

Best Buy builds a culture of employee health

Increasing employee engagement in health and wellness services helps achieve better outcomes and reduce health care costs.



Highlights:

- **68% improvement** in medical expense savings and long-term avoided costs from 2011 to 2013¹
- **32% increase** in total engagements²
- **26% increase** in chronic condition management interventions²
- **57% increase** in lifestyle management interventions²

1. 2011–2013 Optum Claims analysis
2. 2012–2013 Real-Time Leading Indicator Data

Best Buy employees: bringing technology to everyone

Best Buy is the world's largest consumer electronics retailer offering its products and services to those who visit its websites and stores. The company has approximately 44,000 and 75,000 members. The average age is 32 and the workforce is mixed 26% female and 74% male. Because their population is a little younger, they also tend to be healthier. However, with a geographically dispersed workforce, flexibility for their members was a top priority.

Evolving health and wellness services to increase employee engagement

Best Buy already had health and wellness services available, but their leadership team wanted to evolve the program by providing members with flexible options and significantly increase engagement. Their goal was to develop an inbound engagement model that fits the lifestyle of retail employees and their families.

Personal health support–total population: Meeting members' health and wellness needs

With Optum's Personal Health Support–Total Population (PHS-TP) solution, Best Buy was able to:

- Launch a comprehensive activation strategy that drives engagement across multiple, convenience modalities
- Connect with members via targeted, value-based outreach to maximize medical expense savings
- Implement member-defined interventions across the full health and wellbeing spectrum

Activation drives engagement

Close collaboration began right away with the implementation process. Through onsite visits, site audits and employee focus groups, the PHS-TP Member Engagement team immersed itself in Best Buy's culture. These experiences, combined with enhanced demographic and clinical analytics gave the team a 360 degree view of Best Buy's population. We understood the need for a solution that fits their employees' lifestyles and schedules.

Best Buy knew how important a robust member activation strategy was to building awareness and driving engagement. The Optum team developed communications to work within all of Best Buy's work environments, including corporate offices, retail locations and distribution facilities. These campaigns were brought to life through Healthlink, the brand we created together. Components included branded mailers and internet messaging, onsite communications materials, events such as wellness fairs, and a dedicated onsite health specialist resource, Ask Anna.

What attracted Best Buy most to this partnership was Optum's commitment to develop an inbound engagement model that fits members' needs. Driven by the consistent and relevant awareness communication, members are motivated to reach out and ultimately take action to improve their own health and wellness. When members call, they are more likely to be ready to engage in real change. Optum provides Best Buy members interventions across the entire spectrum of care. The PHS-TP team's ability to assess real-time engagement data allows us to be proactive rather than reactive like traditional models.

Customized communications drive success

Best Buy's successful PHS-TP solution was driven by the following key components:

- Ongoing communications to help build awareness of health and wellness services that let members know about:
 - Services available to meet their health needs and goals
 - Convenient, multi-modal ways to access services
 - Simplified 1-800 phone number to fit their lifestyle
- Targeted communications with personalized "calls to action" to members who have the greatest opportunities to help impact health savings
- Onsite messaging and activation to help drive engagement and reinforce healthier lifestyles and activities at work
 - Onsite health specialist *Ask Anna* enabled the extension of engagement efforts to worksites, removing barriers that might prevent members from engaging

Once engaged, members worked with their coach or nurse to create personalized action plans across a full spectrum of health and wellness services rather than in condition-specific programs.



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A Triple Win:

1 Improved Engagement

2 Medical Expense Savings

3 Health Outcomes

By identifying all clinical opportunities for each member and targeting outreach to those with the highest likelihood to engage and the highest potential savings, PHS-Total Population was able to build improved engagement, health outcomes and medical expense savings. These improvements were achieved in a positive way that reinforced Best Buy's efforts to empower their members to take on greater ownership and accountability for their own health and wellbeing.

Best Buy's members are making better health care decisions.

Of the members managing chronic conditions, those **ACTIVELY ENGAGED** [in a change to Best Buy Health Direct program] are making optimal health care decisions **64%** of the time as compared to **56%** for those **NOT** actively engaged.³

56% increase in the number of members actively working with a nurse or a coach on managing complex, chronic, or lifestyle conditions.⁴

3. 2013 CAI data from HMA database

4. 2012 Real-Time Leading Indicator Data