

A Case Study

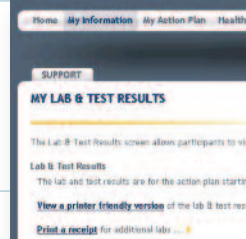
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SimplyWell provides comprehensive, results-driven population health management services. It was founded by physicians at The Nebraska Medical Center to decrease risk and cost at the employer site. SimplyWell's model incorporates an electronic personal health record, lab data, patient education, disease monitoring, a nurse call line, and an annual screening. SimplyWell works with 175 employers and has similar results as shown in our case study. Our case study describes the success of one of our clients, Greater Omaha Packing Company, Inc. (GOP).

GOP has annual sales of \$980 million dollars and is ranked 5th in beef processing nationally. GOP is 90% non English speaking with 53.3% of the population without a primary physician.

Since implementing SimplyWell in 2001, GOP has experienced significant improvement in employee engagement as well as measurable clinical improvement. The majority (89%) of their employees have elected to participate in SimplyWell, free of charge, in exchange for a very comprehensive group medical insurance program including lower deductible and out-of pocket employee expenses with minimal employee contribution to their health plan premium costs. Repeat participants from 2004 – 2008 experienced a 27% improvement in normal blood pressure readings, 16.7% fewer participants with elevated total cholesterol, 13.2% fewer with elevated LDL levels and 41.3% fewer participants with elevated glucose levels.

From 2001-2008 this group has experienced an average health care cost increase of 2.4%. In the previous plan year, medical plan costs per employee were \$4,259 compared to the industry average of \$8,607, resulting in approximately \$3.4 million dollars in savings compared to the competition. As part of their future plans, GOP is opening an onsite clinic staffed with qualified medical professionals to continue this successful program.



SIMPLYWell

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