

“I absolutely feel Color should be a core part of healthcare benefits, because I believe it provides a powerful tool for not only the Teamsters Fund, but also for the members.”

MARIA SCHEELER | ADMINISTRATOR AND
EXECUTIVE DIRECTOR, TEAMSTERS HEALTH &
WELFARE FUND OF PHILADELPHIA AND VICINITY



The Challenge



A simple motto can be a powerful thing. For the Teamsters Health & Welfare Fund of Philadelphia and Vicinity, one of those mottos is “We hold the hands of every one of our members.” With thousands of members and dependents, keeping that promise is not only a point of great pride, but also one that comes with great challenges.

From a health benefits perspective, its population of truck drivers, warehouse workers, truck loaders, and unloaders represents a range of different needs. Many workers live their lives on the road, making regular wellness visits that much harder to fulfill. This lifestyle can often lead to major health problems over time. Engaging members and raising awareness about the Fund’s many benefits is no small task, since access to things like email accounts and the latest smartphone apps is not a given.

“We hold the hands of every one of our members.”

POPULATION-SCALE

8,000

Eligible members
and dependents

RAPID UPTAKE

4X

Utilization versus average
Teamsters wellness programs

HIGH ENGAGEMENT

81%

Members who completed
health history

While the Teamsters already offered preventive screenings and services, they were looking for a more comprehensive, progressive, and integrated approach to prevention:

- Reduce healthcare costs by confidentially identifying high-cost health risks not previously captured through clinical care
- Offer members tools to help manage against cancer, heart disease, diabetes, obesity, smoking, and other major conditions
- Connect and help route members to existing health benefits in more personalized ways, creating additional value for the Fund from its existing benefit programs



The Solution

Few can appreciate what's involved in taking care of Teamsters members more than Maria Scheeler, who's worked for the Teamsters Health & Welfare Fund for 34 years. As the Administrator and Executive Director, she manages the Fund's financials and determines which benefits they provide.

Scheeler discovered Color through one of the Fund's existing partners, who thought it would be a great fit for Teamsters' prevention-focused approach.

As part of Color's end-to-end program for employers, our clinical-grade genetic test – performed in our CAP-accredited and CLIA-certified laboratory – was a key component that stood out early on. By analyzing genes associated with hereditary cancer risk and hereditary forms of heart disease, Scheeler appreciated how Color put prevention front and center.

“I feel Color is a fabulous program. I would definitely recommend it to my peer administrators.”

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ADMINISTRATOR AND EXECUTIVE DIRECTOR,
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To deploy such a program at scale, Color and Teamsters partnered to:

- Drive member awareness about Color through custom enrollment and communications materials, including postcards, emails, incentive programs, and health fairs
- Educate members about the program, including the benefits of genetic testing, genetic counseling, and clinical pharmacist services, as well as steps Color takes to keep members' personal information safe and secure
- Gather member consent for genetic testing
- Set up and activate online accounts for members to manage their Color experience
- Access ongoing health resources and information

In addition to incorporating an individual's genetics, Color uses a more complete view of health risk by factoring in personal & family health history and lifestyle & behavior information. This offers Teamsters a way to connect its members to specific care or point solutions that members can take advantage of based on their potential risks.

The Results

Teamsters launched Color to 8,000 eligible members and dependents. In the first few months, it's seen high levels of engagement with a utilization rate that is 4x higher than their other benefit programs and over 80% of participants have completed their health history.

Scheeler credits Color's early awareness and member education efforts for the quick uptake: "Color was great to come on site. They provided some insight to the members that had a little reluctance to have the testing done," adding that "We definitely see it moving forward and people starting to embrace it."

Color also provided Teamsters with risk assessments of potential high-cost events through aggregated, de-identified data.* Based on health history information that members provided to Color and their genetic test results, Color was able to share helpful insights with Teamsters.

POPULATION-LEVEL INSIGHTS

47%

of participants report BMI of 30 or higher

43%

of participants have high cholesterol, high blood pressure, or both

28%

of participants meet ADA criteria for being at high risk for type 2 diabetes

21%

of participants were not up-to-date with colon cancer screening

17%

of participants have elevated genetic risk for coronary heart disease

*Availability may be limited based on the number of employees participating and compliance with data privacy regulations and guidelines.

With this kind of data, the Teamsters can evaluate what other investments should be made to address the specific needs of its population.

Beyond the numbers, Color is making a difference in members' lives. Scheeler cites a woman who did not get regular health screenings prior to using Color. When Color showed this member was at risk for cancer, she worked with her doctor to get additional screenings that ended up identifying early stage cancer.**

And that's one big way Color is helping the Teamsters Health & Welfare Fund of Philadelphia and Vicinity hold the hands of every member.



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“It’s a win-win situation because from a fund perspective, you’re looking at catching something early. So, you’re looking at savings there. And from a member’s perspective, you’re looking at catching something early and increasing your survival rate.”

**While most won't receive results that lead to a life-changing diagnosis, Color can provide genetic risk information to help individuals and their doctor develop a personalized screening and prevention plan. This case study of how Color is used at the Teamsters Health & Welfare Fund of Philadelphia and Vicinity illustrates how clinical genetics can be a powerful preventive tool.

About Color

Color powers large-scale precision health programs for employers, health systems, research, and national health initiatives.

Our technology and infrastructure enable impactful health programs – that were impossible just a few years ago – to launch quickly and cost-effectively, improving the potential of health outcomes for individuals and workforces.

Color was founded in 2013 and is offered as a benefit to employees at over 100 organizations worldwide including: Salesforce, VISA, SAP, Levi Strauss & Co., and the Teamsters Union.

