



Alex Lee

Company Name
ALEX LEE, INC.

Location
BASED IN HICKORY, NC

Number of Employees
3,000+ ACROSS MULTIPLE STATES

Industry
SUPERMARKET COMPANY

"Healthcare Bluebook has been one of the most powerful tools we've ever employed in healthcare. It helps focus on quality and also on cost retention in a way that's really been powerful for us."

- Robert Vipperman
Chief Strategy Officer/Chief People Officer



THE ALEX LEE STORY

To this family-owned company, employees aren't just like family—they are family, many having grown up with the company, now with spouses or relatives employed at various locations.

For years, Alex Lee provided employees with a low-deductible healthcare benefits plan with a co-pay. Yet, healthcare benefits costs continued to rise.

Kim Davis, Sr. Director, Compensation and Benefits—with Alex Lee for 38 years: *"We had become very paternalistic with employee benefits until we realized that by providing everything, we weren't giving them the tools they needed to make wise decisions."*

To help employees take a more active role in choosing healthcare providers, the company began researching healthcare transparency solutions apart from the free tools provided by the company's insurance carrier.

"They called it a transparency tool, but the costs listed were in relation to the benefits plan and not true cost comparisons between facilities or providers."

When a 2014 Wall Street Journal article outlined the differences between Healthcare Bluebook and other transparency tools, they knew they were onto something.

CHALLENGE

With a comprehensive low-deductible healthplan, employees used their co-pay for healthcare services and had no incentive to shop for lower-cost alternatives.

SOLUTION

Alex Lee changed to an HDHP to promote "shared accountability" and implemented Healthcare Bluebook to enable employees to take an active role in choosing high-value care by teaching them how to shop for services.

QUALITY MATTERS

Since neither of the free carrier tools provided information related to quality, Bluebook’s quality metrics played a huge role in the company’s decision.

Davis met with local hospital CEOs to inform them that Alex Lee was in the process of offering a tool that would provide employees with healthcare cost and quality information, empowering them to choose higher quality providers in other areas, if necessary.

HOW THEY DID IT

Frequent communication is the key to engagement. The more employees use Bluebook to shop for care, the more everyone saves, and the greater the ROI.

After implementing *Bluebook’s Engagement Best Practices*, including the Engagement Rewards incentive program, utilization rapidly increased and employees became excited to use the tool.

RESULT

Encouraging consumerism and learning to shop for healthcare can take time, but with Bluebook’s engagement expertise, Alex Lee’s employees soon discovered how easy it is to access high-value healthcare and take an active part in lowering the company’s medical spend.

All of us have been surprised how quickly the tool’s been adopted by the employees, how intuitive it is to use, and how quickly we’ve seen the financial impacts ... In year one, it’s been substantial. Robert Vipperman

KEEPING IT SIMPLE

Simplicity was an Alex Lee’s “must have” for a healthcare transparency tool—if it wasn’t easy to understand, they knew employees wouldn’t use it, Davis explained.



When we introduce a new benefit, employees can get overwhelmed if it isn’t easy to understand, which is why we love Bluebook’s simple color-coded system. Kim Davis

ENGAGEMENT BEST PRACTICES

- ✓ Rewards programs
- ✓ Optimized emails
- ✓ Interactive games
- ✓ Postcards
- ✓ Webinar training
- ✓ Guided Tour
- ✓ Open Enrollment
- ✓ Flyers

What’s resonated the most is word of mouth ... folks talking about how much a procedure cost and how much they saved. Kim Davis

2.5:1
ROI YEAR ONE

8.3%
MONTHLY UTILIZATION

Lower medical spend by teaching employees how to shop for high-value healthcare