

Improving lives for the long term.

How Genesis Health System partnered with Naturally Slim[®] to reduce their employees' risk for obesity-related diseases and help save the healthcare organization more than \$34 million in insurance coverage costs.

64%**REVERSED
METABOLIC
SYNDROME****79%****REVERSED
BLOOD
PRESSURE
RISK****33%****REVERSED
TRIGLYCERIDES
RISK****35%****REVERSED
HDL
CHOLESTEROL
RISK****30%****REVERSED
WAIST
CIRCUMFERENCE
RISK**

*"Genesis employees spend their careers caring for others. We want them to take care of themselves so they are able to enjoy a longer, more satisfying life and career. We launched this wellness program to control our costs and avoid the alarming trend of double-digit percentage increases in health care costs. **We never expected to save millions of dollars or experience negative investment.** We didn't expect the instant success we got, but we'll take it."*

- Doug Cropper, President and CEO of Genesis Health System

Bending the curve on employee health costs.

Introducing Genesis Health System

Genesis Health System is the leading healthcare provider in the Quad Cities metropolitan area covering a 10-county, bi-state region in Iowa and Illinois. The Genesis team of 700 physicians and 5,000 staff members offer comprehensive care including preventive, primary, acute and tertiary hospital care; home health and nursing home care; hospice; rehabilitation and long-term care. As a leader in healthcare, Genesis wanted to “practice what they preached” and offer voluntary wellness programs to help employees reduce their risk factors for obesity-related diseases.

Working the Program

Genesis created its Healthy Lifestyles program to provide a health insurance discount of up to \$2,340 per year to employees and covered spouses who meet the goals of the program. Each employee and covered spouse was encouraged to learn more about their individual health with screenings for Metabolic Syndrome (MetS), a combination of five factors that increase the risk for diabetes, heart disease, stroke and other serious illnesses.

To receive the health insurance discount, program participants completed an annual screening to measure blood pressure, waist circumference, triglycerides, fasting blood sugar and good cholesterol (HDL). Employees and spouses who tested for less than three MetS risk factors automatically received the discount. Program participants earned the discount by dropping at least one of three pre-existing risk factors. That’s where Naturally Slim came in. Genesis added Naturally Slim to its Healthy Lifestyles initiative in 2009 as a proven program to help employees and their spouses reduce their MetS risk factors. Participation was no problem for the Genesis team – more than 90 percent of eligible employees and spouses took part in the program. Eight years later, the program results are in and they are impressive.

Crossing the Finish Line

Naturally Slim made an immediate impact with the Genesis Team – **64 percent reversed their risk** for MetS after completing 10 weeks on the program. The progress continued over the long-term, as well. In fact, more than 200 Genesis employees and spouses who screened positive for MetS and reversed their condition by completing the program eight years ago were recently evaluated and had all maintained their positive results. Naturally Slim has fueled financial improvements, as well. Genesis found that their employees’ annual medical plan costs have fallen significantly lower than average national plan pricing trends. Overall, Naturally Slim helped drive the Genesis Healthy Lifestyles program to **a combined savings of \$34.5 million¹** over a 10-year period.

¹Savings based on internal calculations provided by Genesis Health System

10 Years of Sustained Results

