

Keys to a Successful Chronic Disease Management Program

Chronic disease management, as the name implies, can be a years-long (or even lifelong) process for your employees. But you can help by implementing programs that support their wellbeing. Here are three key steps for an organized, effective rollout.

Get clear on your vision for the program

- ☐ Outline what you want the plan to achieve. This could be employees who are more engaged in their own care, a reduction in claims costs, or a combination of both.
- ☐ Set a timeline (realistic but aggressive) for implementation.
- ☐ Gather input from employees.
- ☐ Coordinate with your insurance carrier, vendors, and any other partners in the process.
- ☐ Establish key performance indicators (KPIs) - how will you know the program is working?
- ☐ Be patient - most plans collect three years' worth of data to make a determination on the success of the program.

Set your strategy

- ☐ Define your at-risk populations, considering factors like demographics (age, ethnicity, gender), lifestyle risks, and aptitude for change.
- ☐ Evaluate health care claims and prescription drug data.
- ☐ Conduct biometric screenings to identify any undetected risks (e.g., high blood pressure, high cholesterol or diabetes).
- ☐ Emphasize preventive care and screenings.
- ☐ Work with your health insurance carrier to involve primary care physicians, specialists and facilities; this will help prevent employee confusion and encourage buy-in.
- ☐ Engage employees through awareness initiatives, educational programs and interventions. Remember that promoting your program is an ongoing process.
- ☐ Consider offering enhanced PTO options for employees who are dealing with chronic conditions.

Create the infrastructure to support your program

- ☐ Invest in the appropriate technology and analytics to customize assessments, gather data and improve efficiencies in the delivery of information.
- ☐ Clearly define roles and responsibilities, whether you're working with a third-party administrator or creating a proprietary system.
- ☐ Figure out how you will measure ROI. This may include improved health outcomes, increased participation and/or reduction in claims costs.
- ☐ Evaluate the value of your investment, including reductions in turnover and absenteeism and increased engagement.

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