

Engaged Employees Impact the Bottom Line

Build a culture of wellness with 360° Benefit Management, and bolster the bottom line, says Gilsbar's Doug Layman.

“Remove the barriers. Engage your employees. Control your costs.” Doug Layman, Gilsbar's executive vice president and chief sales and marketing officer, shares the strategy resonating throughout the country as proven by Gilsbar's record-setting growth over the past year. “Our 360° Benefit Plan Management Program helps employers remove the barriers to controlling health care costs by providing them with the tools to engage their employees and create a culture of health.”

BEST'S REVIEW: Could you provide an overview of Gilsbar's 360° Benefit Plan Management Program?

LAYMAN: The industry has spent many years not focused on people. We've sheltered them from the true cost of health care and have developed little to no systems to integrate data and successfully communicate to our employees throughout the health care process. Gilsbar's 360° is a powerful approach that integrates traditionally disparate health-related information and processes. 360° helps remove the silos across the health care continuum by working with employers to analyze and proactively manage information, providing a transparent measurement of true health plan performance. Through this process, we engage employees through a comprehensive approach to lifestyle management. Our program includes health-plan administration, consumer-directed solutions, Web tools, education, a full array of health and lifestyle management programming and targeted employee engagement strategies.

BR: How does Gilsbar help employers strategize and build a program that works with their corporate culture?

LAYMAN: Every employer is different and it's important to meet them where they are in the process. We work with the employer to find out what's really going on in the employee population. We also try to impart the knowledge that when people are stressed or have financial problems, the cost of health care is impacted. Using what we learn about the employees, we can then design a program that encompasses not just the health plan participants, but also supports a culture of health across the entire population. It includes the right mix of incentives and strategies to get employees engaged. Our communications specialists develop proactive and continuous communication campaigns to educate and engage employees, and can address specific education needs based on what we learn from the surveys.

360° provides employers with the means to empower the employee. As employees better understand their health plan through effective communication, resources and education, their perceptions change and they become engaged.

BR: How has Gilsbar's success defined what 360° brings to the market?

LAYMAN: 96.3% of our employee population feels we care about their families' health and well-being. That speaks loudly for not only what we provide employees internally, but also what we're able to offer clients and partners.

Instead of shifting costs through plan design and focusing on provider discounts as the solution, let's shift our attention back to the consumer/employee, which can impact not only health-care costs, but overall productivity and profitability. **BR**

■ For the complete audio interview, visit www.bestreview.com/issuesandanswers.

GILSBAR



Doug Layman
Executive Vice President
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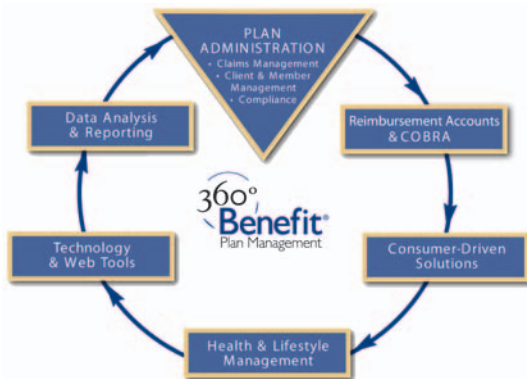
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With Our 360° Approach to Benefit Plan Management, No Crystal Ball is Needed to Control Healthcare Costs.

Gilsbar's 360° Benefit Plan Management® program is a holistic approach to self-funded health plan management. 360° provides employers with tools to remove the barriers to controlling healthcare costs and create a culture of health through member engagement.

For nearly 50 years, we've provided unanticipated solutions to clients in an industry that is constantly changing. Call us today to find out how Gilsbar can transform your company's benefit plan.



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