



March, 2011

Building a foundation with Mayo Clinic Health Solution's resources

Meeting with New York Central Mutual's (NYCM) management team in the fall of 2009, it was clear to Relph Benefit Advisors that NYCM truly cared for their employees, for their health, and for the quality of their company health plan. NYCM is a property and casualty insurance company located in central New York that employs more than 1,000 insurance professionals. Relph Benefit Advisors is the largest independent firm located in upstate New York devoted exclusively to employee benefits consulting, advisory services, and benefits administration.

NYCM and Relph Benefit Advisors set out on the road to wellness with the hope of raising employee health awareness and stabilizing their health care costs, but ended up accomplishing much more than that — they succeeded in building a foundation upon which their future culture of health would stand.

NYCM's employee health improvement strategic plan included the development of a cross-functional Wellness Task Force, best-in-class Mayo Clinic resources, on-site biometric screenings, and Relph Benefit Advisors' engagement process with high-energy, on-site group educational and motivational employee seminars. This was the team's focus for the first year.

NYCM's first endeavor was to execute an on-site biometric screening event at multiple locations for 1,000 employees. They followed up with an effort to get employees to go online and take a 15-minute Mayo Clinic Health Assessment. The final challenge was to motivate the entire population to register and participate in a four-week company-wide Mayo Clinic Walk-to-Wellness program.

"I'm a firm believer that when you 'take the bull by the horns', you see the best results! And, basically, that's what happened with both the biometric screening and HRA campaigns. Bottom line, we care about the employees - evident through the carrot/stick and education approach. Everyone did great — Dan Elliott and Tesia Woodworth from Relph Benefit Advisors and the crew here at NYCM - also, having the support from Dan Robinson (CEO) and Al Pylinski (CFO) was a big plus!" said Barbara Turnbull, Vice President of Human Resources for NYCM.

NYCM and Relph Benefit Advisors' "can do" attitude and commitment to NYCM's employees drove their first year employee health improvement results well above national statistics. While most organizations their size applaud 50 percent participation in any wellness-based program, NYCM went well beyond the status quo.

- ✓ Voluntary Health Assessment: **99% Participation**
- ✓ Voluntary Biometric Screening "Know Your Numbers" Campaign: **86% Participation**
- ✓ Voluntary Walk to Wellness Campaign: **80% Participation**

What made the difference?

NYCM made employee health management a strategic goal for 2010 by elevating its status and priority in the workplace and incorporating a number of activities that drove high success:

- Relph Benefit Advisors provided weekly Health Assessment participation completion reports to help NYCM track group progress
- Relph Benefit Advisors helped NYCM create an active “Wellness Task Force” prior to the campaign
- Computer kiosks were set-up to improve online accessibility
- Instituted a “Hands On Help” Program — NYCM’s IT department got involved to help employees set up email accounts for Mayo Clinic portal registration
- Relph Benefit Advisors’ weekly participation updates were communicated to employees in NYCM’s Inside The Rails employee newsletter
- NYCM’s Wellness Task Force helped employees with questions, who were then empowered to help other employees with similar questions
- Attached voluntary program participation to the benefit contribution strategy

NYCM chose to make a long-term investment in employee health because they truly care about their employees. Additionally, they saw the organizational value of building a healthier, more productive, lower-cost workforce. They plan to sustain their high level of engagement through the continued visible commitment towards wellness by their senior leadership team combined with the designated internal resources to effectively implement and manage their program.

NYCM’s three to five year management plan is to stabilize their health care costs by successfully creating a supportive environment that effectively drives positive behavioral change, and by using programs that are dynamic and tuned into the needs of their employees.

These first year results show what a well-coordinated effort between an employer (NYCM), a benefit consultant (Relph Benefits), and a program provider (Mayo Clinic) can deliver.



New York Central Mutual (NYCM) is a property & casualty insurance company headquartered in Edmeston, NY. Founded in 1899, they now employ over 1,000 dedicated insurance professionals whose focus is providing policyholders the security of knowing NYCM Insurance is there to help them recover from events.



The **Healthy Plan** Company™

Founded in 1966 and now with more than 100 employees, Relph Benefit Advisors is the largest independent firm located in upstate New York devoted **exclusively** to employee benefits consulting, advisory services, and benefits administration.

Relph Benefit Advisors is the creator and exclusive vendor of the innovative Lead²Health model, linking mid-size employers with Fortune 500 caliber Population Health Management strategies and programs. Bringing together world class Health Assessments, unique custom plan designs, powerful data mining tools, and an integrated nurse outreach system, Relph has developed a bridge to finally allow smaller employers to reach the same levels of wellness engagement and medical plan cost control that major corporations have.