

## THEDACARE

### BACKGROUND

ThedaCare™ is a community health system providing a wide range of health services to residents of northeastern Wisconsin. The system consists of four hospitals, a network of physicians, and various community health and wellness programs. ThedaCare's hospitals provide primary and acute care, and offer a wide range of specialized diagnostic and medical services, including women's and children's health services, and behavioral healthcare. ThedaCare also operates long-term care and assisted living facilities, and provides occupational health and emergency transport services. It is Northeast Wisconsin's largest employer with more than 5,400 employees.



### CHALLENGE

ThedaCare had an online enrollment solution in place, but didn't have an efficient way to deliver the information employees needed to make important decisions about their benefits. In order to educate new hires and employees about their benefits options, ThedaCare's HR team was photocopying and mailing out thousands of printed benefits pieces. Without one central location to house benefits and HR information, employees were confused and forced to find benefits information themselves in multiple locations. ThedaCare wanted to cut costs, deliver information to employees in a more useful manner, and ensure their employees made the right healthcare decisions.

### SOLUTION

ThedaCare selected The Benergy™ Communications Platform as a way to house all of their benefits information online and to streamline communications with employees. They also decided to utilize A.D.A.M.'s Enrollment Services in conjunction with their existing enrollment software. A.D.A.M. products were selected for multiple reasons:



- The ease-of-use of the Benergy Communications Platform for both employees and HR staff
- Online access to employees' benefits information
- Time savings for HR staff to focus on other important tasks
- Accredited, physician-developed and reviewed health content that provides employees answers to their health concerns and questions
- The ability to integrate Benergy and A.D.A.M.'s Enrollment Services with ThedaCare's existing enrollment solution

## BENEFITS

Immediately upon implementing the Benergy Communications Platform, ThedaCare saw strong utilization among its employees. “During the first month of enrollment when we deployed Benergy, we had more than 16,000 hits looking for information. It went very smoothly in terms of introducing the system to employees and letting them know that’s where they can go for information. It’s so intuitive; they found it very easy to use from the start,” said Sue Frederickson, ThedaCare’s Manager of Compensation and Benefits.

ThedaCare has also found that employees not only use the Benergy Communications Platform at work, but also at home. “One of the biggest advantages of Benergy is that it’s Internet-based. Our employees are able to look at this information from home and with their spouses. That was one of the really big selling points for us, the ability for it to be on the Internet rather than just our intranet,” said Frederickson.

ThedaCare also noted that Benergy delivered an immediate Return on Investment (ROI) by significantly decreasing the amount of time the department spends providing basic information to employees. “Our ROI comes from saving time not having to provide basic information to employees. Benergy has decreased the amount of materials we copy and send out. Benergy certainly provides an alternative to be sure they’re getting the information they need. It’s been very successful.”

## ABOUT A.D.A.M.

A.D.A.M. (Nasdaq: ADAM) is a leading provider of health information and benefits technology solutions to healthcare organizations, employers, benefits brokers, consumers, and educational institutions.

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