



Bashas'

Company Name

BASHAS' FAMILY OF STORES

Location

PHOENIX AREA, ARIZONA

Number of Employees

3,500

Industry

SUPERMARKET COMPANY

"I don't think anyone understood the drastic price variations that exist in your own network. Bluebook introduced a new innovative approach to provide people with that information, because nobody was even thinking in those terms."

- Rachel Stone
Member Benefits



THE COMPANY

Founded in 1932, Bashas' Family of Stores is a family-owned and -operated grocer, and one of Arizona's largest employers with more than 100 stores across the state.

THE CULTURE

The retail grocery store chain is deeply invested in the Hispanic and Native American communities it serves. Formats are specifically designed to meet the needs of each demographic and include traditional stores and markets, fine foods in more affluent areas, and diné markets on the Reservations in Arizona and New Mexico.

With a large number of Spanish-speaking employees who do not work in front of computers, Bashas' primarily communicates with its workforce via mail.

THE BENEFITS

Bashas' offers a comprehensive HDHP along with a uniquely funded employer-owned Healthcare Reimbursement Account (HRA). The company has consistently promoted employee consumerism and the importance of staying in-network.

CHALLENGE

With a large hourly workforce, Bashas' was constantly looking for creative ways to control medical spend without shifting too much of the financial burden to employees.

SOLUTION

Bashas' implemented Healthcare Bluebook to educate employees on in-network price variances, enabling them to make educated and value-based healthcare decisions.

THE PROBLEM

Prior to Bluebook, Bashas' best line of defense against rising healthcare costs was to stress to employees the importance of choosing in-network providers.

After Bluebook demonstrated how in-network provider costs can vary as much as 600%, they knew they needed a better solution.

“ *It doesn't pay to go out of network when you have a PPO. We're always evaluating our benefit and plan design to mitigate rising costs.*
Rachel Stone

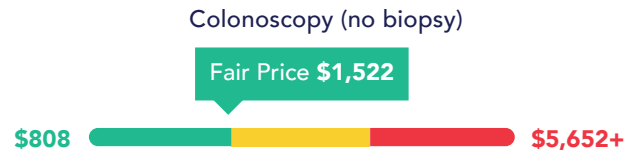
THE PLAN

Bluebook worked with Bashas' to create a direct mail campaign tailored to each employee demographic.

Employees received fun postcards and open enrollment packages demonstrating the simplicity of Bluebook's green-yellow-red methodology.

Each time an employee received a postcard or information about Bluebook via mail, utilization jumped as members began to shop for care.

Detailed analytics allowed Bashas' to view changes in healthcare shopping behavior.



THE RESULT

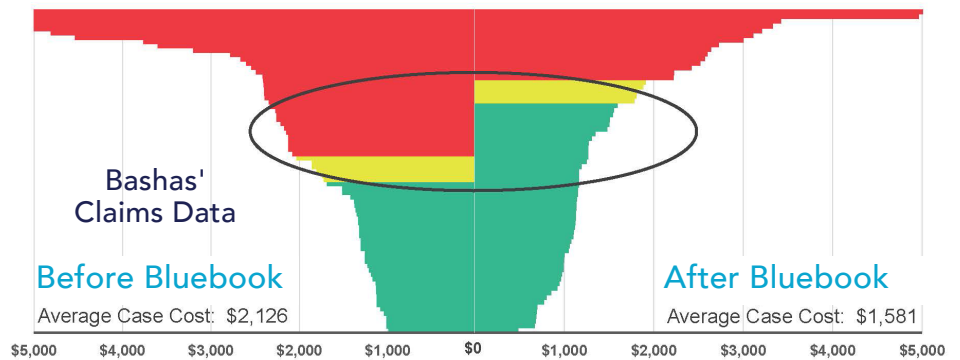
This cost funnel indicates savings directly tied to "green" providers as Bashas' employees learned to use Bluebook to identify and schedule high-value care.

“ *Healthcare Bluebook integrated well with our insurance carrier, we loved implementation, and we achieved a positive ROI the very first year.*
Rachel Stone

 **2.6:1**
ROI YEAR ONE

 **10%**
MONTHLY UTILIZATION

Movement of cases from high-cost to low-cost providers
Colonoscopy (no biopsy)



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