

CASE STUDY

Georgia Bankers Association Insurance Trust

ENGAGEMENT ROI

10.2% claims trend reduction

ENGAGEMENT

35% attended an onsite Health Screening

38% one-on-one engagement with a Wellview Advisor

39% with a known risk engaged in a Wellview Solution

99% consumer satisfaction rating

KEY HEALTH RISKS



50%
HYPERTENSION



44%
OBESITY



30%
SLEEP APNEA



29%
PREDIABETES

MEMBER CONNECT™ PROFILING

A sample of actionable profiling characteristics:

- Highest percentage of population interested in support related to nutrition or exercise.
- 18% of participants claim to enjoy seeking out information and opinions when it comes to their health.
- 57% struggle to find time to prioritize their health and wellness.

“ With Wellview, we have seen a significant reduction in claims trend for our member banks. Wellview’s reporting and data insights have changed the way we do business. We’ve benchmarked the program and couldn’t be happier with the results. Finally a strategy that our members use, that works.

– Dan Thomason, CEO

CLIENT PROFILE

The Georgia Bankers Association Insurance Trust was established over 50 years ago to provide employee benefits to their members. They partnered with Wellview to engage their members and provide well-rounded clinical and behavioral support and health navigation.

7,000+ employees from participating banks

4 years engaged with Wellview

75% female
25% male

48 average age

Wellness incentive offered

