

# BRAVO WELLNESS<sup>®</sup>

## CASE STUDY:



**Insurance Office of America (IOA)** is a privately held, full-service insurance agency and one of the fastest-growing independent agencies in the United States. Founded in 1988 and headquartered in Longwood, Florida with offices nationwide, IOA is in the business of minimizing risk and maximizing protection for their clientele. They understand the importance of health and wellness in the workplace, and strive to pass this ideology onto their clients as well as their own employees.



## THE CHALLENGE

IOA was continually seeing their own claims cost rise, despite traditional cost-management strategies. In three years, overall claims costs jumped 200%, and average claims per person increased over 65%. They desired to continue providing quality coverage to their employees and families, but something had to change. **“We just couldn’t do anything more to manage the costs,”** stated Jay Grevers, Chief Financial Officer. **“We came to a point where we couldn’t absorb the cost and were considering all options, including higher deductibles and copays. That’s when we decided to invest in the health and well-being of the employees with Bravo Wellness’ help.”**

## THE SOLUTION

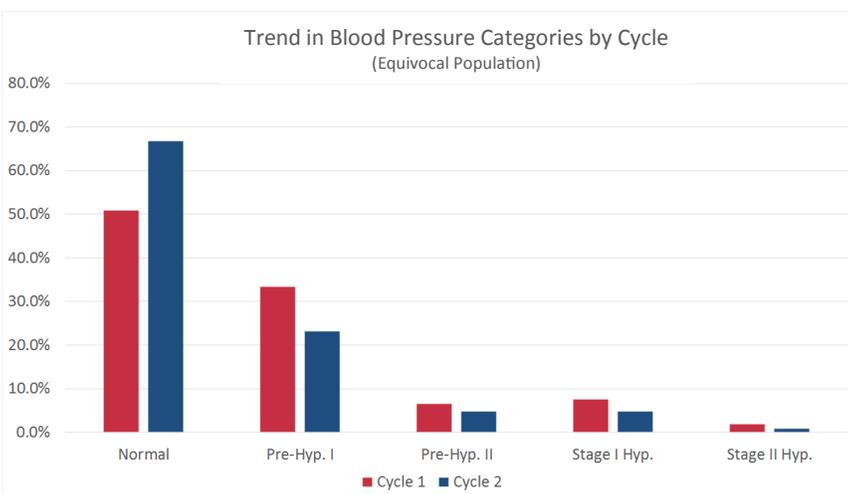
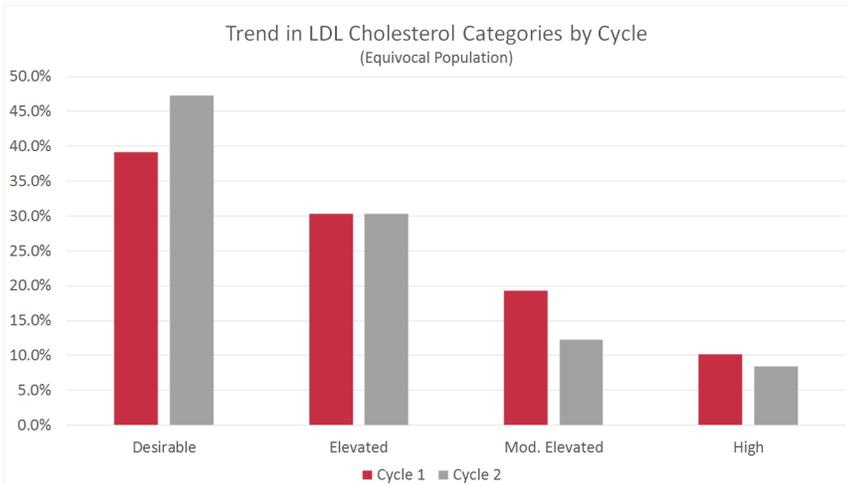
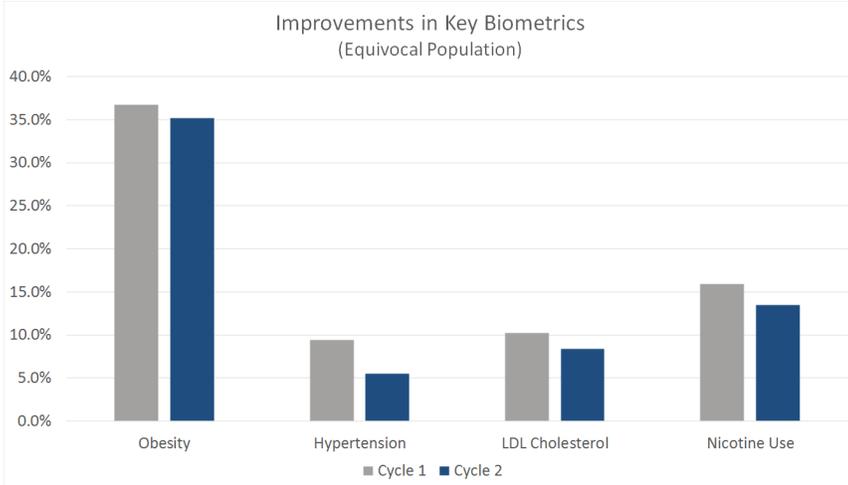
By implementing a health-contingent, outcomes-based incentive program, IOA could control their healthcare spending. Recognizing Bravo Wellness’ expertise in the ACA wellness regulations and in administering compliant incentive programs, IOA’s senior management was confident in the framework Bravo recommended for their employees and its culture. **“With Bravo’s willingness to accept co-fiduciary responsibility, it made us feel safe knowing our data was in good hands and regulations were being followed,”** commented Grevers.

Bravo consulted with IOA and offered best practices for an outcomes-based program that eased employees into this new wellness initiative. Bravo’s technology platform provided the foundation and support for everything IOA needed to run a compliant program. This technology was built to provide Bravo’s clients and partners with the right data for the right situation at the right time. Having received the Service Organization Control (SOC) 2 Type 2 certification, Bravo’s platform ensures that the data is accurate and secure.

Bravo was able to dial into the IOA culture, giving participants a level of comfort to move forward. This allowed the employees to realize that the **opportunity was to help them, not hinder them.** The response was incredible. Participants stepped up to the challenge and took it upon themselves to get healthy while IOA provided various tools, resources, and educational newsletters to help them achieve their goals. IOA even provided health coaching from Health Care Strategies, reimbursements for fitness center memberships, and brought in a Weight Watchers at Work program. Participants were motivated by the incentives offered for progress goals, as well as other healthy challenge contests offered by IOA executives. A “Biggest Loser” weight loss competition took place, as well as a contest for those already making health-conscious decisions. Participants in this contest competed to meet the National Institutes of Health (NIH) suggested goals. With Bravo’s administrative help, IOA provided incentives to keep the healthy, healthy.

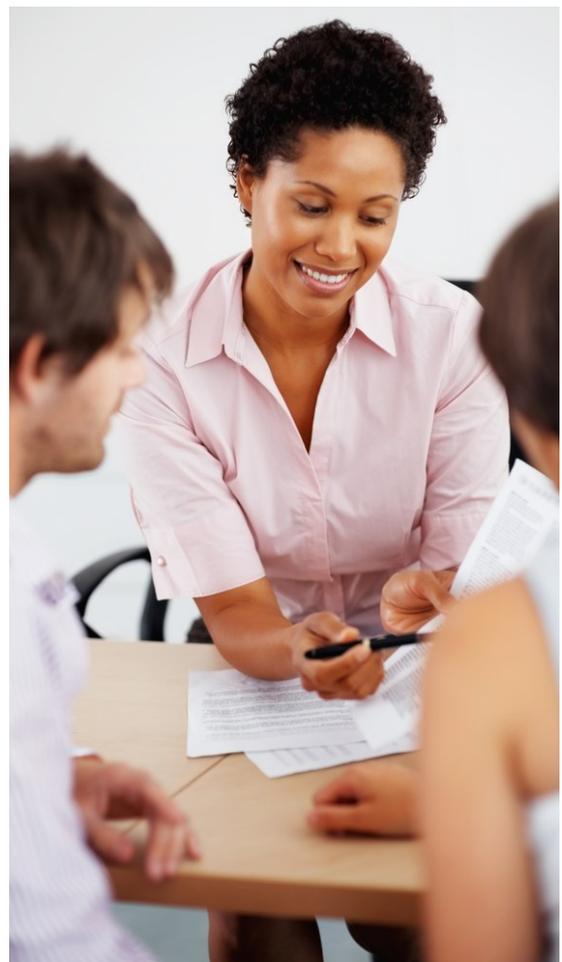
# THE RESULTS

During IOA’s first service cycle, a baseline health screening was conducted with an incentive tied to participation. Out of the 514 eligible to participate, 90.7% of employees took part. In the second cycle, incentives were tied to goals achieved and/or progress made. The results were astonishing: **99.8% participated, over 1,800 pounds were lost, and about 16% of participants moved from high risk to a “desirable” category in blood pressure. Every health category screened saw improvement.**



**“WE TRIED THINGS FOR YEARS TO ENCOURAGE MORE HEALTHY BEHAVIOR, BUT SAW AWFUL RESULTS. BRAVO WORKS! THE PROOF IS IN THE RESULTS.”**

**- HEATH RITENOUR**  
CHIEF EXECUTIVE OFFICER



Kim, an Executive Assistant at IOA's headquarters, lost 55 pounds in the Biggest Loser competition. Although she had tried losing weight in the past, this time was different. **"I needed to do it for myself, to get healthy and get off the diabetes medication. I feel proud that I have accomplished this without surgery.** As a result, I have been able to reduce my diabetes medicines in half; and once I reach another 15 pounds of weight loss, I will be able to eliminate them completely with my doctor's approval!"

**"I NEEDED TO DO IT FOR MYSELF, TO GET HEALTHY AND GET OFF THE DIABETES MEDICATION."**

**KIM**

*PARTICIPANT AT IOA*

Dana is an Account Executive in the San Diego office who also participated in the weight loss challenge. "I had tried every diet. This time, because I looked at it from an overall health point of view – not just the weight – it seemed to click. Seeing the numbers was a wake-up call. You can't hide from them, it is a reality check. **I was first motivated by the savings in health insurance but then I started to see the results.**" Dana lost over 35 pounds during the challenge, has more energy, less aches and no more issues with her back. "It is a daily challenge to be aware and conscious of my decisions, but I plan to continue down this path."

## **THE BENEFITS**

In addition to the fact that participants could physically see the healthy transformation within their co-workers, they saw other remarkable improvements as well.

**Premium costs went down for the first time ever** and average claims costs per participant decreased from 2010 to 2013 (\$5,812 to \$5,526 respectfully).

Realizing the many benefits of implementing such a program, IOA felt compelled to share and promote this strategy with their own clients. They have introduced Bravo Wellness and outcomes-based incentive programs to several of their clients – all of which are experiencing similar results. "As a broker community, we are showing our clients that we understand the burden of rising costs but have found a successful way to combat it. And no one does it better than Bravo," stated Chris Labrecque, IOA Vice President. **"Healthier people live a happier life and this is ultimately what IOA strives for – to better the lives of those we interact with. At IOA, we're practicing what we preach.** It's about impacting lives. As brokers, it gives us a new message that we're walking down the same path with you and we're so excited to share our results with our clients and prospects."



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