

Delta Takes Employee Health and Wellness to the Next Level

Providing employees with enhanced tools to make better health care decisions leads to sustainable improvements in health outcomes and medical savings.



Delta Employees On the Go

Delta is one of the world's largest global airlines, helping more than 160 million travelers arrive safely at their destinations each year. This airline industry leader has approximately 76,000 employees and 170,000 members. The average age is 49.4 and the workforce is mixed 46% female and 54% male. Delta's employees are different because many of them do not work at a desk: they are flying, maintaining airplanes and serving their customers. With a round the clock, geographically dispersed workforce, flexibility for their members was critical.

Developing an Innovative Health Management Solution

Delta already had a mature benefits strategy, but their leadership team wanted an innovative approach to health and wellness services that would support the evolution of their program. Their goal was to provide members with enhanced tools that would empower them to make better health care decisions and take greater control over their own health and wellness.

Highlights:

- **44%** increase in the number of members calling into the **Delta Health Direct** 1-800 number to take advantage of health and wellness services **since 2011**¹
- **61%** increase in engagement in **population health** management programs¹
- **36.2 %** improvement in medical expense savings and long-term avoided costs from 2011 to 2012²

1. 2012-2013 Real-Time Leading Indicator Data

2. 2011 – 2013 Optum Claims analysis

Personal Health Support–Total Population: Meeting Members’ Health and Wellness Needs

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

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

Driving Engagement Through Collaboration

Close collaboration between Optum and Delta 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 Delta’s culture. By combining these experiences along with enhanced demographic and clinical analytics, team had a 360 degree view of Delta’s population. We understood the need for a solution that fits the lifestyles and schedules of employees on the go.

Together, we created Delta Health Direct—a brand and a personalized awareness strategy to drive authentic engagement. Through Delta Health Direct, employees and their families could connect directly with services to improve their health. This health and wellness system resonates with members because it grew out of their input and their needs.

As a seamless extension of existing efforts, Delta Health Direct provides a tangible connection to employees and a natural link between PHS-TP and other Delta wellness initiatives. The PHS-TP team works directly with Delta’s 277 Wellness Champions to provide information and support to employees across the country.

Delivering Across-the-Board Improvements

Delta’s successful PHS-TP solution was driven by the following key components:

- Comprehensive activation strategy designed to meet the needs of a diverse, highly mobile and widely dispersed workforce, including:
 - Broad awareness-building campaigns
 - Messages targeted at members most at risk for future health care utilization
 - Year-round onsite messaging and events
- Convenient, multi-modal options allowing members to choose when and how to engage, including:
 - 24/7 telephonic access
 - Mobile
 - Online
- Personalized, member-defined interventions and holistic care plans developed with nurses and coaches
- Targeted, value-based outreach to maximize medical savings
- Decision support tools seamlessly integrated into their benefits strategy empowering members to help:
 - Make more informed health care choices
 - Decrease health care costs
 - Manage their conditions more effectively

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 highest potential savings and the highest likelihood to engage, PHS-Total Population was able to drive improved engagement, medical expense savings and health outcomes. It’s also important to note that this was achieved in a way that reinforced Delta’s efforts to empower their members to take on greater ownership and accountability for their own health and wellbeing.

53% increase
in engagements related to high risk conditions means we are stemming the tide of rising health care costs.³

13% increase
in engagements related to lower risk health needs means that today’s low risk no longer has to become tomorrow high risk and high cost. Today’s healthy Delta employees stay healthy.³

3. 2012 Real-Time Leading Indicator Data



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