

Automotive group sees increased engagement with a type 2 diabetes-specific health plan

Company: **Gurley Leep Automotive Family**

Industry: **Automotive**

Location: **Mishawaka, Indiana— and
22 other Midwest locations**

Number of employees: **1,300+**



Yearly wellness scans revealed that a growing percentage of the Gurley Leep Automotive Family workforce was receiving treatment for type 2 diabetes. To help those employees better control their glucose and their care costs, Gurley Leep started offering the Level2 Health Plan by UnitedHealthcare.

Situation

- Wanted to continue offering benefits to help address the whole-person health needs of its workforce
- Type 2 diabetes diagnoses were increasing among employees, according to yearly wellness screenings
- Employees weren't engaging with a vendor initially brought on to help employees manage type 2 diabetes

Action

- Switched to UnitedHealthcare in 2022 and continued to offer employees a high deductible health plan (HDHP) paired with a health savings account (HSA)
- Added the Level2 Health Plan by UnitedHealthcare, designed to help people with type 2 diabetes manage their condition and save money
- Worked with UnitedHealthcare and the Level2 team to develop open enrollment materials and resources

Results

≈ **50%**

of eligible employees, spouses and dependents with type 2 diabetes enrolled in the Level2 Health Plan within the first year

5%

in savings for Gurley Leep in its first year of offering Level2, with guaranteed savings of 5% in year 2 and 6% in year 3

97%

of verified type 2 diabetes members activated the Level2 Specialty Care program

Treating employees like family

At Gurley Leep's 23 dealerships across the Midwest, 1,300+ employees work as salespeople, service technicians, general managers, service advisors, painters, body shop technicians and more.

"Gurley Leep started as a family business, and even though it's grown from one dealership to 23, the owners still consider it a family business," says Bobbi Imel, human resources director for Gurley Leep.

That family feel extends to the company's benefit offerings. Whether it's the "Make a Memory" matching vacation fund or dependent college scholarship support, Gurley Leep offers its workforce a competitive suite of benefits that also includes an HDHP and HSA to which Gurley Leep contributes up to \$600 per quarter for eligible employees.

In 2023, Gurley Leep also added Level2—a health plan that guaranteed them 5% savings in the first year, 5% savings in the second year and 6% savings in the third year.

Providing specialized diabetes support

Through annual wellness screenings, Gurley Leep discovered that a number of employees were dealing with type 2 diabetes, which affects 1 in 10 Americans and accounts for 1 in 4 health care dollars.¹ For many employers like Gurley Leep, continuing at that cost trend is unsustainable.

Gurley Leep initially contracted with a vendor to help its employees manage their type 2 diabetes. Unfortunately, "we just didn't have a lot of traction with the program," Imel says.

As a result, the company decided to switch course and offer employees the Level2 Health Plan in 2023.

Level2 by UnitedHealthcare is a different kind of health plan that provides coverage to employees and families who are managing a type 2 diabetes diagnosis—even when just one family member has type 2 diabetes. Offering no-cost access to Level2 Specialty Care teams who focus on improving type 2 diabetes treatment with wearable technology, personalized insights and expert care, Level2 is designed to drive better health outcomes and help employees and employers save money.

Members who activate the Level2 Specialty Care program can earn 100% coverage on common type 2 diabetes medication and supplies, lab work and primary care visits to high-value physicians by engaging in activities that will help manage their type 2 diabetes. For instance, employees can wear a

continuous glucose monitor (CGM), which can help them understand how specific foods and activities impact their glucose levels.

Increasing engagement

In its first 6 months of offering Level2, Gurley Leep experienced higher engagement among employees than they had with their previous diabetes management program. In fact, 97% of verified type 2 diabetes members activated the Level2 Specialty Care program—and nearly 80% of those connected their CGM.

80%

of verified type 2 diabetes members who activated the Level2 Specialty Care program connected their CGM

100%

of verified spouses or dependents with type 2 diabetes who activated the Level2 Specialty Care program connected their CGM

Part of that engagement can be attributed to the open enrollment resources and materials provided by Level2 that Imel says were easy to slot into their email communications and employee intranet forum.

"Looking forward, it would be nice if we could reach 100% participation," says Imel, adding that they anticipate additional sign-ups in coming years.

Gurley Leep Benefits Manager Teresa Grace sees Level2 as a small but powerful picture of how the company cares for its workforce.

"This company really does care about their employees," Grace says. "They want the best for them. When employees don't have to worry about their benefits, they can really focus on the work they need to do for the company."



¹ Health and Economic Benefits of Diabetes Interventions. Centers for Disease Control and Prevention. Available: <https://www.cdc.gov/chronicdisease/programs-impact/pop/diabetes.htm>. Accessed: Oct. 24, 2023.

This case study is true. Savings calculated on book-of-business case rate savings for these programs. Savings for enrolled members are case specific. Results will vary based on client-specific demographics and plan design. Results will vary depending on the state where the insured policy is issued and the amount of engagement by employees.

The UnitedHealthcare plan with Health Savings Account (HSA) is a qualifying high deductible health plan (HDHP) that is designed to comply with IRS requirements so eligible enrollees may open a Health Savings Account (HSA) with a bank of their choice or through Optum Bank, Member FDIC. The HSA refers only and specifically to the Health Savings Account that is provided in conjunction with a particular bank, such as Optum Bank, and not to the associated HDHP.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates.