



## **Wiser Client Case Studies**

**Wayne Farms LLC  
CORNING**

# Wiser Client Case Studies

Wayne Farms Sees Wiser Health as Core to Healthcare Consumerism;  
Corning Aligns Wiser Health Decision Support Across the Continuum of Care



# CORNING



## WAYNE FARMS LLC COMPANY OVERVIEW

- \$1.4B sales/ 1.8B lbs.
- 8,470 Employees
  - 900+ salaried
  - 5,600 bargaining unit hourly
  - 2,600 non-union hourly
  - Hourly turnover @44%
  - Spanish first language for almost one-half of hourly workforce
- 5<sup>th</sup> largest chicken producer
  - providing fresh and further processed products B-to-B
- Wholly-owned subsidiary of Continental Grain Company (CGC)
  - CGC Privately held since 1813
- Wayne Farms LLC is CGC's primary growth vehicle

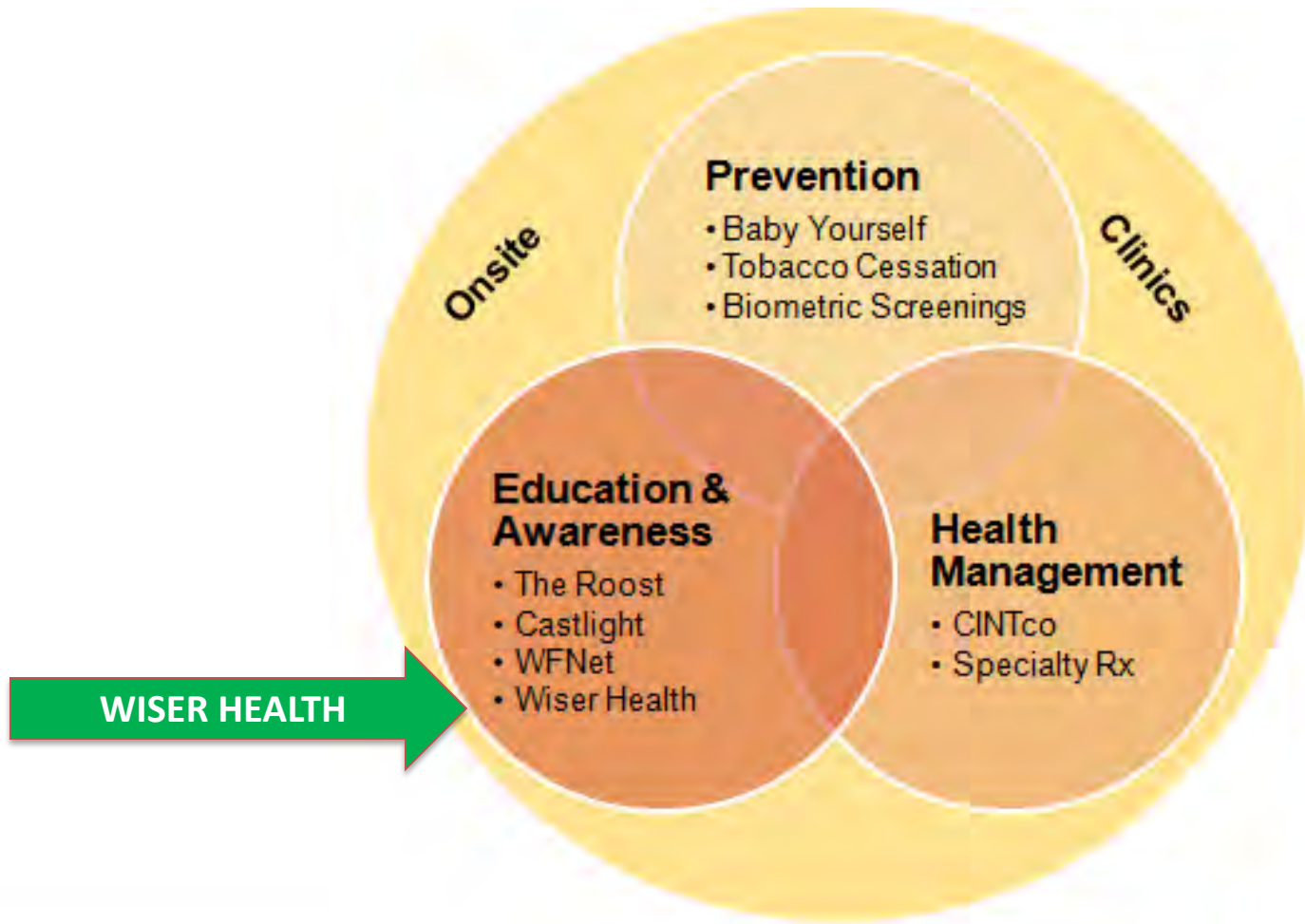


## WAYNE FARMS CURRENT BENEFITS STRATEGY

Our strategy is to create and maintain benefits programs that are

- Competitive in poultry and general industry
- ***Cost effective***
- Compliant
- Valuable & valued
- ***Encourage personal empowerment***

# WAYNE FARMS WELLNESS & EDUCATION STRATEGY



## CONTINUING EDUCATION

Goal: For employees and dependents to make good choices for high quality, cost effective care

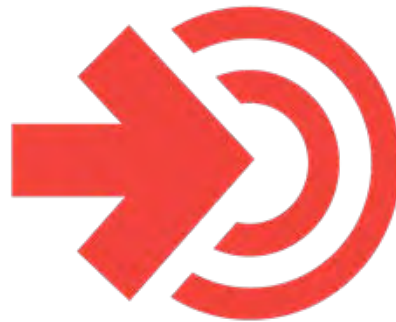
- Transparency a major requirement for successful full replacement HDHP
- Employees already inquiring about costs and how to research
- Need to head off the use of price as proxy for quality
- Need to help employees make smarter healthcare decisions
- WF commitment to educate

## WISER HEALTH – Adds the Missing Piece



### NEW! Wiser Health

- A personalized and interactive online service designed to help patients choose treatments that work
- Make the best choice based on clinical evidence, personal preferences and individual situation
- Learn about treatments doctors choose when they're sick



WiserHealth Treatments Bullseye®

## WISER HEALTH – Adds the Missing Piece

### Launch Results:

- 790 registered users, 15% visited in first 90 days
- 6.3 page views per visitor
- Heart receiving the most traffic
  - Digging into claims data

**Next: Integrate “What’s Right For Me: treatment, quality, and value”**

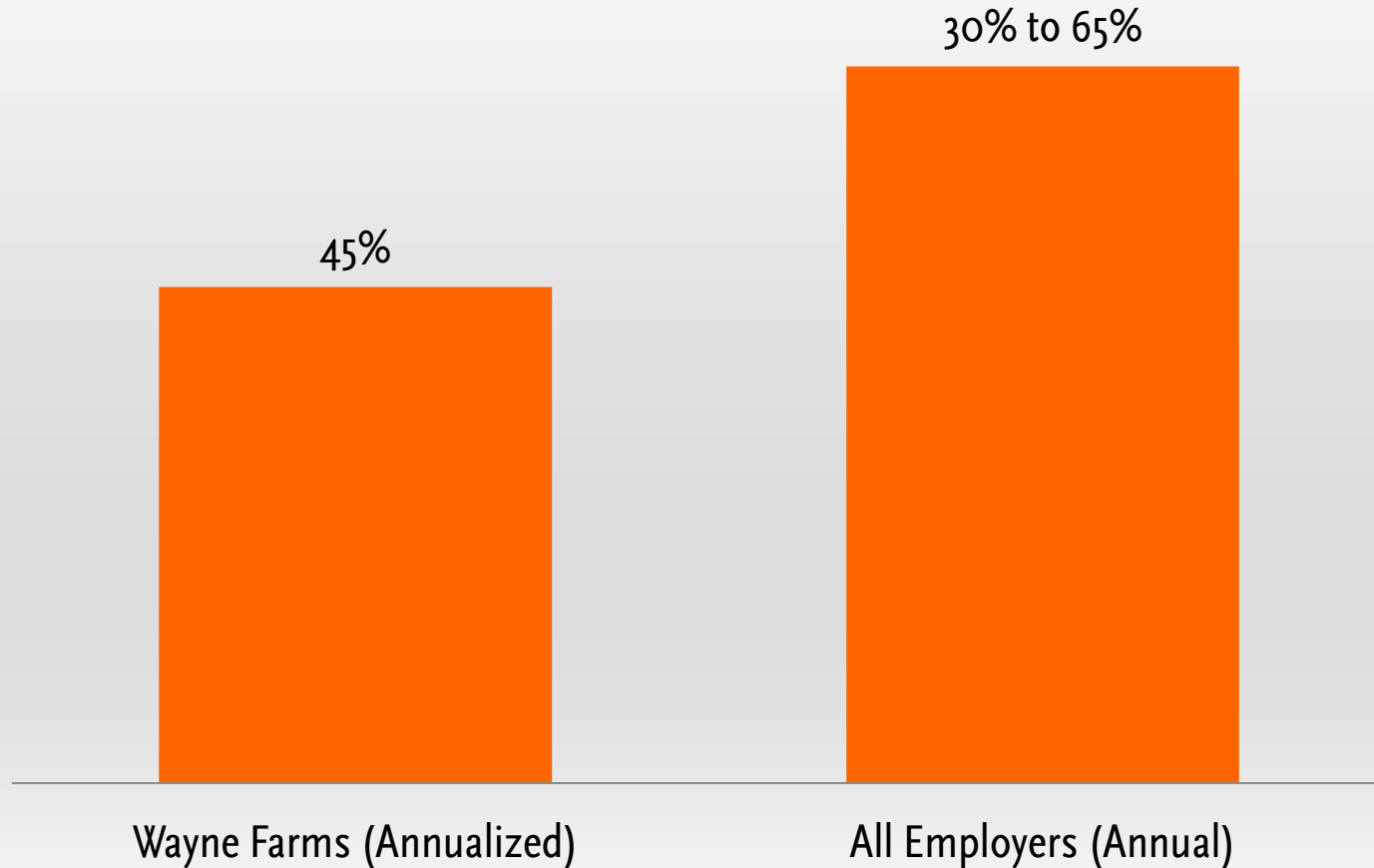
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Wiser Health





# 2013 Wiser Health Engagement Client: Wayne Farms



# Corning Incorporated

## Founded:

1851

## Headquarters:

Corning, New York

## Employees:

30,000 worldwide

## 2013 Sales:

~\$8.0B

## Fortune 500 Rank (2013):

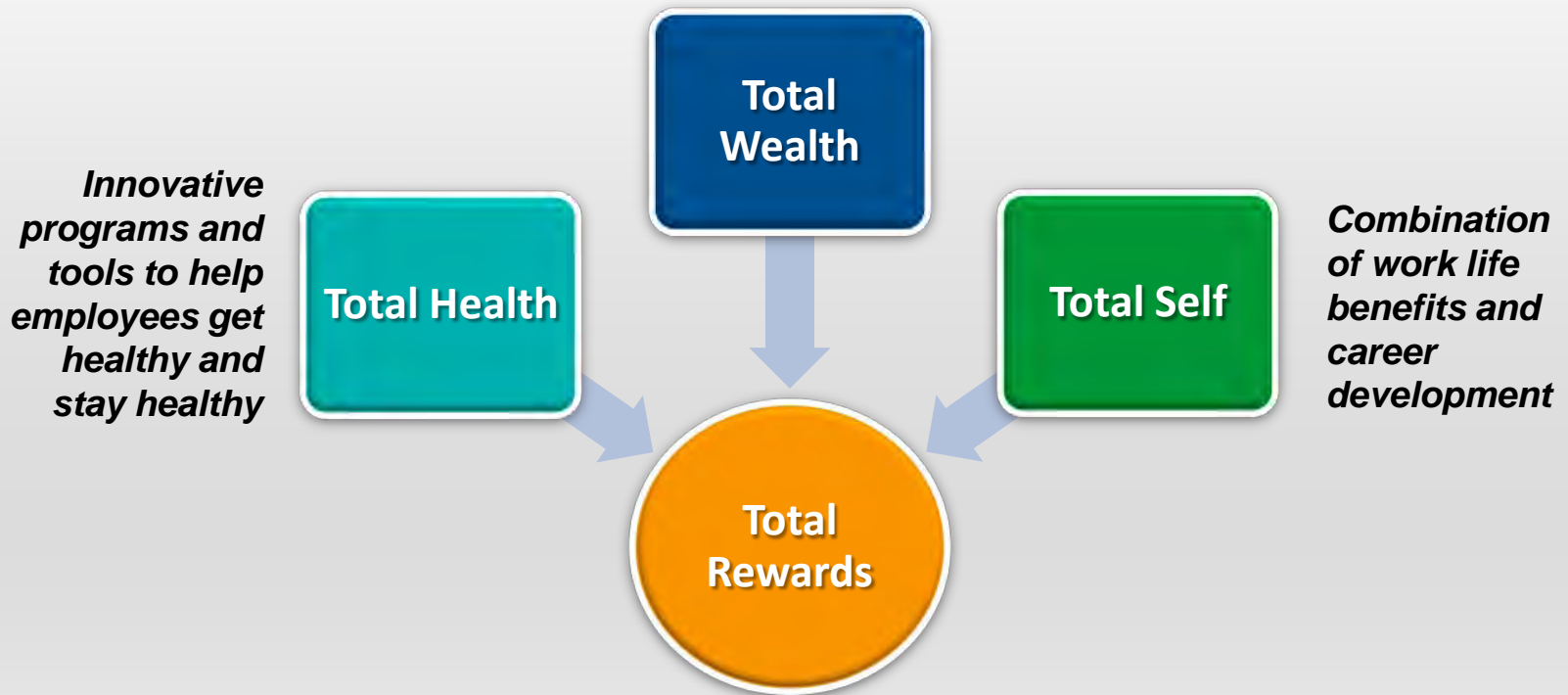
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- Corning is the world leader in specialty glass and ceramics.
- Corning creates and makes keystone components that enable high-technology systems for consumer electronics, mobile emissions control, telecommunications, and life sciences.
- Corning has succeeded through sustained investment in R&D, for more than 160 years of materials science and process engineering knowledge, and a distinctive collaborative culture.



# Total Rewards – *Total Health, Total Wealth and Total Self*

*Valuable benefits that help ensure  
financial security now and in the future*

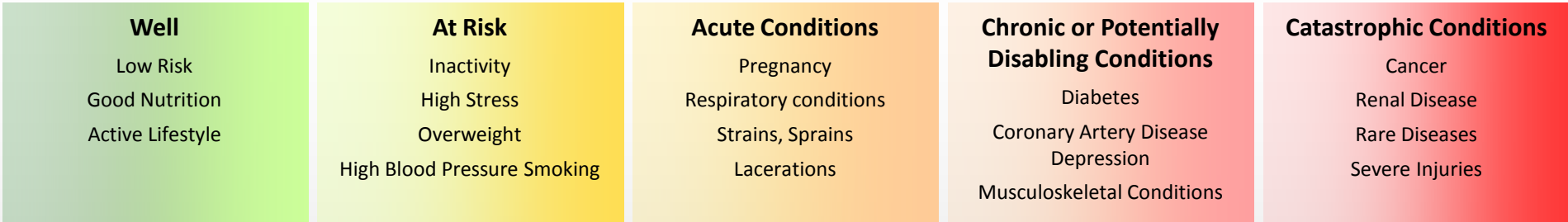


*Innovative  
programs and  
tools to help  
employees get  
healthy and  
stay healthy*

*Combination  
of work life  
benefits and  
career  
development*

*Supports Corning's efforts to attract and retain talent  
by providing benefits that promote employee health  
and financial wellness*

# Health & Safety – Continuum of Care



80% of Population who Incur Claims = 20% of Costs

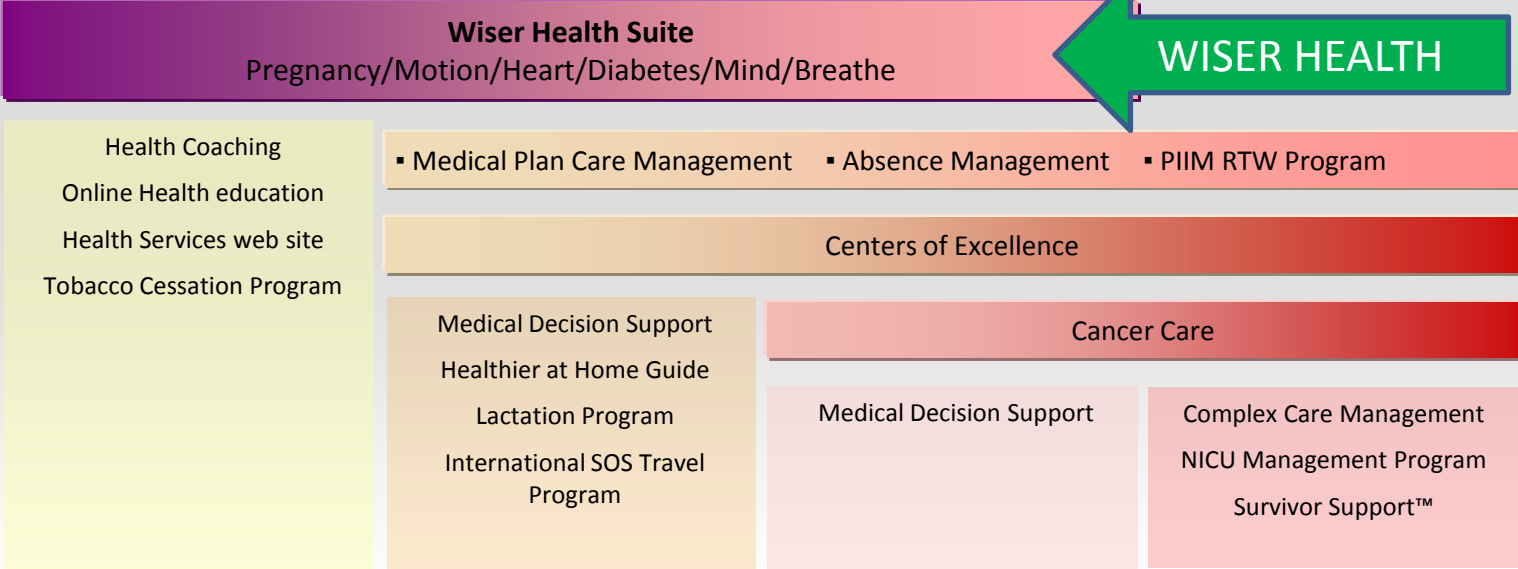
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## CORNING | TotalHealth Programs

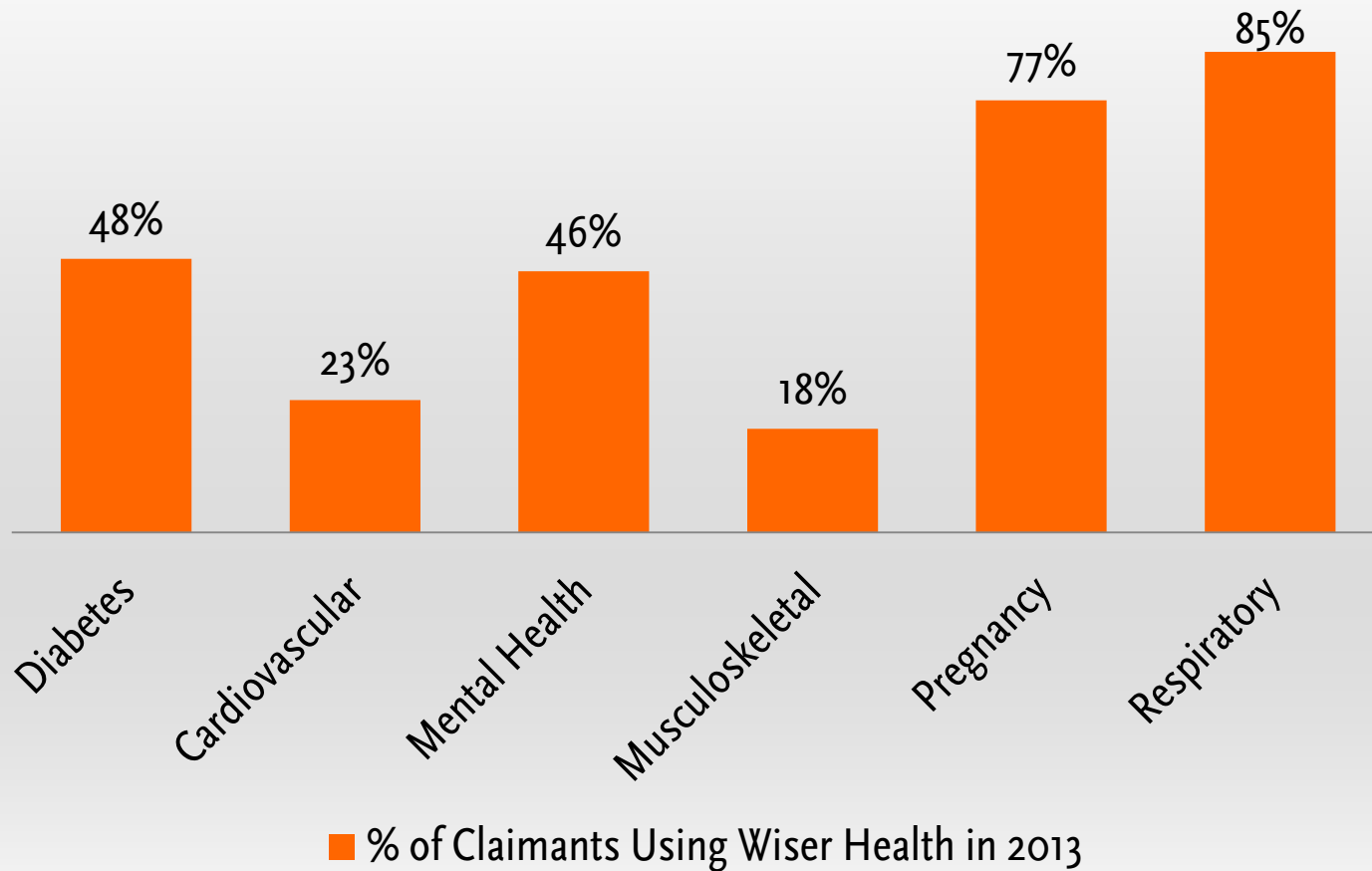
- Health Assessment
- Health Advocate
- 24/7 Health and Safety Teams
- LiveandWorkWell (Work Life and EAP)

- Weight Watchers
- 10,000 Steps-a-Day
- Fitness Program

- Wellness Stations and Communications
- Nutrition Counseling
- Complete Nutrition Program
- Biometric screenings
- Preventive care
- Immunizations
- Flu vaccinations
- Safety eyewear
- Lactation Program
- Restroom brochures
- Healthful Hints

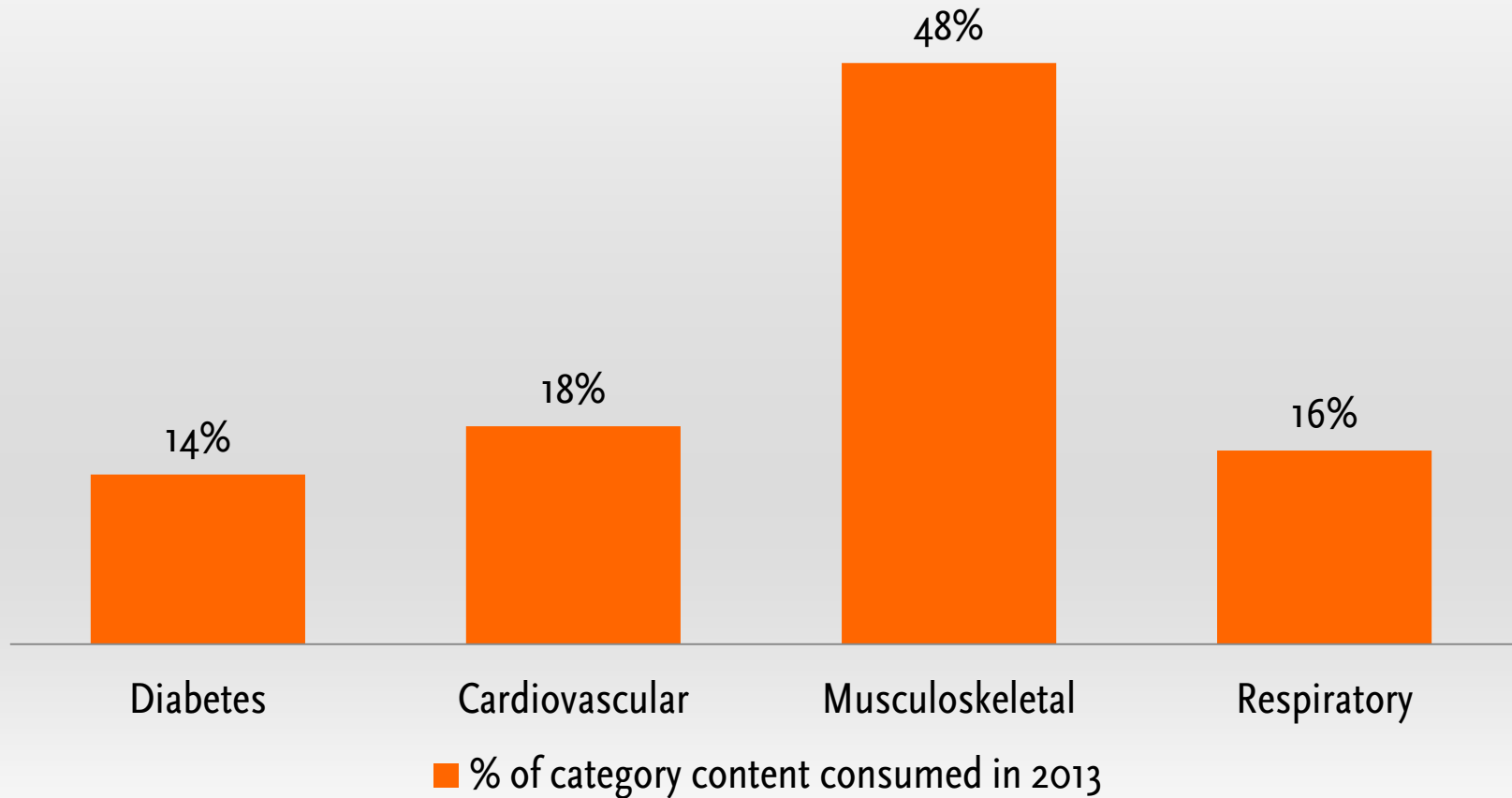


# 2013 Wiser Health Engagement Client: CORNING



# Looking for Surgery Alternatives

## Client: CORNING



# Top 10 Conditions with Surgery Alternatives

## Client: CORNING

Shoulder Dislocation

Carpal Tunnel Syndrome

Herniated Disc

Heart Valve Disorder

Sleep Apnea

Plantar Fasciitis

Arthritis of the Knee

Heart Attack

Heart Aneurysm

COPD

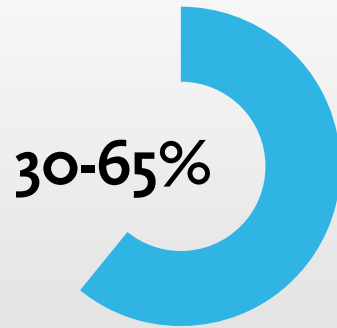
# Why Wayne Farms & Corning Support Care Transparency

- Health and cost outcomes are better when employees are able to make choices that are effective and patient-centric. Decisions based on cost alone don't produce better health outcomes
- Care transparency reduces trial & error with treatments which impact productivity and absence at work
- Patient-centric approach helps to improve employee engagement and ensure personal accountability for health
- Aligns to the Employer's healthcare strategy and fits with Consumerism and the Continuum of Care

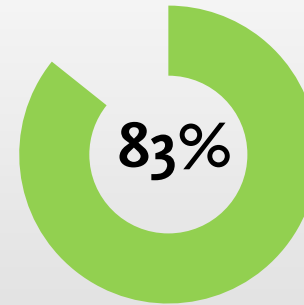


# 2013 Wiser Health Results

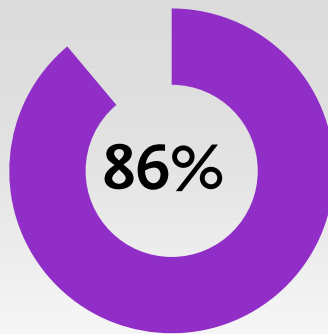
*% claimants that used the tool*



*% users that chose effective treatment(s)*



*% users that recommended tool*



*ROI achieved by 25% reduction in ineffective tests and treatments*

