

INNOVATOR AWARD WINNERS

solutions
SUPERSTARS 2010

Bravo Wellness

Jim Pshock

FOUNDER AND PRESIDENT

Predicting Employee Savings Pays Off

Still in its infancy, Bravo Wellness has rapidly carved its niche in health care consumerism.

The 18-month-old company, which provides technology and compliance support for results-based wellness incentive strategies, has shown success in providing technology for new generation health care consumerism.

"We are a results-oriented society," Bravo Wellness Founder and President Jim Pshock said. "People want to be recognized for doing the right things, and rewarding employees who achieve healthy goals is a real win/win."

The Bravo technology facilitates a wide variety of options for employers to offer rewards and incentives. The main focus of Bravo is on the use of biometrics provided by blood tests and provider documentation rather than self-reporting.

By using sophisticated actuarial modeling, Bravo can accurately predict hard dollar savings when modifying employee contribution based on biometrics. As the technology backbone for compliance, recordkeeping, and processes that can be audited, Bravo works with multiple carriers, wellness vendors, and other

plan service providers.

Under the Bravo Wellness plan, participants complete an online health risk assessment and undergo a confidential health screening that assesses basic health using such metrics as blood pressure, cholesterol, body mass index (BMI), and tobacco and nicotine use. After the results, the participant receives wellness points, which are used toward managing health care costs.

The employer receives a summary of the number of wellness points each employee received from the screening but will not know which categories or any specific lab results. "Employers have to be sensitive to their culture, but they have to do something other than what they've been doing," Pshock said. "You will never reduce the cost of claims until you reduce the cause of them."

On average, 30% of employees participate in a wellness program; however, Bravo Wellness programs offer financial incentives, which dramatically increase employee engagement.

Through the creation of incentives like variable health reimbursement account deposit or a

Company:

Bravo Wellness LLC

Headquarters:

Avon, OH

Website:

www.bravowell.com

No. of employees: 26

Nature of business: Provider of technology and compliance support for results-based wellness incentive strategies.

Key executives:

Jim Pshock, founder/president

Joe Clark, national accounts director

Pam Wiese, director, Client Services

David McGlennen, regional sales director

Kevin Bodi, regional sales director

Craig Peterson, regional sales director



BRAVO WELLNESS
Wellness Incentives. Done Well.

premium contribution deduction or increase tied to the results of the health evaluation, Bravo Wellness boasts at least 92% employee participation. ■