



Steps for Choosing An Employee Health Center

Americans are suffering from chronic health conditions at alarming rates, while employers continue to see annual health premiums skyrocket, and you've likely seen the same. An employee health center with a dedicated care team is a great way to improve access to care, drive better health outcomes and decrease your health plan expenses.

As you consider your choices, know that Marathon Health will partner with you and answer your questions along the way. Use this checklist as you decide which vendor is right for you.



Determine Feasibility

- Are you self-insured? Fully-insured employers offer this solution, but the ROI is really felt by those who are self-insured.
- Round up the array of healthcare vendors you use today – like your health plan provider, incentive program, wellness vendors, virtual health, etc. Most HR leaders have 12 or more healthcare point solutions. Marathon Health can consolidate many of them so it's helpful to have that list ready to discuss.
- Identify the biggest cost drivers of your health spend, such as diabetes, musculoskeletal disorders, high blood pressure, etc.
- Where are your employees physically located? Highly-concentrated in one location? Distributed across a local metro or region in various offices or working from home? Distributed across the country?

We have a solution for every scenario:

- Onsite health centers: Around 1,000 employees or more
- Shared Network centers within 10 miles of where employees live, work and shop: 75+ employees in one metro area
- Virtual primary care: Employers of any size + remote and/or rural employees
- Hybrid model of care: combination of the above solutions



Document your Goals

- Write down your top 3 goals – is it to attract new talent? Retain existing? Save money on the health plan. Not every employer has the same goals.
- Be prepared to share 2 years of claims data so we can dig into the biggest cost drivers and set the right financial savings expectations.



Research and Meet Vendors

- Talk to your benefit consultant. They may have employee health center vendors they've worked with before and can help you narrow the list.
- Check out the website for each potential vendor and set up time to talk. Visit our site at www.marathon-health.com.
- Bring your documented goals to the conversation and see how each vendor responds.
- Pick a partner whose success is your success and offers performance guarantees on health outcomes.

Questions to ask:

- What type of health center solutions are available: Onsite health centers, shared Network centers around town, virtual primary care or a hybrid model that combines options?
- How does the vendor price their solution – fee for service, per employee per month (PEPM)? Being able to predict and plan for this cost is important to HR and Finance leaders.
- What is the retention rate for physicians, advanced providers and nurses or medical assistants? Continuity of care is critical to building trust.
- What type of health center reporting does the vendor offer? Employers should expect monthly, quarterly and annual reports that illustrate employee engagement with the health center, progress on quality measures, incentive utilization, etc.
- How is the account management team structured? Will you have a dedicated account manager? Are they accessible? How often will you meet? What is the turnover rate for their account managers and how often are they moved around? Continuity between the account manager and the employer is important.
- How does the vendor monitor employee satisfaction and experience? Is there a consistent survey, focus groups, feedback loop in place?
- Can the vendor be a true strategic partner to your team, or are they simply another business to manage?
- How does the provider drive engagement with your employees? Ask how they define engagement – some use hours scheduled; some consider any visit; others only look at provider visits. If your employees don't engage, you can't achieve the goals you set out. When comparing engagement among multiple vendors, you have to do an apples-to-apples comparison of metrics.
- Talk through the implementation plan. If this is a takeover, how will they partner with the outgoing health center provider to ensure a smooth process for your employees?
- How is employee health data handled securely?
- Ask to tour existing health centers – are they clean? Well organized? Is it a place you would personally like to visit? Does the care team seem happy, engaged, informed?
- Ask for 3 existing clients and 1 to 2 former client references and ask about their experience on reporting, account management, health center engagement, overall support.



Select and Partner with your Vendor

- Ask to see a detailed project plan for implementing and launching the health center. Select a vendor who shares their plan transparently and sets expectations throughout.
- Pick a partner who is willing to tie performance guarantees to the goals you set out.
- Work with your vendor to determine which services to offer employees beyond advanced primary care: physical therapy, behavioral health, health coaching, occupational health, etc.
- Establish that your vendor will include you in the hiring decision for your healthcare team, especially if culture is a significant part of your organization.
- Ask about timeline to get started.



Promote to Employees

- Request that your partner has a plan in place to promote the employee health center to get employees excited.
- Ask your vendor about an incentive program to get employees to use the health center.
- Find out about the ongoing communications/engagement plan the vendor will put in place to get and keep employees healthy.



Open Center and Beyond

- Work with vendor to create excitement for employees around opening day – involve key leaders to walk the talk for employees.
- Review outcomes with your client advocate to gauge employee satisfaction, engagement and improved health outcomes.
- Continue to count on partner to engage employees using secure data and proactive outreach.

Ready to take the next step? Still have questions?

Schedule time to talk to Marathon Health. Visit: marathon-health.com/partner.