 month savings was \$39.06 per employee which amounted to a 24.3% decrease in costs. ***The frequency of physician office visits was reduced by 18.4%, while emergency room visits decreased 19.8%.*** The Return on Investment was 5:1. The study also demonstrated that the benefits of the self-care program carried over to the dependents of employees as they, too, reduced their utilization. An analysis of all 938 members showed a 12 month savings of \$21.67 per member. This represented a 17.8% reduction in costs. The frequency of physician and emergency room visits for members decreased 11%. The Return on Investment was 7:1.

Reference: Powell, D.R., Sharp, S.L., Farnell, S.D. and Smith, P.T. Implementing a Self-Care Program: The Effect on Employee Health Care Utilization. AAOHN Journal 1997; 45(5), 247-253.

Teamsters Local Saves Money for Actives and Retirees

Teamsters Local 436 in ValleyView, Ohio gave 900 active members and 240 retirees the Health at Home[®] book. A research study showed the active employees avoided 47 doctor visits and 23 E.R. visits. ***This produced a total savings of \$10,865 or \$119.40 per member.*** The Return on Investment (ROI) was 20:1. The active employees also reported reducing absenteeism by 14 days which produced additional savings. The retirees showed similar success. They avoided 15 doctor and 8 E.R. visits. ***The total savings was \$3,705 or \$78.82 per retiree. This amounted to a Return on Investment (ROI) of 13:1.***

Teachers Union Saves \$89 Per Member

The United Teachers of New Orleans (UTNO) Health and Welfare Fund in Louisiana provided Health at Home[®] to both teachers and staff. An evaluation showed the members avoided 41 doctor visits and 26 E.R. visits. ***This came out to a total savings of \$11,615 or \$89.35 per member.*** Factoring in the cost of the self-care guide, the Return on Investment (ROI) was 16:1. In addition, the members decreased absenteeism by 32 days and 71% stated the guide was a valuable employee benefit.

Self-Care Guides Save Florida Hospital \$84.81/Employee

In an effort to contain health care costs, Florida Hospital Medical Center in Orlando gave 4,382 employees the HealthyLife[®] Self-Care Guide. Five months after the guide was distributed, evaluation questionnaires were sent to 1,236 employees and were returned by 365 of them (a 30% response rate). It was determined that these employees had reduced physician office use by 126 visits and emergency room use by 52 visits. Using the hospital's insurance records, it was calculated that the average cost for a physician office visit is \$55.00 and the average cost for an emergency room visit is \$462.00. ***This amounted to a savings of \$30,954 or \$84.81 per employee in the 5 months. In addition, employees were absent from work 72 fewer days.***

Reference: Powell, D.R. & Breedlove-Williams, C. The Evaluation of An Employee Self-Care Program. Health Values 1995; 19, 17-22.

Dean Health Plan Reduces Doctor and E.R. Visits

In 1999, Dean Health Plan in Madison, WI provided the Health at Home[®] book to all 60,000 of its member households. After 6 months, surveys were sent to 1,000 members and were returned by 366. The average age of the responders was 37.8 years. Seventy-eight percent were female and the average household consisted of 2.8 persons. The savings received due to decreased physician visits was \$44.07 per member while the savings due to reduced E.R. visits was \$15.50 per member. ***This produced a total savings of \$59.57 per member.*** Dean Health Plan determined that the Return on Investment of this program was 13:1. They also found that 1.4 members per household had used the guide in the past 6 months and 85% considered it to be a valuable health care benefit.

Source: Internal correspondence between Dean Health Plan and the American Institute for Preventive Medicine, August 5th, 1999

Largest Self-Care Study Ever Reduces Costs

BlueCross BlueShield of Massachusetts provided 338,963 members with the DecisionCare Guide developed by the American Institute for Preventive Medicine. The guide was custom designed based on the plan's most frequently used ICD-9 codes. The analysis looked at utilization data for 51,021 members who received the DecisionCare Guide and an equal number of members who did not. The two managed care samples were similar with respect to age and gender. Claims data for the group that received the guide was analyzed 9 months prior to distribution of the guide and 9 months after distribution. The results showed a decrease in E.R. visits of 2.4 per 1,000 members and a decrease in outpatient visits of 8.4 per 1,000 members. During the same time periods, the group that did not receive the DecisionCare Guide showed an increase of 2.4 per 1,000 members for E.R. visits and an increase of 12.0 per 1,000 members for outpatient visits. The results were statistically significant.

Reference: Lewis, S. Large Self-Care Study Demonstrates Significant Positive Results. Employee Health and Fitness 1998; 20,3:25-28.

Other Self-Care Guide Research Results

- 99% of employees find Health at Home[®] to be informative
- 97% of employees state Health at Home[®] is easy to understand
- 97% of employees think Health at Home[®] is a source of good health advice
- 63% of employees think Health at Home[®] positively affected their families

Source: Survey of 1,396 recipients of Health at Home[®], 1999

Summary of Self-Care Studies Described and Others*

Organization	Year	# of People	# of Months	Documented Cost Savings Research			R.O.I.*
				Dr. Visits	E.R. Visits	Total	
University of Southern Maine	2009	130	12	NA	\$93.35	\$93.35	10:1
ACME Industries	2008	1,211	6	\$18.57	77.46	96.03	4:1
Lebanon VA Medical Center	2008	184	6	28.49	24.81	53.30	9:1
Stora Enso	2008	32	6	68.06	17.50	85.56	12:1
United Way	2005	4,819	6	49.47	125.96	175.43	29:1
United Way	2005	1,360	6	46.57	33.59	80.16	13:1
Whatcom County	2005	95	6	3.47	8.06	11.53	3:1
United Teachers New Orleans	2004	130	12	17.35	72.00	89.35	17:1
Teamsters Local 436-Actives	2003	91	12	28.41	90.99	119.40	20:1
Teamsters Local 436-Retirees	2003	47	12	17.55	61.28	78.83	13:1
Bloomington Hospital	2001	839	12	28.65	69.01	97.66	16:1
Bloomington Hospital	2000	627	12	25.53	42.49	68.02	11:1
Bloomington Hospital	1999	625	12	27.19	63.36	90.55	15:1
Dean Health Plan	1999	366	6	44.07	15.50	59.57	13:1
Lewis-Gale Clinic	1997	327	12	57.79	14.44	72.23	14:1
Health Net	1996	165	6	17.88	16.97	34.85	14:1
Western Southern Life	1996	197	6	17.00	40.61	57.61	26:1
Lewis-Gale Clinic	1996	79	5	25.97	12.19	38.16	15:1
Capital Blue Cross	1995	371	12	26.01	13.05	39.06	5:1
Capital Blue Cross	1995	938	12	16.45	5.22	21.67	7:1
Indian Industries	1995	197	6	8.88	66.45	75.33	30:1
Florida Hospital	1994	801	5	18.26	57.81	76.07	38:1
Average Totals		620	8.6	28.17	45.90	70.85	15:1

*Return-On-Investment - The number of dollars saved for every dollar spent on the publication.

Custom Projects Case Studies

<i>Client</i>	<i>Challenge</i>	<i>Solution</i>	<i>Result</i>
 <p>BlueCross BlueShield of Massachusetts Boston, MA</p>	To reduce unnecessary physician and E.R. visits amongst members	We developed a self-care guide based upon their most frequently used ICD-9 codes.	An audit of claims data showed a 3.2% reduction in E.R. visits.
 <p>U.S. Army Washington, DC</p>	To reduce visits to troop medical clinics and decrease training downtime	We developed a self-care guide addressing common health problems encountered during basic training.	Results showed a significant reduction in troop medical visits. The guide was the winner of the Army's Health Promotion Initiative Award.
 <p>Dean Health Plan Madison, WI</p>	To increase use of the Plan's nurse advice line	We modified our Health at Home [®] guide to include icons with the nurse advice line's toll-free number.	There was a significant increase in calls to the Plan's nurse line.
 <p>St. Anthony Hospital, IL & St. Margaret Mercy Hospital, IN</p>	To provide a self-care guide that meets the special requirements of Catholic hospitals	We modified the content and eliminated topics to be in line with the teachings and beliefs of the Catholic Church.	The hospitals distributed the guides to their employees and the community.
 <p>United Cerebral Palsy Foundation Washington, DC</p>	To distribute a novel, durable publication on exercise principles.	We designed a laminated Infold [®] using content provided by the Foundation.	The foundation and its members were elated with the feedback.
 <p>DaimlerChrysler Auburn Hills, MI</p>	To educate employees about proper antibiotic use.	We designed a tri-fold brochure on "Antibiotic Resistance."	The brochure was well received by their 194,000 employees.
 <p>Micelli & Associates San Paolo, Brazil</p>	To provide a self-care guide for corporations in Brazil	We provided a Portuguese version of Health at Home [®] for their corporate clients.	The guide is the first of its kind in Brazil and is being used by a number of corporations.
 <p>Access Health Dearborn, MI</p>	To provide educational material for Arab Americans	We translated 3 Permafold [®] topics into Arabic and provided both English and Arabic content.	The brochures have increased the comfort of Arab Americans in using the health care system.
 <p>UAW-Ford Detroit, MI</p>	To provide retirees with a pocket-sized booklet to record health information	We re-designed our HealthTracker [™] to reflect the unique health needs of seniors.	Seniors' HealthTracker [™] has enhanced participation at Family Center events.