



CLIENT SUCCESS STORY

Life-changing support for chronic conditions



Industry: Consumer services

Employees: 3000+

Products: Diabetes Management and myStrength for Mental Health

More than a trip planning or roadside service provider, AAA Northeast employs more than 3,000 individuals spanning finance, lending, travel and other operational branches—each dedicated to supporting its 5.7 million members across a six-state area in southern New England. Headquartered in Providence, R.I., AAA Northeast is recognized as a leading employer and active member of its community, with numerous “Best Places to Work” awards to its credit.



2:1 ROI

in year one³



These have been life-changing benefits. How often are you able to implement a great solution like this that gives you ROI and changes people's lives?!

Gina San Giovanni, Supervisor,
Benefits and HR Services,
AAA Northeast

Challenge

Years ago, leaders at AAA Northeast committed to taking a whole-person approach to the company's benefits program, offering support that addresses multiple aspects of employees' safety, health and well-being. One prime example is the \$250 stipend it gives new parents and grandparents for car seats or other safety devices.

However, the competitive nature of the talent pool in the Northeastern U.S. creates challenges for employers like AAA Northeast. Like many other employers, the organization needed to lower the cost of care without compromising on quality. To meet these objectives, AAA Northeast turned to Teladoc Health for its proven chronic condition management programs, including support for diabetes and comprehensive mental health needs.



We needed a platform that was accessible, intuitive and consistent for employees, as well as being easy to administer on the employer side.

Gina San Giovanni, Supervisor, Benefits and HR Services, AAA Northeast

PROGRAM HIGHLIGHT

For AAA Northeast, the goal was to equip employees with tools that encourage healthy lifestyle changes leading to better outcomes. Offering a positive member experience that keeps people engaged was also key.

Employees who enroll in the Diabetes Management program receive a connected glucometer, as well as testing strips and lancets, at no cost to them. Online food and activity tracking, plus access to live coaching sessions, builds better habits. And employees quickly gravitated to the myStrength for Mental Health program, especially during the COVID pandemic, with the highest utilization in evidence-based digital tools for improving sleep, controlling anxiety and reducing stress.¹

Approach

Implementation

AAA Northeast was committed to partnering with a single vendor to offer these services. "Implementing the program has been easy, and the application is simple for the end user," said San Giovanni.

Promotion

Employees learned about the programs through Teladoc Health online initiatives and marketing materials, in addition to a virtual health fair. Meanwhile, AAA Northeast senior leadership helped normalize chronic care needs in their communications.

RESULTS

Diabetes management¹

- 35% of employees living with diabetes enrolled in the program
- 57% use self-guided activities
- 29% use digital coaching
- 0.9% decrease in estimated HbA1c among employees who started with uncontrolled diabetes (HbA1c $\geq 7\%$)²
- 16.7% decrease in employees with HbA1c >8 (above-normal blood glucose)*

Mental health¹

- 33% of employees record improved well-being
- 3 activities per month completed per employee, on average

Cost savings³

\$177

per member per month (PMPM) total medical savings

2:1 ROI

Year 1

103%

reduction in ER visit costs

¹Business review for AAA Northeast with member outcome data from Jan. 2019 to Feb. 2021.

²Estimated HbA1c is calculated from remotely captured blood glucose values using the conversion $HbA1c = (mean\ BG + 46.7)/28.7$.

³ROI methodology applied to one year of medical and pharmaceutical claims data across AAA Northeast members participating in the Diabetes Management program.

*Among members enrolled for at least six months in the program.

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