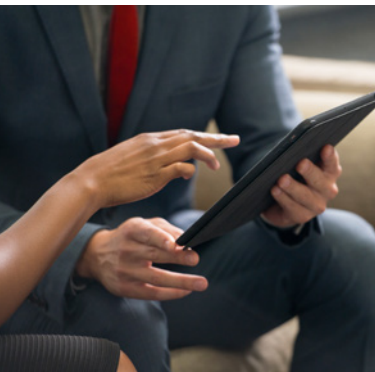


Case Study

RightOpt® Private Exchange: Consumer Goods

Our client had exhausted traditional cost-sharing options to manage health care costs.

RightOpt gave them a fresh approach – and an 11% reduction in total claims costs.



Church & Dwight Co. Inc., one of the fastest growing consumer packaged goods companies in the United States, was faced with a challenge: finding a way to manage their rising health care costs and improve overall member engagement while continuing to offer competitive and cost-effective coverage. They had exhausted their cost-sharing options and had already transitioned their workforce exclusively to a consumer-directed health plan (CDHP) with a health reimbursement account (HRA) — and were looking for a fresh approach.

An Insightful Solution

Believing that a private exchange would allow them to achieve their goals, Church & Dwight conducted a comprehensive search and selected RightOpt as their go-forward exchange solution. RightOpt was chosen because it allowed the company to execute its health care strategy (driving change that takes costs out of the system rather than cost shifting to employees), simplify the administration and enrollment processes, and offer their people a variety of decision support tools through RightOpt's personalized portal.

For the 2014 plan year, Church & Dwight reintroduced choice to their employees by offering a combination of Preferred Provider Organization and CDHP plans and launched a first-ever company-wide wellness program. But they knew that it was going to take more than new plans for the programs to be a success — they needed active and ongoing participation from their people. To ensure maximum engagement, Church & Dwight conducted in-person “train-the-trainer” sessions to educate Human Resources on the changes, equip them to have meaningful conversations with employees, and launched their open enrollment

campaign with a fun and impactful video and a “Change is Coming” home mailer.

Real-World Results

Although statistics are not yet final for the first year, the company is extremely pleased with early indications (through 3Q14) that suggest an 11% year-over-year reduction in total claims costs. In addition, the kick-off video went viral, creating a high level of internal awareness about the changes while also generating buzz in the market — so much so that the video received a 2013 Platinum MarCom award from the Association of Marketing and Communication Professionals. And employees have been responsive to the changes: 82% of medical plan participants completed HRA/biometric screenings as part of the brand new wellness initiative and the portal has averaged 7.1 visits per employee with My Action List, Know My Numbers, and Spending Account as their most frequently visited sections, demonstrating that the people of Church & Dwight are taking an active interest in managing their health and financials.

“We mentioned the potential for reduced (2015) contributions to the Plant HR Managers and there was stunned silence. One of them volunteered that he had never heard that in his 20 years of HR.”

— Jim Levine, Director, Benefits and Compensation

Want to know more?

For more information, contact our RightOpt team at 1 866.355.6647 or rightopt@conduent.com.

www.conduent.com/rightopt

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