

Hannaford Brothers Supermarket Minimally Invasive Procedures

Industry: Retail

Covered Lives: 10,000

OBJECTIVE As an international company, Hannaford Brothers Supermarkets is seeking ways to keep healthcare costs in its U.S. supermarkets down, while still providing high-quality care to its valued associates.

Healthcare costs in the United States are up to \$7,000 higher than in other countries. As such, European business owners, like Hannaford, must continually evaluate their investment in new U.S. stores to maintain their competitiveness.

MINIMALLY INVASIVE PROCEDURES BENEFITS

- High quality of care at a lower cost (vs. open procedures)
- Easy implementation from employer perspective
- Limited resource investment yields significant gains
- Immediate cost impact
- Direct claims costs reduced
- Employees return to work faster

IMPLEMENTATION DETAILS

- Established employee incentives for choosing MIP (**80% payment for MIP vs. 70% payment for open surgery**)
- Developed MIP surgeon network
- Educated all employees on the benefits of MIP
- Provided MIP options to surgical candidates through a dedicated nurse for the Hannaford population
- Conducted MIP surgeon training programs at all major health systems near Hannaford locations

BENEFIT PLAN DESIGN RESULTS

- MIP adoption rates for Colectomy increased by 14% over 12 months
- Complication rates decreased
- 90% of surgical candidates took the advice of the single point of contact nurse

DIRECT SAVINGS (BASED ON CLAIMS DATA)

- For patients choosing the procedures below as MIP, Hannaford had a per procedure savings of:**
- **\$16,000 for Colectomy**
 - **\$1,960 for Hysterectomy**

POTENTIAL INDIRECT SAVINGS

- Reduced replacement worker costs
- Reduced number of days in the hospital can lead to decreased risk of hospital-acquired infections
- Reduced prescription drug costs
- Reduced absenteeism
- Improved productivity

CHANGE IN CULTURE

- Implementing equivalent benefit design change with two of their subsidiaries in two other East Coast states
- Additional employers in the Northeast are implementing similar programs
- Primary care physicians are being educated about MIP

Some patients may not be candidates for MIP. Underlying health conditions may indicate an open surgery is necessary.