

# HealthNEXT Case Study

How Butler Health utilized [HealthNEXT's Culture of Health and Well-Being](#) program to lower their healthcare cost trend and improve employee satisfaction.

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## Overview

Butler Health, a healthcare system of 2,000 employees in rural Pennsylvania, wanted to create a more attractive employee environment while controlling their year-over-year healthcare spend.

They were competing with a large university-based healthcare system in nearby Pittsburgh for employees and patients and struggled with 2-3x yearly inflation rate of employee healthcare costs.

To remain competitive, Butler Health partnered with HealthNEXT and NEXTpert, Jim Reynolds, MD, a board-certified physician executive strategist with a 35-year career in health, healthcare, and benefits guidance.

By participating in HealthNEXT's Culture of Health and Well-Being program in collaboration with Dr. Reynolds, Butler Health was able to create a healthier workforce, achieve a competitive advantage in patient care, and decrease their healthcare cost curve.

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## Approach

### Establish a benchmark

HealthNEXT's EA50 assessment identified gaps from benchmark organizations using their ten defined pillars required to build a sustainable culture of health, including implementing programs across the population health continuum and specifically addressing prevalent health risks and conditions. An assessment score of 750 is benchmark, and like clients, Butler Health's initial assessment was at the halfway point to the best practice score.

### Create company-wide buy-in

Dr. Reynolds met with stakeholders across the organization, including Chief Medical Officers, Health and Wellness administrators, Human Resources, Executive Vice Presidents, and union reps, to understand business goals, employee priorities, and obtain leadership alignment.

The HealthNEXT logo is located in the bottom right corner of the page. It features the word "HealthNEXT" in a white, sans-serif font. The "N" and "E" are stylized, with the "N" having a large, bold, white checkmark-like shape integrated into its right side. The background of the entire page is a deep blue with a pattern of lighter blue dots of varying sizes, creating a halftone effect. On the right side, there are faint, large-scale white icons: a checkmark at the top, a target with an arrow in the middle, and a circular arrow at the bottom.

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## Determine a targeted goal

Based on the results of the assessment and an evaluation of Butler Health's financial resources and goals, a three-year plan was developed, approved, and funded. Initiatives were sequenced, based on HealthNEXT's underlying methodology for greatest impact. With the guidance of their NEXTpert, the goal score of 750 was achieved by redeploying their budget more efficiently and using identified internal resources.

## Build and sustain a culture of health

Initiatives with high engagement were implemented with leadership and management support, such as diabetes management programs, walking paths, improved health and well-being programs, 5K competitions, and a no-cost chronic medication program for employees.

## Results\*



30% decrease in the rate of inflation of healthcare spend in the first year



Achieved benchmark status in 3 years



Healthcare costs flattened within 2 years and decreased in year 3



Improved HealthNEXT assessment score of 100-120 points after the first year

## Conclusion

Establishing a customized baseline that considers the needs of the employees and the employer is essential to an organization attaining a culture of health and well-being.

Using HealthNEXT's peer-reviewed and validated Culture of Health and Well-Being assessment and custom strategic plan, Butler Health achieved long-term high employee satisfaction and reduced employee turnover. In addition, Butler Health sustainably controlled their healthcare costs and became a beacon for other employers in their catchment area.

\*As reported by Butler Health's George Pokrant during a August 2018 National Alliance of Healthcare Purchaser Coalition webinar.



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