

## V-BID BENEFITS TO EMPLOYERS

Rising out-of-pocket costs can be a major barrier to accessing healthcare services in Connecticut and nationwide, and most adversely affect those with chronic diseases who require more services. As employees shoulder a greater cost burden for health care services, this can result in reduced use of essential services, decreased employee productivity, and diminished business performance. V-BID plans aim to counteract that trend by changing the health care cost discussion from “how much” to “how well”.

### GET MORE FOR YOUR HEALTHCARE DOLLAR

Employers have also felt the burden of increasing health care costs, while not necessarily getting a return on their investment in employees’ health. V-BID means spending healthcare dollars more wisely by incentivizing the use of more effective services for only those patients who need them, at the time that they need them. Financial savings may result from lower utilization of expensive services, such as reduced ER visits and inpatient stays, reduced readmissions, and reduced specialty care due to better management of chronic conditions.

When employees utilize high-value services, overall health improves, health disparities decrease, and there are potential cost-savings for both the employer and the employee.

### Employer Spotlight

**United Healthcare’s “Diabetes Health Plan”** eliminated payments for diabetes-related supplies and drugs for employees with diabetes who participated in routine disease maintenance exams. They estimated this resulted in \$2.9 million in savings after 1 year.

- [United HealthCare Study](#), 2013

### IMPROVE EMPLOYEES’ HEALTH AND PRODUCTIVITY

V-BID can improve health outcomes for employees in a number of ways: encouraging the use of high value, high performing providers with a history of good outcomes, reducing cost-sharing on prescriptions for employees struggling to manage their chronic conditions, or helping employees to quit smoking by covering the costs of a Smoking Cessation Program. Improved employee health can ultimately lead to decreased absenteeism and presenteeism<sup>1</sup> and improved performance for companies.

### REDUCE HEALTH CARE COSTS FOR EMPLOYEES

With the increase in High Deductible Health Plans, employees are responsible for paying for most health care services before their deductible is met. While this may increase awareness of health care prices, it may also result in decreased use of essential services and medications that employees have to pay for in full. By using V-BID’s

targeted cost sharing incentives for people with certain clinical conditions, employers can improve chronic disease management and medication adherence, prevent disease-related complications, and provide financial relief to those at greatest risk.

### INCREASE EMPLOYEE SATISFACTION

V-BID plans focus on getting patients the most effective care at the right time to improve their health and prevent future health risks and complications. Knowing that their employer is investing in their health, rather than just worrying about their bottom line, helps employees feel supported by company leadership and may increase employee satisfaction. For example, one large employer found that its employees consistently report that the company supports employees’ health and well-being and that this is a top performance driver.

<sup>1</sup> Presenteeism refers to working while sick, which can cause productivity loss, poor health, exhaustion, and workplace epidemics.