

J.B. Hunt drives its team to better health

J.B. Hunt Customer Success Story



OVERVIEW

Customer: J.B. Hunt Transport, Inc.
Industry: Transportation logistics

Results

- 20% of employees completed a health risk assessment the first year; to date, 28% have completed one
- 68% reported improvement in body-mass index (BMI) among those completing a Healthy Living program
- Self-reported information captured through the health risk assessment is highly accurate. It can lead to greater cost savings and potential for better health by identifying members sooner who could benefit from outreach for disease management or other program involvement.

Business Need

- Help employees live healthier lives
- Mitigate rising health care costs

Solution

- Build on the company's commitment to helping employees improve their health and well-being
- Offer hands-on ways for employees to become more engaged
- Present an array of wellness and other online programs available through our Simple Steps To A Healthier Life®
- Engage mobile employees through direct outreach and by involving their families

Customer success story

J.B. Hunt Transport Services, headquartered in Northwest Arkansas, is one of the largest transportation logistics companies in North America. The company provides transportation services to customers throughout the continental United States, Canada and Mexico.

The company has instilled in its culture a keen focus on driving down costs and delivering meaningful and measurable value to its customers. But this isn't limited to external customers. It also executes internal programs, including health benefits programs, in the same manner.

"The choices we make in life determine so much of our future. Our goal is to equip people to make wise, informed choices that will positively impact their health," explained Mark Greenway, J.B. Hunt's senior vice president of Human Resources.

Driving home the importance of healthy lifestyles

Nearly 75 percent of J.B. Hunt's employees work and live on the road for weeks at a time, often with minimal access to healthy foods and limited time for exercise. The company had a steep hill to climb to get them more engaged in their health care. But with nearly 50 percent of their employees using tobacco and a troubling number having diabetes and hypertension, behavior changes were essential to improving health and reducing health-related costs to the individuals and the company.

That's where J.B. Hunt's wellness program — Better Health for Life — comes in. It encourages employees to eat right, control their weight, be active and reduce health risks.

When J.B. Hunt moved its consumer-directed health plan (CDHP) to Aetna in 2005, we offered the company another tool for its wellness toolbox — our Simple Steps To A Healthier Life program.

"Aetna's Simple Steps To A Healthier Life program fits well into J.B. Hunt's culture and complements the programs they already offer to promote healthy lifestyles," said Lucy Houlihan, Aetna account executive.

Through Simple Steps To A Healthier Life, employees complete a Web-based health risk assessment. The results guide them to personalized healthy living suggestions and online wellness programs. Employees and family members also have access to a health coach and can choose to complete a health risk assessment by telephone with J.B. Hunt's disease management vendor, TrestleTree.

In addition, the self-reported information captured through the health risk assessment provides an excellent opportunity to gain clinical insights into the health risks of individuals. Self-reported information is highly accurate and can lead to early identification of members who could benefit from outreach for disease management or other program involvement. The earlier an at-risk individual is identified and connected with appropriate services, the greater the cost savings and potential for better health.

Outreach to family members supports engagement

Building upon J.B. Hunt's strong management commitment to supporting healthy lifestyle changes among its employees, we worked with J.B. Hunt to introduce a series of introductory incentives to create interest and participation in Simple Steps To a Healthier Life.

Knowing that family members can exert significant influence on healthy living choices, the program was available to both employees and their dependents over age 18. **A key strength of the plan is outreach to employees at the workplace and home.**

For the first 10 weeks, employees and dependents who completed a health risk assessment were eligible for the weekly drawing of a \$50 gift card. Employees and their families received information at home and e-mail reminders at work.

At the end of the 10-week period, more than 630 people had registered for Simple Steps To A Healthier Life, and 590 had completed health risk assessments.

By the end of 2005, more than 2,500 health risk assessments were completed. As of October 2006, that number climbed to 3,327. J.B. Hunt continues to issue reminders about the program.

"With our mobile population and the difficulty we have in reaching them, we think that was a good success rate," said Eric Airola, director of Benefits at J.B. Hunt.

Online programs transport some along successful routes

J.B. Hunt ran another gift-card incentive to increase awareness and engagement in the Healthy Living programs offered through Simple Steps To A Healthier Life. This time, the company's outreach included on-board computer messages, posters in service centers and an article in the employee magazine — plus fleet managers became more involved in promoting the program.



More than 400 individuals enrolled in a Healthy Living program. At the start of their programs, three out of four participants reported being overweight or obese, with a body-mass index (BMI) of 25 or greater.

The programs helped drive positive behavior changes.

Following completion of their programs, 68 percent had improved their BMI, thus reducing their risks for certain diseases and conditions. In addition, the number of participants saying they eat at least three servings of fruits and vegetables per day increased 29 percent.

"We're seeing evidence that the plan is working. People are playing a more active part in their personal health care and in keeping costs down," said Airola.