Strategic Spotlight: Containing Healthcare Costs
Proven Strategies for Success in the Public Sector

Strategy: Promoting Preventative Treatment

What is Preventive Treatment?
Programs that promote regular preventive screenings, health risk assessments, or discounts on preventive medications. Screenings could include such items as bio-metric screenings, immunizations, well-baby and well-child care, mammography, pap tests, and annual physical exams.

Promoting Preventive Treatment
79% of Respondents Promoting Preventive Treatment

Of those promoting preventive treatment, how many would recommend it to others?
- 67% Very likely
- 22% Somewhat likely
- 11% Neutral
- 0% Unlikely

Of those promoting preventive treatment, how important is this technique to their overall cost management efforts?
- 25% Essential
- 28% Very Important
- 26% Important
- 16% Somewhat
- 5% Not Important

Comments on Promoting Preventive Treatment

Catch Early "Employees can prevent medical issues instead of reacting to them" Preventative maintenance on anything is always a better choice than ignoring minor problems until they become major issues"

Contain Future Costs "Saves on medical costs down the line and sick time" "I believe this is critical to driving down claims costs long term"

It Works "Health assessment with payment to employee to participate saved at least one employee’s life"

Incentives "Monetary rewards for regular medical exams" "We pay incentives"
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Of those Not Promoting Preventive Treatment, Why have you Not Used this Technique?

21% Not Using this Technique

![Bar Chart](chart.png)

Some top reasons why not using:
- 18% Not enough staff and/or time to implement
- 18% Not enough information to determine potential benefits
- 9% Not familiar with this technique

Comments on Not Promoting Preventive Treatment

Measurement “Hard to measure benefits, but this is the only solution to containing rising costs” “We don’t have any data to support our organization has improved as a result of this effort but our broker has done research that indicates this is the most effective way to reduce costs”

Planning Stage “In the process of implementing program”

Employee Engagement “Not well utilized by staff”

Summary & Key Points

- Communicating and promoting regular preventive screenings can catch small medical issues before they are costly large ones.
- Remove as many financial barriers for employees as possible. Payment for tests outright or eliminating co-pays for screenings are commonly utilized. Also note under current health care reform provisions non-grandfathered plans are required to provide specified preventive care services to plan participants without any employee cost-sharing.
- Financial incentives are essential to encourage employees to follow through on screenings and preventive assessments.

Other Strategic Spotlight Topics Available
- Dependent Verification
- Increase Deductibles
- Increase Co-pays
- Self-Funded Benefits
- Promote Wellness
- Voluntary Benefits
- Right-Sourcing Enrollment
- Shift Benefits Communication Expense
- Promote Section 125 Plans
- Benefit Waiver Program
- Preventive Treatment
- Health Plan Redesign
- Cooperative Purchasing

To learn more about this study and to download the full report visit: www.gfoaconsulting.org/researchreports

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