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### Why Start With Diabetes?

According to the American Diabetes Association (ADA) website, 20.8 million people in the United States have diabetes and nearly one-third of that number are unaware they have the disease. The ADA also estimates that one out of every 10 healthcare dollars in the country is spent on diabetes and the other debilitating health issues that can result.

LCBGH believes many of these costs can be avoided with appropriate care. That's why we're excited to bring The Bridge Project to the area. It's a positive, cost-effective way to deal with this national concern.

Employee satisfaction and word-of-mouth among employees is creating enthusiasm – and waiting lists – at almost every company involved in The Bridge Project.

Participating employers include:

- Bon-Ton Stores
- Community Services Group
- Conestoga Valley School District
- High Industries
- Kalas Manufacturing
- Lampeter-Strasburg School District
- Lancaster-Lebanon Intermediate Unit 13
- Lancaster Newspapers
- Penn Manor School District
- School District of Lancaster
- Solanco School District
- Stauffers of Kissel Hill
- Wohlsen Construction

For more information about The Bridge Project, contact us at 717-239-6954 or [lcbgh@lcci.com](mailto:lcbgh@lcci.com).

Lancaster County Business Group on Health is a 100-member employer coalition representing more than 30,000 covered lives that is focused on issues of healthcare cost and quality. The group identifies emerging trends in healthcare, communicates them through its educational programs and works to facilitate local solutions. Operating as an affiliate of The Lancaster Chamber, the Business Group on Health provides information to help employers make educated purchasing decisions and empower employees to use health benefits wisely.

Brochure created by Stoner Bunting Advertising

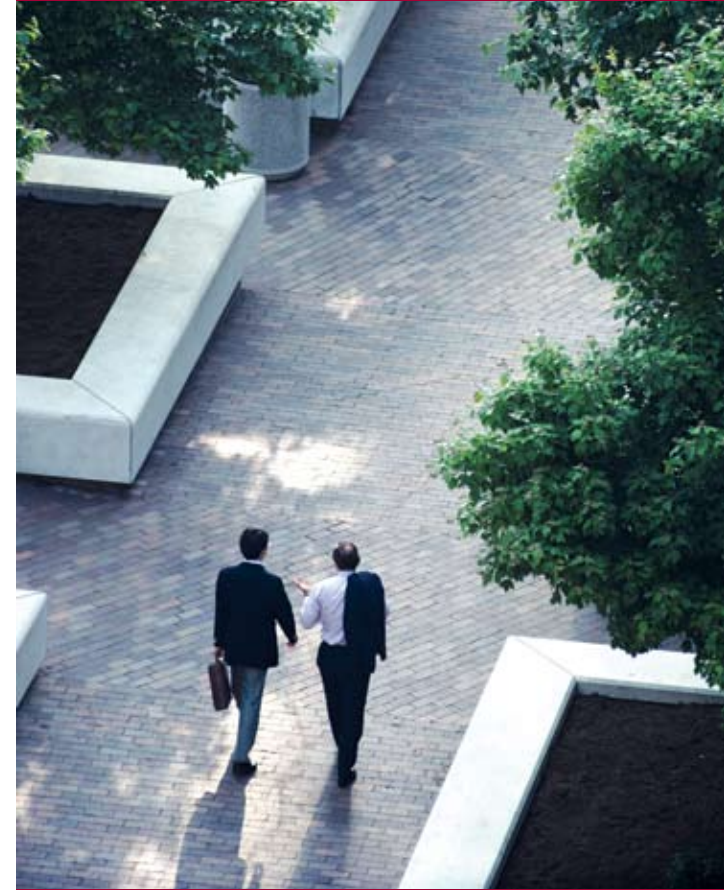
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The Bridge Project for Improved Health Outcomes

An innovative way to improve the health of your employees – and your bottom line.

### PHASE 1: DIABETES



An affiliate of The Lancaster Chamber of Commerce & Industry

# The Bridge Project for Improved Health Outcomes



## What it is:

A powerful business tool designed to bridge the gaps in the healthcare system and help you rein in costs related to chronic diseases.

Disease prevention and control is the key to keeping your company's healthcare costs under control. The Bridge Project is a simple, cost-effective way to tackle this challenge.

First proven effective in Asheville, North Carolina, this innovative concept focuses on improving diabetic employees' lives and, ultimately, reducing employers' healthcare expenses. The significant savings, reduced absenteeism and improved employee health realized in Asheville led to the creation of The Bridge Project.

The Lancaster County Business Group on Health (LCBGH) has used the Asheville model to bring this unique program and its valuable benefits to you and other businesses in our region.

## Why it works:

Employees are given the education and support they need to take personal control of their disease and are rewarded with financial incentives.

The Bridge Project isn't just another disease management program. It's a HIPAA-compliant, proactive approach featuring a unique employer-employee pact that gives employees responsibility over their disease – and their related out-of-pocket expenses.

As an employer, you reward positive behaviors with meaningful financial incentives. It's that simple.

## How it works:

Participants are each assigned a local pharmacist, who acts as the patient's designated disease-control "coach" in face-to-face meetings.

Specially trained pharmacists, from a network of 27 local pharmacists covering Lancaster, Lebanon, York and Harrisburg, develop individualized treatment plans with each participant's family doctor and other healthcare providers. The pharmacists all follow the same consistent regimen of monitoring, data collection and treatment, and communicate the progress of each participant to the providers.

Along with coaching, participants receive incentives that include waived or reduced deductibles and co-pays for lab tests, medications and supplies needed to treat their disease. They don't have to change their existing prescription programs (even mail order), and they don't have to buy their medications or supplies from the pharmacy where they receive their coaching.

If Project participants are not compliant with the program or choose to drop out, they are simply disenrolled and no longer eligible for the financial incentives.



The Bridge Project is completely portable and transitions seamlessly across all insurance plans. It's flexible and customizable to meet your business needs.

- No need to change healthcare plans or purchase specific insurance products to participate
- Available to any employer in the area and designed for both self-insured and fully-insured employers
- No mandatory minimum or maximum patient enrollment per employer – but you may determine your own limits
- Set your own criteria for program participation – sponsor as few or as many employees as you choose
- Consider allowing dependents, retirees and COBRA-eligible employees to participate

When you register for The Bridge Project, you'll receive a business tool kit that makes it easy to print everything you need to get the program started in your organization.

Once your program is under way, you'll be given economic and clinical analyses, as well as absenteeism figures to help you assess your cost savings and employees' improved health with The Bridge Project. Run it side-by-side with broader wellness initiatives and compare the results with more traditional disease control approaches – or challenge the programs you might already have in place.

The Bridge Project is a proven way to improve the health of your employees – and your bottom line.

Contact the Business Group on Health at 717-239-6954 or [lcbgh@lcci.com](mailto:lcbgh@lcci.com) to see how this innovative program can benefit your company.