Gordian Health Solutions® Client Worthington Industries® Healthy Choices® Uses Carrot Instead of Stick Approach to Improve Employee Health and Lower Employer Costs

Companies offer workers deals to get fit-expected payoff is a healthy and productive workforce.

(PRWEB) September 21, 2005 -- Gordian Health Solutions®, client Worthington Industries®, Healthy Choices®, uses carrot instead of stick approach to improve employee health and lower employer costs.

Nashville, TN, September 20, 2005. Call it Healthy Choices® or call it following sensible steps to health and lifestyle decision-making. But whatever you call it, Gordian Health Solutions offers employers the ability to private label their own population health management programs and ties program participation to lower health benefit costs.

Employers who expand their health benefit offerings to include population health and disease management are reaping measurable rewards. A recent scholarly review of return on investment for disease management programs (1) concluded that positive return was achieved for programs addressing several chronic disease diagnoses when considering medical costs savings alone. The authors concluded that even more savings may be found, when considering productivity outcomes within the working population.

A Sept. 18 Associated Press story reviewed the positive results of two Gordian clients. One client, Worthington Industries, is using the Healthy Choices® program, a private label health and lifestyle management option offered by Gordian Health Solutions. Gordian, a Nashville, TN-based population health management company, provides lifestyle, health management and disease management programs to health plans and employers for conditions such as obesity, smoking or chronic disease.

Generally, these programs are turnkey operations integrating incentives management with participation among qualifying employees. In other words, Gordian integrates and manages the employee bonus program which is tied to participation in clinical and behavior management programs. The Worthington Industries Inc. program is a private label program managed and designed by Gordian Health Solutions.

"Employers are increasingly embracing the cost-savings potential of population health management programs that promote healthier lifestyles and positive behavior change and we track our clients' tangible return for their investment," said Gordian President & CEO, Gregg O. Lehman, PhD. "Gordian places a premium on selecting the right incentives to increase participation among those who can benefit most from lifestyle and disease management, so employers reap the greatest savings."

For example, Worthington Industries told employees it will continue to pay the entire cost of employee health insurance, but only if workers participate in Healthy Choices. Those who decided not to participate, began paying a nominal fee for health insurance this year. Some clients offer cash incentives to participants in a lifestyle management program, and report a $2 to $1 return on investment in the first year of the program, Lehman said.

"Employers who invest in Gordian disease and lifestyle behavior management programs, are investing in a healthier workforce overall and that makes bottom-line sense," said Roger Reed, executive vice president and chief health officer at Gordian.
Using a financial incentive to reward participation shows employees that companies value their health and want them to succeed in these programs. And at Gordian, we’ve found that incentives are more than just a goodwill gesture—they’re investments with a measurable return.

About Gordian Health Solutions, Inc.
Based in Nashville, Tennessee, Gordian offers a comprehensive suite of products and services such as population health risk analysis, telephonic counseling, online products, health education hotlines, on-site health education/fitness center management and lifestyle and disease management programs. Gordian works with employers, health plans and hospitals to identify, control and manage health risk factors and their associated costs. Through targeted and tailored programs, and sophisticated tracking, monitoring and reporting capabilities, Gordian works with clients to measure program progress and cost savings. For more information about Gordian Health Solutions, visit http://www.gordian-health.com. For more information about the Healthy Choices program go to: Companies Offer Workers Deals to Get Fit
http://biz.yahoo.com/ap/050918/fit_healthy_insurance.html?v=1


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