



Client success story

# OMCO: SHAPING A HEALTHY FUTURE



OMCO has grown into the premier custom roll-forming supplier in the world

Since its beginnings in 1955 as the Ohio Moulding Company, OMCO has grown into the premier custom roll-forming supplier in the world. Roll-forming – the process of shaping and transforming sheet or strip metal into desired configurations – is serving an increasingly diverse range of markets.

Today, OMCO strategically partners with businesses to solve manufacturing challenges and broaden existing markets with new products and services. OMCO does it all, from truck and trailer parts to garage doors and even solar applications, their newest venture. The corporate headquarters in Wickliffe, Ohio, 12 miles from downtown Cleveland, is also a full run production facility. Locations in Pierceton, IN and Phoenix, AZ round out its manufacturing operations.

## Healthy employees, healthy business

In the physically demanding world of manufacturing, convincing relatively young, healthy workers to part with hard-earned cash for health insurance can be a tough sell. But OMCO's management believes in the current and future benefits that a good health plan can bring to their business and employees. A healthy team can mean fewer sick days, better on-the-job focus and increased productivity, something that appeals to all employers. So, maintaining a high participation rate in their health benefits plan has long been at the top of their wish list.

## Goal – put a cap on rising costs

A little more than a year ago, the company's management team revisited their group health coverage strategy and related budget. The first task at hand was addressing the problem of rising premium costs. With their previous carrier, the health insurance premium kept going up annually – around 25% each of the past two years. And even though their rates were high, communication and support from their carrier were at a minimum. They knew that something had to change if they wanted to get costs under control and reach a higher quality of service and support for their hardworking employees.

**GO YOU**<sup>SM</sup>



## A change for the better

an increase of just 3% for their 2012 renewal, with no benefit changes

Working with their broker, OMCO shopped the market for a solution to their rising rate issue without sacrificing access or customer service. As it turns out, they found it. Now in their second year renewal with a fully insured Cigna plan, they're thrilled with an increase of just 3% for their 2012 renewal, with no benefit changes. Finally, they can stop worrying about out-of-control costs and concentrate on what's truly important, their business and valued workforce.

## Getting employees engaged

a premium discount if they took the health assessment

Knowing that some employees pass on enrolling in health benefits to retain a few extra dollars in their paychecks, they needed a meaningful incentive to win over on-the-fence workers. Taking a new approach, they kicked off their enrollment drive with a very special offer promoted through a handout and a flyer added to their enrollment packet. The communications explained the benefits of the Cigna health assessment, an online survey that takes just 20 minutes to complete, and offered a premium discount if they took the health assessment after enrolling.

OMCO's plan administrator explained that the health assessment is for the employees' own benefit, but that their participation would also help the company keep costs down.

*"When you take the health assessment, you learn how well you're doing and where you can do better. You can then sign up for programs to help you reach your goal(s) to lose weight, quit smoking or better manage a health condition."*

Terri Hoelting, human resources/accounting administrator, OMCO

## The right incentive

a premium discount each paycheck

Employees who enrolled received a premium discount each paycheck if they completed the online Cigna health assessment within 30 days. **Non-smoking enrollees received an additional discount.** By participating, not only did employees enjoy a nice premium break, they also received a good snapshot of their current health status when they completed the online health survey.

A company spokesperson referred to the current **90% participation rate** as "wonderful."

A high percentage of OMCO's manufacturing workers do not have computer access at the office or at home. Because the health assessment is completed online, each of their three facilities set up computer access during the enrollment period to accommodate the process, with a human resources staff member on hand to assist.

## CIGNA HEALTHY RESULTS

A few statistics from Cigna's care management experience

### Case Review

**23% fewer** hospital readmissions with case manager intervention<sup>1</sup>

### Case Management

**97% overall satisfaction** with case manager experience<sup>1</sup>

### Tobacco Cessation

**93% success rate** one year after course completion<sup>1</sup>

### Health Coaching

**Up to 72%** of participants progressed toward, or fully met, their goals<sup>1</sup>

After each employee completed the survey, they printed out and turned in the confirmation page as proof they'd taken the health assessment, to ensure they received the discount.

### **A health service company that cares**

Like other human resource department staff, Terri has a lot on her plate at the company, so she can appreciate the top-notch service they receive. "I always recommend Cigna when asked by others in the industry. They don't just treat you like a number or file and take your check. They really care. Not every employee will understand that now, but once they experience that level of support and concern, they'll understand."

Cigna's care management programs - including case management, disease management and utilization management - help individuals with chronic or acute health conditions improve their health and lower related costs.

*"Our last carrier didn't offer such personalized service at either a company level or on an individual basis. I never received a call from anyone, except about billing. With Cigna, our staff and covered employees really feel cared for."*

Terri Hoelting, human resources/accounting administrator, OMCO

### **What's next for OMCO?**

OMCO's solar venture is growing in leaps and bounds and their full-time and temporary workforce is growing to accommodate the increased demand for their products and capabilities.

1. Cigna Internal Analysis, 2010

**Healthy employees,  
healthy business . . .  
by the looks of it,  
that's the shape  
of OMCO's future.**



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