

Caesars Entertainment: Improving Health Care Value Through a Partnership for Health and Wellness

- Caesars Entertainment (Caesars) is attempting to “change the paradigm” with respect to how employers approach health and wellness by migrating from a passive benefits program to an active partnership between the company and its employees.
- The company believes that a healthy workforce is critical to delivering world-class service. Therefore, Caesars emphasizes the health of its 65,000 employees as one part of its broader approach to employee engagement and customer loyalty.
- Caesars believes it has a responsibility to provide its employees with access to high-quality, affordable health care, and in return, employees have a responsibility to manage their own health.
- Caesars drives outcomes via an integrated approach to health and wellness including a consumer-driven plan design; on-site clinics and resources; wellness programs and incentives; focus on quality and outcomes; robust employee communications; partnerships with local human resources teams; and metrics and measurement.
- In 2010, Caesars established *Wellness Rewards*, an incentive-based program requiring biometric screenings and annual physicals, and personalized condition management for high-risk employees.
 - Since its inception, employee participation in *Wellness Rewards* has increased from 48 percent to 82 percent.
 - Early stage clinical results indicate that employee participants are healthier, controlling BMI, improving glucose values and lowering cholesterol and blood pressure.
- As a result of its health and wellness programs, Caesars has been able to keep its employee health premiums flat for the fifth year in a row.

To learn more about BRT companies innovating health care, visit
<http://businessroundtable.org/committees/consumer-health-retirement/>.