

# Simplifying diabetes management with a whole-person employee benefits program



Leading provider of quality household essentials

## Background

- 6,000 employees
- Headquartered in Lake Forest, IL

## Virtual Care Offering

- Diabetes Management

## Building an employee-first benefits strategy focused on high-quality healthcare

Reynolds Consumer Products provides popular household products that simplify daily life so consumers can enjoy what matters most. Their exceptional commitment to quality extends to their employee benefits program, Total Rewards, which is founded on three pillars: physical health, financial wellbeing and mental wellbeing. To enhance their whole-person approach, Reynolds partnered with a benefit consultant to evaluate their benefits offerings, identify opportunities for improvement and ensure their benefits were competitive.

Prior to 2015, Reynolds had partnered with a different diabetes management solution, which had relied on in-person and phone appointments and was only available to employees in Illinois and Wisconsin, making the service limited and difficult to access.

They knew they needed a new option for employees. Furthermore, during their benefits evaluation, Reynolds identified diabetes as one of the key cost drivers for both medical and pharmacy claims. To expand access to high-quality support and decrease costs related to diabetes and its co-conditions for both employees and the company, Reynolds turned to Teladoc Health®.

### COST SAVINGS RESULTS

**-17%**

Net Total Medical Costs<sup>2</sup>

**3.5x**

ROI for Diabetes Management<sup>2</sup>

### ENROLLMENT AND ENGAGEMENT RESULTS

**+68**

NPS<sup>1</sup>

**~13%**

YoY enrollment growth in 2023<sup>1</sup>



Teladoc Health's Diabetes Management program provides testing supplies and remote smart monitoring devices at no cost to their employees



Reynolds elected to cover all pharmacy costs for diabetes medications for employees who meet their participation goal



Removing these financial barriers helps to alleviate financial stress and ensures that Reynolds members have the resources they need to achieve healthier outcomes

## Removing barriers and expanding access to personalized diabetes management

Reynolds began a partnership with Teladoc Health in 2015 after learning about the Diabetes Management solution at an industry conference. Integrating Teladoc Health's comprehensive Diabetes Management program into their benefits offerings enabled Reynolds to expand access to their entire workforce, ensuring that all employees had 24/7 access to convenient, high-quality personalized support.

To ensure a seamless transition from the previous diabetes management program to Teladoc Health's offering, Reynolds took a proactive approach to change management that emphasized clear communication across a variety of channels. Reynolds incorporated Teladoc Health's personalized enrollment and engagement marketing capabilities into their communications strategy, alongside an internal campaign promoting the Teladoc Health Diabetes Management program via website posts and on-site video screens and posters. Reynolds managers also offered verbal reminders during safety meetings with employees at the business's various manufacturing facilities.

“

I now have my diabetes under control, which has helped significantly reduce my stress and worry. As a matter of fact, my diabetes is in remission without medication at this point, thanks to better health management through our diabetes management program.”

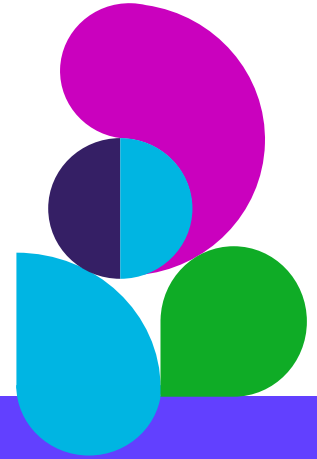
— Reynolds Employee

## Achieving improved physical, financial and mental health outcomes

Reynolds' strategy incentivizes employees to remain engaged with the Teladoc Health Diabetes Management program, leading to better physical health outcomes, improved mental wellbeing and cost savings for both the company and employees. With 32% enrollment in the Diabetes Management program, Reynolds achieved a 76% increase in the share of members with controlled diabetes for those members who remained enrolled for at least 6 months.<sup>1</sup> Across all cohorts, members achieved a 1.4% average reduction in A1c levels, with that number rising to 2.06% for members who checked their levels at least 4 times per week.<sup>1</sup>

In addition to improving their physical health, Reynolds employees report high satisfaction with the financial assistance aspect of the program. **“It solves the financial burden of paying for diabetes supplies,”** said one employee. Though Reynolds' pharmacy claims costs have remained steady due to their commitment to covering medication costs for their employees, they have achieved a remarkable 17% reduction in net total medical costs and a 3.5x return on investment for the diabetes management program.<sup>2</sup>

Improving physical health and removing financial barriers also contributes to improved mental wellbeing. An increasing number of members who utilized the diabetes management program reported feeling less overwhelmed by the demands of living with diabetes, as measured by the diabetes distress scale.<sup>1</sup> By empowering employees to reduce their A1c levels, relieve their diabetes-related stress and strengthen their financial wellbeing, **Teladoc Health's Diabetes Management solution enables Reynolds to deliver on its promise to provide a whole-person benefits program that simplifies life so employees can enjoy what matters most.**



“

With a 3.5x ROI, Teladoc Health's Diabetes Management program is an invaluable addition to our benefits offerings, but the true return on investment is our employees' improved physical, mental and financial wellbeing.”

— Anita Tucker, Senior Health and Welfare Benefits Manager, Reynolds Consumer Products

## RESULTS

1.4%

average reduction in A1c across all cohorts<sup>1</sup>

4.9%

average reduction in A1c for the members enrolled with a starting A1c  $\geq 10$ <sup>1</sup>

32%

enrollment in the Diabetes Management program<sup>1</sup>

82%

of enrolled members feel better about their ability to manage their health<sup>1</sup>

1. Teladoc Health Business Review for Reynolds Consumer Products with member outcome data through August 30, 2023. 2. Teladoc Health's medical savings and ROI methodology evaluated medical claims data across [Livongo] for Diabetes program participants that were 12-months post launch of the programs

\* The testimonials and opinions presented are applicable to the client. Each client's exact results and experience will be unique and individual. The testimonials are voluntarily provided and are not paid.

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