



GRAND ROUNDS CUSTOMER CASE STUDY

Virtual High-Value Networks, Real Results

BACKGROUND

Schwan's Company, a manufacturer and distributor of frozen foods, is a large privately-held company with >12,000 subsidiary employees. Starting from humble beginnings with one man delivering his family's ice cream, they have grown to \$3 billion in annual revenue, operating 4000 delivery trucks, and making 54 million deliveries each year. With this growth has come unique employee well-being challenges:

- **Geographic dispersion:** With 12 manufacturing facilities, >30 direct-to-store delivery facilities, and delivery trucks with >400 nationwide depots, Schwan's is subject to variations in care quality based on geography.
- **Blue collar workforce:** From truck drivers to distribution center workers, these team members are particularly susceptible to musculoskeletal (MSK) problems.
- **High-cost claimants:** 5% of Schwan's employees were driving 62% of costs. Many members were seeing a variety of providers for a variety of conditions.

While Schwan's had an impressive suite of benefits including wellness programs, a centers of excellence (COE) initiative, and disease management programs, they still faced the hurdle of connecting their dispersed workforce to high-quality care.

GRAND ROUNDS PARTNERSHIP

In October 2016, Schwan's launched Grand Rounds Beacon™ to 12,000 employees. A partnership with Grand Rounds aligned with their main objectives, and stood out from other solutions in several key ways:

- **Solving for geographic challenges:** Working with our care team, members are routed to local, in-network physicians in the top 10% of their field—to ensure high-quality care, even in “medical deserts.” Using a data-driven approach, Schwan's could be confident that Grand Rounds would match to the highest quality, most qualified doctor per the member's clinical concern.
- **Proven success with managing MSK issues:** With Expert Opinions, Grand Rounds could help Schwan's eliminate waste and enable employees to avoid medically unnecessary, often quality-of-life diminishing surgeries. With a surgical cancellation rate of 40% and an average savings of \$20,000 across all MSK cases, Schwan's knew they could improve the lives of their employees while also driving cost savings.
- **Providing excellent support for the most challenging cases:** For those employees with complex cases, Expert Opinions—from the top 0.3% of doctors in the nation—were available to provide expert guidance on diagnoses and treatment plans. The award-winning care team is led by physician case managers. The ability to access to Grand Rounds staff physicians for treatment decision support and field-leading experts for second opinions was pivotal for their members with complicated medical challenges.

AT A GLANCE

Employer

Schwan's Shared Services, LLC
(privately held)

Vertical

Manufacturing

Members

Over 14,000

Customer Since

October 2016

Solution

Beacon

Opportunities

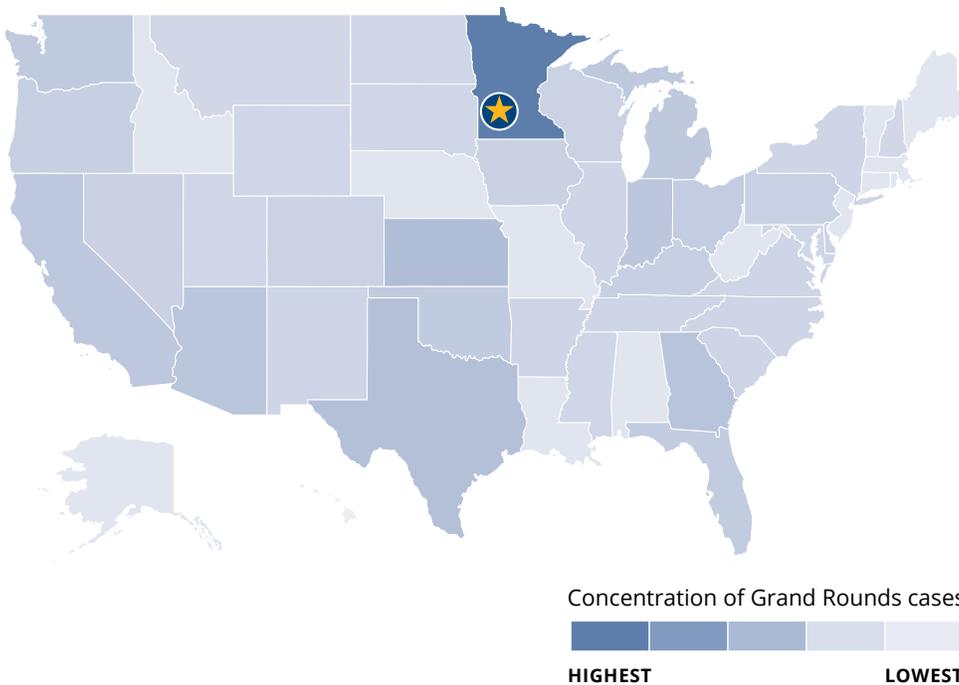
- Equalize care across geographically dispersed population
- Align with benefits goals and corporate culture of driving employee health and safety
- Prevent unnecessary, costly and quality-of-life diminishing procedures
- Manage high-cost claimants while maximizing current health benefits investment

RESULTS

Grand Rounds is helping Schwan's make high-quality care accessible across its member population. Schwan's employees in 36 different states have worked with Grand Rounds to find a high-quality local physician through our concierge Office Visits service. In fact, over 10% of Schwan's employees have actively engaged with Grand Rounds since launch. To build on the success in expanding quality care to their dispersed population, Schwan's is kicking off a multi-channel "Find a Doctor" campaign focused on connecting each of their members to high-quality physicians. Already, Grand Rounds has helped approximately 5% of the Schwan's population find a new, high-quality, in-network physician.

In addition, Schwan's employees have utilized the Expert Opinions service to receive second opinions from the nation's best physicians. Approximately one-third of these opinions were focused on musculoskeletal issues, as Schwan's anticipated with the nature of the work of the truck-driving and distribution center employees.

Grand Rounds and Schwan's are excited to continue their partnership, and ultimately, to connect each employee to high-quality care regardless of geographic location, and to provide the extra needed support to all members with complex medical conditions.



About Grand Rounds

Grand Rounds' vision is to create a path to great health and health care, for everyone, everywhere. Founded in 2011, the company provides an employer-based solution that connects members and their families to high-quality care. With Grand Rounds, employers get a personalized, high-performance network at scale, while their employees get the tools and support needed to navigate their care on their own terms. Named Rock Health's 2018 Fastest Growing Company, and second among Glassdoor's 2016 Best Places to Work, Grand Rounds helps restore individual health and quality of life, and offers employers lower health care spend and higher employee productivity. For more information, please visit grandrounds.com.

CONTACT US

Phone: 1-866-221-3108 | Email: inquiries@grandrounds.com

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The response was amazingly quick and follow-ups impressive. Grand Rounds found a physician for me in less than 24 hours.”

Arthur, Schwan's employee,
Grand Rounds member

“

Getting that second opinion has been life-changing for me. I can't say thank you enough for the guidance my care team gave me. I have been through three years of hell, and now I finally have someone I truly trust...I have recommended this service to everyone.”

Steve, Schwan's employee,
Grand Rounds member