

## Hannaford Brothers Company

**BUSINESS DESCRIPTION:** Founded in 1883 and based in Maine, Hannaford Brothers Company operates 167 supermarkets in the northeastern United States, employing more than 27,000 associates. Hannaford is a part of the Brussels-based Delhaize Group, a global food retailer with \$27.8 billion in annual sales.<sup>18</sup>

**INITIATION OF VBID PROGRAM/STRATEGY:** January, 2004, for the VBID program addressing incentives for selecting top-quality providers; January, 2008, for the non-invasive surgery program.

**PROGRAM OBJECTIVES:**

- Improve quality of care for employees.
- Provide safer care by promoting the use of minimally invasive surgery.
- Deliver care more efficiently.
- Reward employees for using higher performing providers.

**PROGRAM COMPONENTS:** Hannaford has promoted richer benefits for individuals using top-tier providers; reduced copayments for certain disease states; offered healthy behavior credits; maintained real-time data on biometric outcomes for patients and providers and offered incentives for using certain providers for minimally invasive procedures. Hannaford has pushed for changes in surgical standard practice in Maine hospitals toward less-invasive techniques. Because minimally invasive surgery for hysterectomies, appendectomies and gastric bypass can shorten the length of hospital stay, reduce complications and speed up return to work, Hannaford wanted to make these procedures more available to its workers.

Hannaford worked with Eastern Maine Healthcare Systems on the project. Surgeons at the system's 337-bed Eastern Maine Medical Center in Bangor now use minimally invasive surgery as the default for hysterectomies and a number of other procedures.

**PROGRAM RESULTS:** According Peter Hayes, Hannaford's director of associate health and wellness, Hannaford has realized improvements in diabetes biometrics and decreased the risk of heart attacks, and has saved both employees and the company money through incentives for choosing top-tier providers.

***“For every medical dollar saved, we could save two to three dollars in absenteeism and productivity.”***

Peter Hayes, Director of Associate Health and Wellness, Hannaford Brothers Company