

Case Study

Building a culture in which employees take ownership of health and well-being is never easy. But for Quiznos, the commitment paid off for both employees and the business alike.

Heading into its benefit enrollment period in October 2007, Quiznos was facing a 20 percent rate increase from its health insurance carrier for 600 benefits-eligible employees. Quiznos' HR team partnered with Aon Consulting to evaluate its healthcare model and look for ways to lower that rate increase, while driving employees to take better care of their health. Ultimately, Quiznos added consumer-driven healthcare plans to the lineup and eliminated the traditional HMO plan.

With Aon's help, Quiznos launched an aggressive and interactive communications campaign to promote the benefits of consumer-driven plans: choice, ownership, and value. The campaign also noted the various resources available to help employees with health and wellness, including claims, modeling tools and on-site wellness programs.

Aon's rate negotiations with the carrier, along with the movement to consumer-driven plans, initially brought down Quiznos' projected rate increase to 7 percent—well below national trends. Heading into open enrollment, the team anticipated that 10 percent of employees would choose the consumer-driven plans. Ultimately, 35 percent enrolled, which lowered the rate increase even further to just three percent.

In addition to significant savings for Quiznos, the change had two added benefits: it helped to engage employees in a more innovative plan that was a better value for them, and helped to further brand the company as an employer of choice.

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