



Ohio Labor Union Takes New Approach to Improve Workers' Health

Industry: Labor Unions

Members: 5,800

Solution: Onsite Health Center

For years, Dennis Meaney watched his union members' health decline while health plan costs continued to climb. He witnessed the negative trend firsthand in his role as business manager and financial secretary for the International Brotherhood of Electrical Workers Local Union 38 (IBEW Local 38), which represents electrical contractors across the Cleveland area.

Even with covered health benefits, he says, members put off getting their annual physicals and bypassed routine screenings. Moreover, almost a third of IBEW Local 38 workers identify as high-risk or have a chronic condition requiring ongoing medical care.



Incentives Boost Engagement with Health Center Services

Getting members to try new health services can prove challenging, and in many cases, employers create incentive programs as an extra nudge for members to engage with the new benefits.

While Marathon Health's incentive program rewards members for making healthy choices, Meaney says they also help initiate that first touchpoint with health center services, and once members experience exceptional care, they become repeat, engaged patients.



Partnering with Marathon Health

Meaney and other union officers worked with Marathon Health to launch two dedicated health centers for their union contractors and covered family members. Through the Marathon Health partnership, union members and their families gain access to a suite of in-person and virtual wellness services, including free medications, biometric screenings, health coaching, referral guidance for specialty care and more.

"Many of these young people don't have doctors, because they don't go," he says. "This is a long-term plan, and we hope they'll make Marathon their clinic."

DENNIS MEANEY, BUSINESS MANAGER AND FINANCIAL SECRETARY, IBEW LOCAL 38



Physical Therapy Keeps Union Members on the Job

Electrical work takes a toll on the body. Meaney says providing a dedicated physical therapist proved to be highly popular for their union members, so much so that Marathon Health added a second therapist to keep up with member demand.

Meaney says members use their physical therapy benefits because they don't require driving to another facility or searching for a therapist in their network – members simply walk down the hall.

Behavioral Health Services Help Members Navigate Mental Health

IBEW Local 38's ability to provide the behavioral health services in-house – similar to their physical therapy offering – increases utilization because members don't need a referral or have to search for a provider.

Meaney says the behavioral health services option played a critical role in helping members through the pandemic. When lockdowns took hold, Marathon Health seamlessly pivoted to virtual visits, so Meaney's union members maintained communication during unprecedented times.



49%

Union members with chronic conditions who engage with Marathon Health services



48%

Members making improvements on biometric risk factors



96%

Union member satisfaction with Marathon Health



of workers with Diabetes



of workers with Asthma

now meet the standard of care, the level of care necessary to manage chronic diseases.

Visit marathon-health.com/union for more.

