

Case Study:

How a leading family bakery increased attribution by 64% through data-driven outreach campaigns

What started as a small family bakery in eastern Tennessee has grown into one of the nation's leading manufacturers for packaged baked goods. As a third-generation, family-owned business, this company has found success because of their strong commitment to the customer. That focus on the customer and their craft is just as strong as their dedication to their employees.

The Vision

Since 2020, America's largest family bakery has partnered with Premise Health to provide healthcare services to employees and their families across three locations in Arkansas, Tennessee, and Virginia. The biggest priority for their wellness centers is to meet each member where they are in their health journey – no small feat for a population of 11,000 employees and dependents!

Over the past several years, this employer took steps to double down on their commitment to providing the right care at the right time for each member. To ensure they were engaging their employees at all levels of the company, they decided to take a data-driven approach to build trust, close care gaps, and enhance utilization among members.

The Solution

The company takes a high-tech, data-driven approach to everything they do, so using data to reach their goals was a natural decision. By securely sharing their claims data with Premise, we worked together to identify the groups within their population who weren't getting the care they needed, as well as the conditions that were driving a significant amount of spending for the organization.

The Data Showed Several Things:

- > People were receiving costly care in the community for concerns that could have been addressed at their onsite wellness center
- > Many members didn't have a primary care provider
- > Members with diabetes and hypertension needed additional support to take control of their health

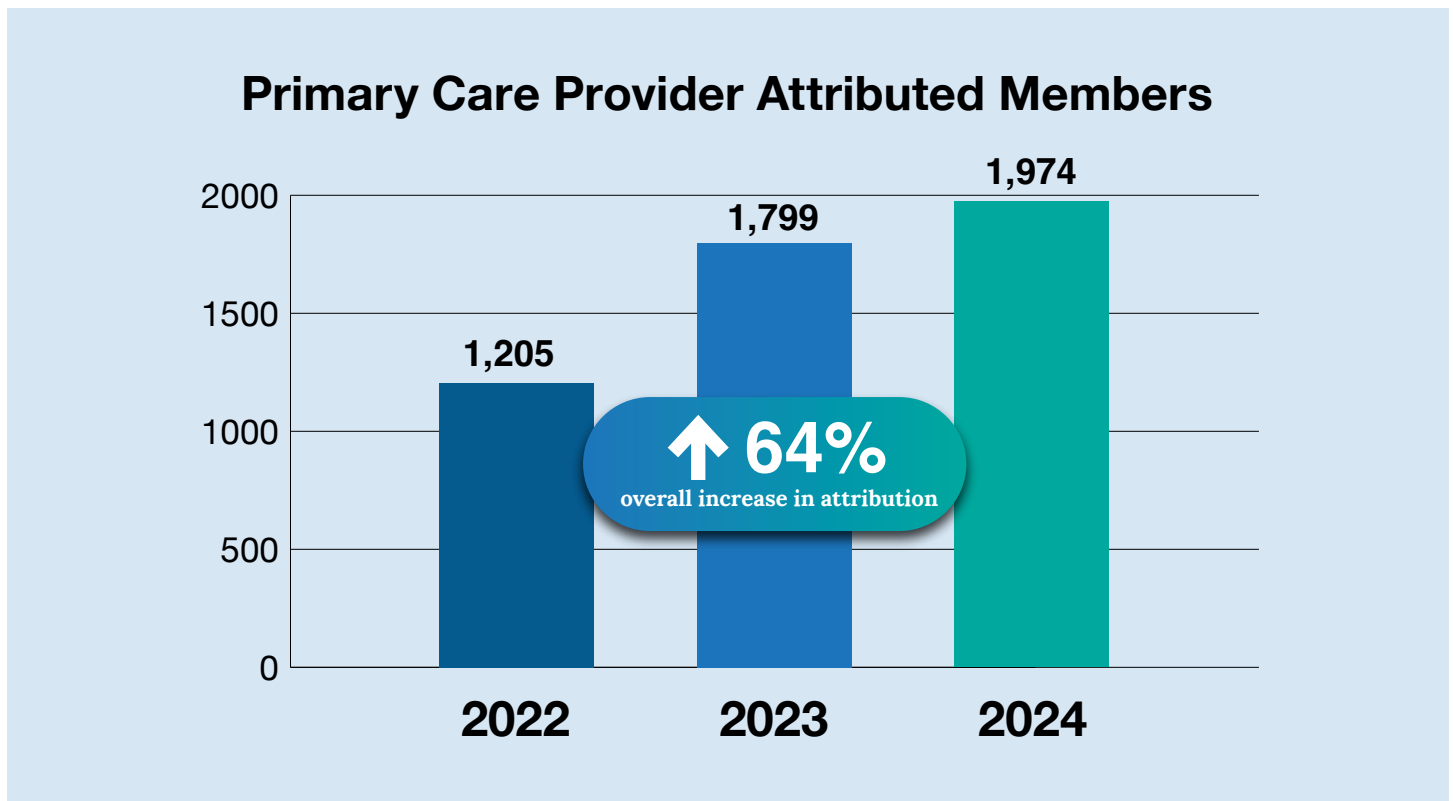
To close care gaps and ensure their people felt supported wherever they were in their care journey, the employer worked closely with Premise to implement personalized outreach campaigns. These campaigns included care teams sending secure messages in the member portal and the organization promoting information on their internal platforms. Empowered with their claims data, the company was able to reach unique subsets of their population and get them on their way to better health.

The Outcome

By taking a data-driven approach to member care and engagement, the employer has seen increased utilization of their health centers, improved health outcomes for their employees, and significant cost savings for their organization.

Increasing Awareness and Attribution

When the company's claims data showed members had sought care in the community for a concern that could have been addressed at their wellness centers, care teams conducted warm outreach to ensure those members were aware of all lines of service offered at their health center. By taking this high-touch approach, **the employer has increased the number of attributed members by 64% since 2022, with nearly 3,000 members using at least one Premise service in 2024.** On top of their impressive engagement, their centers also boast a Net Promoter Score of 100, a testament to the great experiences they provide once someone walks through their wellness center doors.



utilization

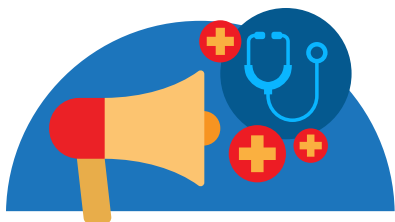
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Often referred to as “engagement rate” or “penetration rate,” this metric shows the rate at which healthcare services are being used by a population.

attribution

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This metric shows who is most responsible for a person’s overall care. It can be determined by a patient self-selecting the provider responsible for their care or based on which provider someone sees the most often.



Promoting Primary Care

In 2023, the company ran a campaign to engage members who hadn't designated a primary care provider or engaged in primary care. Care teams sent messages in the member portal, and the onsite care manager also conducted warm outreach to members. The campaign was a success, increasing the number of members with a designated primary care physician by nearly 400 individuals and growing the amount of primary care visits at their wellness centers. These Premise-attributed members were receiving *more* primary care, which led to lower rates of expensive downstream care when compared to community attributed members.*

28% higher rates of routine and preventive office visits*

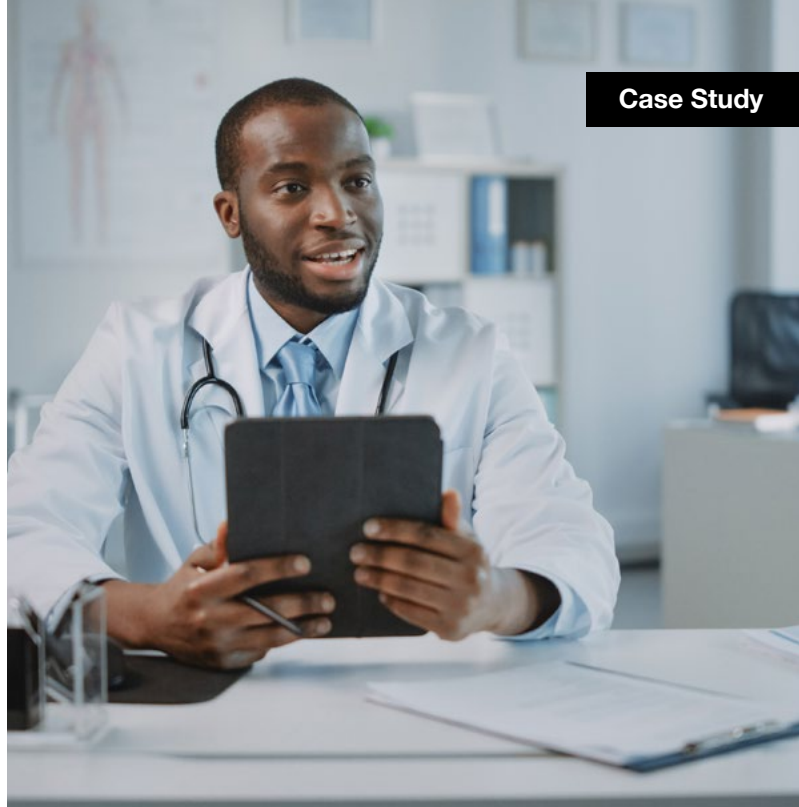
43% lower rates of medical admissions*

36% lower rates of ER visits*

*Numbers reflect Premise-attributed members in 2023.

Addressing Chronic Conditions

When the company and Premise looked at the claims data, they saw a large part of the population was struggling to manage their diabetes and hypertension. To provide additional support and remove barriers, the organization highlighted plan design elements, such as diabetic and hypertensive checkup visits being free as part of their care management program, and they educated people about low-cost generic medications available to them through the health plan's PBM or the Premise onsite pharmacy. They also prioritized sharing more about their care management program, which led to adding 54 more members in 2023 as compared to 2022. Once engaged, the members exceeded HEDIS 95th percentile benchmarks for both diabetes and hypertension control, clinical outcomes that are far and above that in the community.



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A pre-diabetic member was resistant to starting on medications and wanted to make lifestyle changes. Through the care management program, she's been working to have a healthier life and has lowered her A1C from 6.4 to 6.0 with no medications. The member is very excited about her improvement and continues to work with the care management nurse. We will support this member in any way she needs to live a healthier life!

– Premise care team

As the company has taken intentional steps to ensure their people are getting high-quality, cost-effective care, they've realized impressive savings for their organization, in addition to qualitative improvements to their employee value proposition.

By using claims data to close care gaps and increase utilization, in 2023 they saw:

1 A positive **1.6 return on investment**

2 **Higher utilization** of their onsite health centers

3 **Long-term engagement and compliance** with care plans

The company's data-driven approach and successful partnership with Premise has improved the lives of thousands of people. Despite all their impressive outcomes, the family bakery maintains a singular focus: serving their loyal employees with the best care possible to change their vision of healthcare for the better.

About the Company

Three manufacturing locations:

- > Collegedale, Tennessee
- > Gentry, Arkansas
- > Stuarts Draft, Virginia

Health centers provide:

- > Primary care
- > Pharmacy
- > Behavioral health
- > Virtual behavioral health
- > Care management

Loyal employee population:

- > 15-year average tenure
- > Primarily frontline workers



Let's talk about what you need and how we can help.

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