



Case Study



Mohawk Industries, Self-Insured Employer and Largest Flooring Manufacturer in the World, Improves Member Engagement and Health Outcomes with Epharmix

Innovative employers such as Mohawk Industries are using evidence-based tools to improve engagement and outcomes among its most challenging members, bending the cost curve for both employers and members.

Intro As a self-insured employer, Mohawk faced increasing healthcare costs year over year. Mohawk sought to aggressively respond to rising costs and control healthcare spending. Past efforts included offering onsite clinics and additional programs to treat conditions after diagnosed, but they did not go far enough. Mohawk saw that it was imperative to move from a reactive to a proactive approach that prioritized monitoring and prevention in order to achieve their vision of having the healthiest and safest population.

Mohawk's Five Step Process for Employee Health Initiatives

1. **Conduct member health assessment every two years**
2. **Perform cultural assessment to understand engagement barriers**
3. **Decide which population to prioritize**
4. **Evaluate results**
5. **Adjust based on findings**

Here is how the Mohawk Employee Benefits team and Healthy Life Care Teams put these five steps into action:

Step 1 Assess Members' Health Needs

In order to craft an effective strategy, Pauline Maddox AGNP, RN, Clinical Data Manager, Mohawk Corporate Benefits, and the Mohawk Healthy Life Care Teams set out to identify their members' most prevalent health conditions. They reviewed three types of data:

- biometric
- prescription
- medical claims

and found members faced three primary conditions:

- hypertension
- diabetes
- depression

Step 2 Understand Challenges to Engaging Blue-Collar Members



A Mohawk Success Story

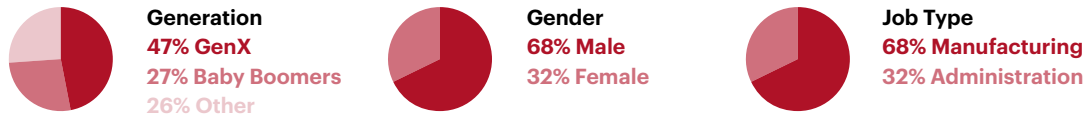
John* is a 41 year-old man diagnosed with diabetes and hypertension. He worked 12-hour shifts on the manufacturing floor and his busy schedule made it hard to check his blood sugar and blood pressure. With an A1c of 12.1% and blood pressure over 140/85, John was at risk of serious health issues.

John began receiving Epharmix text messages paired with coaching from a Mohawk Healthy Life Coach. He started testing more frequently and considering how food and drink would affect his blood sugar and made healthier choices. As a result, he lowered his A1c from 12.1% to 8.3% and reduced his blood pressure from 140/85 to 125/80.

John reported to his supervisor that he felt, "so much better" because of less neuropathic pain in his feet at the end of his 12-hour shift. John became more motivated and accountable to his health.

John's story isn't unique. Continue to the next page to see Mohawk's outcomes.

They discovered there are many common challenges to engaging members in manufacturing environments. Manufacturing members lacked work email addresses reducing the number of opportunities to engage them; while sales staff's frequent travel made them equally hard to reach.



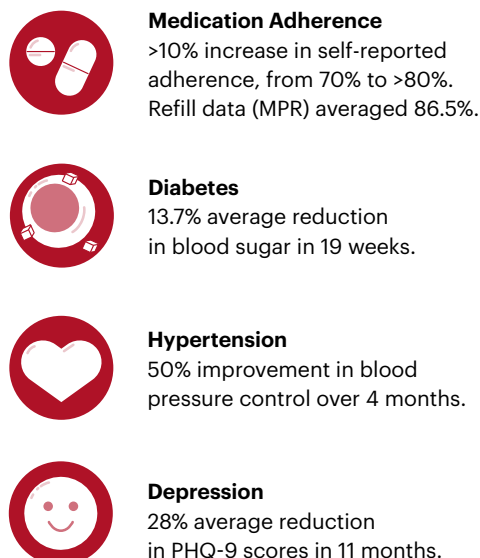
Text messaging proved to be the best opportunity to engage members as most had cellphones and were familiar with texting capabilities on their existing phone. Mohawk decided to address the two main challenges, low member engagement and growing chronic disease, by utilizing Epharmix and their evidence-based member engagement texting tool.

Step 3 Prioritize a Population and Begin Enrolling

Health coaches at Mohawk's Healthy Life Centers identified and enrolled members that were struggling to control their chronic conditions. Once enrolled, members received proactive, automated messages asking about their health. They responded to the convenient text or phone call with their mood, blood pressure, blood sugar, or medication adherence. When members reported poor values, Epharmix triggered a real-time alert to the member's health coach. The health coach reviewed alerts and could then provide timely outreach to impact member care.

Step 4 Evaluate Results

Epharmix informed and empowered health coaches to improve outcomes for more members with medication non-adherence, diabetes, hypertension, and depression:



Additionally, Mohawk members had great things to say about the Epharmix program:

"This [program] has helped me remember to think about what I do to stay healthy and keep working and going."

– Member on Epharmix for Diabetes

"I like knowing that I have support when I feel my lowest. I love this service! It helps me keep track of my moods and to better communicate between my doctor and me."

– Member on Epharmix for Depression

Step 5 Expand Based on Early Success

The results showed improved member health and engagement, along with positive feedback from members and health coaches. The Mohawk team decided that Epharmix should be made available to eligible members not meeting biometric standards or adherence levels.

“Epharmix provided a cost-effective tool that used a communication channel that we knew was a good fit for reaching our employees. [Epharmix] provided another mechanism with structured outreach to connect to people either we haven’t gotten ahold of or just need more attention.”

- Kim Johns, Director of Employee Benefits, Mohawk Industries

Following the success of the program, Epharmix is now offered as a solution to help members with the following health conditions:

- A1c of $\geq 8\%$
- Blood pressure $\geq 140/85$
- Antidepressant prescription
- Non-adherent to medication

How could Epharmix reduce medical costs for 500 of your high-risk members?

A projected analysis of the improved health outcomes among Mohawk’s high-risk diabetes and depression members indicates medical cost savings to Mohawk. Using Mohawk’s observed clinical outcomes, we can estimate cost savings for a similar self-insured population.

Population	Size	Per Member Savings	Est. Per Year Savings
Diabetes	300	\$379	\$113,808 ¹
Depression	200	\$4,872	\$165,648 ^{2,3}
Total	500		\$279,456 (3.6x ROI)

1. <https://www.ncbi.nlm.nih.gov/pubmed/9405905> · 2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1495268/>
3. <http://www.milliman.com/uploadedFiles/insight/2018/Potential-Economic-Impact-Integrated-Healthcare.pdf>

To see how you can achieve similar outcomes with your members, try our self-guided demo at try.epharmix.com or contact Jason Roche, MPH at jason@epharmix.com or (314) 272-2586.

Acknowledgments: We would like to recognize the entire Mohawk Employee Benefits and Healthy Life Care teams for their combined efforts to implement Epharmix and improve member health. We would like to especially thank Pauline Maddox AGNP, RN, Anne Jones, and Kim Johns for their insight and support in developing this case study. Cover photo: <http://creativehome.mohawkflooring.com/mohawk-ages/>.