

95% Participation Changes Everything

Creating a culture of health awareness and accountability through high engagement rates



Employers have long sought ways to implement positive changes in their organizations. A trending topic of interest is employee health and lifestyle management. At increasing rates, employers understand the benefits in productivity, morale, and the long term reduction in healthcare costs that come with a culture of health awareness and accountability in employees and their families. Such changes do not occur on their own. A foundational building block for successfully moving a culture in this direction lies in achieving high participation rates in employer sponsored programs.

The Problem

More than ever, employers and health plans offer programs that encourage individuals to maintain or improve their health and wellbeing. Whether it's a voluntary employer-based work-site wellness program or case management and/or disease management offered by health plans, a persistent problem the industry suffers is low participation rates.

Another problem plaguing voluntary employer-based programs is sustainability. As excitement and incentives wane, participation rates trend down over time.

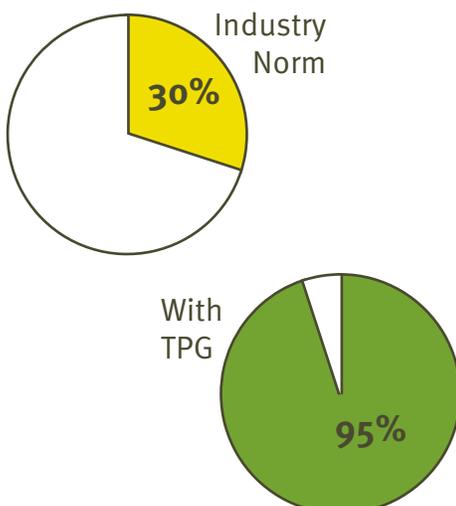
Compounding these problems, those most likely to benefit from such programs are **least likely** to participate.

For example, walking programs attract walkers. Gym memberships attract those already inclined to go to the gym. Those who answer the call from a nurse to discuss recent health issues are likely already well aware of their care plan. We call this the "Affinity Effect".

The Affinity Effect

The tendency for individuals to voluntarily participate in programs that already fit their lifestyle.

Voluntary Participation



The Solution

Achieving high participation in voluntary programs is essential to creating and maintaining a culture of health awareness and accountability.

With high participation rates, those who need help the most are more likely to get it.

At [The Partners Group](#) (TPG), we consistently deliver participation rates in voluntary programs well above industry norms.

How? The process we use is called TPG Engagement.

Leveraging benefit plan design, contribution, data, and a tailored communication plan, TPG works with employers to implement the best strategy to encourage employee engagement and participation in employer offered programs.

TPG Engagement doesn't begin and end with employees.

Extending programs to include spouses is critical to realizing the program benefits and success.

FAST FACTS

- Spouses enrolled in health plans generally have a 35% higher illness burden and lifestyle risk
- Over 40% of employers are not aware of actual participation rates for their wellness programs

The Results

TPG Engagement has provided successful results for employers year over year.

While employers, utilizing our strategies, reach high participation rates in the first year, success with TPG does not stop there.

Year over year, TPG Engagement has delivered participation rates at or above 95%.

These participation rates don't just count the employees. Our clients desire to improve the health of their employees and families. We help them do that, which means our high participation rates include spouses too.

BCD OFFERS:

- **Unique Solutions to Unique Problems.**
- **Tailored Systems to fit your Culture.**
- **Results in Numbers. Results in Relationships.**
- **It's about Success. It's About Fun.**

Business Consulting at TPG

We are problem solvers. At TPG, we don't give you problems for us to solve. We solve your problems. In fact, in partnership with us, you will not only find an answer to the problem, but a relationship with good people who have your best interest at heart.

The Next Steps

Have you exhausted all the traditional levers to control and manage healthcare costs?

Are you ready to move toward a more effective strategy of engagement?

If The Partners Group solution looks like it could be your solution:

1. Contact us.

Call us at 503.941.4314
Email us at solutions@tpgrp.com
Visit us at www.tpgrp.com

2. Meet with us.

Set up a Discovery Meeting

3. Partner with us.

Solve the Problem

We do data right. More than ever, solving problems relies heavily on data. Working with a firm with this understanding along with the skills to manage the process is crucial to a successful solution.

How we solve problems:

Inspire. Initiate. Innovate.

Other Services

- **Predictive Modeling:**
Windshield View of Healthcare vs. Rearview Mirror
- **Absence Management:**
Understanding the total cost of absence to your organization and doing something about it
- **Project Management**
Superior skills to provide framework to accomplish your goals



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