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**FOR IMMEDIATE RELEASE**

**Neighborhood Health Plan to Launch Groundbreaking  
Customer Loyalty Program for Employers**

*Lets Employers Offer Employees Health-Related Items to Promote Good Health*

**April 4, 2018 (SOMERVILLE, MA)** – Solidifying its reputation for industry-leading innovations that improve the health plan experience, Neighborhood Health Plan (NHP) announced it will launch a new groundbreaking program on October 1, 2018 offering longstanding employer customers who have been with NHP for two years a health-related employer benefit.

NHP joined with New Balance, Home Chef, and CVS to develop a first-in-the-nation “Customer Loyalty Program” for qualifying employers to offer a new benefit to employees, in addition to the best-in-class health coverage that employers already make available to workers when they contract with NHP.

Specifically, the health-related items employers will be able to offer employees consist of:

- A pair of sneakers chosen by employees from a selection by New Balance, one of the most recognized athletic footwear brands in the world that makes or assembles more than 4 million pairs of athletic footwear per year in the USA;
- A \$60 voucher for delicious, healthy choice meals from Home Chef, the largest private meal kit company in the country, shipping fresh, proportioned ingredients to their customers each and every week;
- A free CVS Health-brand sunscreen voucher, good at any participating CVS Pharmacy. As a pharmacy retailer, CVS Pharmacy has committed to only selling sunscreen products with SPF 15 and above, and the majority of CVS Health brand sunscreen products have been tested and approved by the Skin Cancer Foundation. NHP also partners with CVS Caremark to provide high-quality pharmacy care services and patient-focused service to many NHP members.

“Wellness is in our DNA and we are thrilled to support NHP’s vision by offering premium New Balance products to encourage health plan customers to achieve their personal fitness goals,” commented Doug Liberta, National Sales Manager for New Balance Team Sports.

“We know that a healthy diet is linked to an overall healthy lifestyle so it’s important to us that we make it easier for more people to enjoy a home-cooked meal,” said Shane Smith, Home Chef’s Sr. Director of Digital Marketing. “This partnership with NHP will give us a chance to support employers as they help their employees make better decisions about what they eat and how they live.”

“Sun safety is key to preventing skin cancer, and at CVS Health, we’re pleased to be partnering with Neighborhood Health Plan on this important effort to help encourage the adoption of multiple healthy lifestyle behaviors that all help to prevent sometimes chronic or life-threatening diseases,” said Troyen A. Brennan, M.D., Chief Medical Officer, CVS Health.

“We know from our own personal experience that the most successful companies are those that listen to their customers and respond. We also know that loyalty derives from being appreciated, respected and valued,” said NHP President and CEO David Segal. “It’s common for businesses to offer incentives to attract new customers. NHP believes it’s just as important to demonstrate to our longtime employer customers how much we appreciate their business. By supporting employers with resources to help keep their employees healthy, we are reaffirming the value of their partnership with NHP.”

All fully-insured, mid- to large-sized employers with 51 or more full-time employees at the start of their third year with NHP, are eligible to make available these complimentary items that support healthy living habits to company employees.

“More employers than ever before are recognizing the advantages of taking a proactive approach to encouraging the health and wellbeing of their valued workers,” said Maria Valentini-Brito, Manager HRIS/Benefits for East Boston Neighborhood Health Center. “As this new loyalty program demonstrates, NHP is partnering with employers to support our wellness efforts and doing it in a way that’s ahead of the curve – by adding a benefit for us to offer practical items that promote good health. We’re very excited about the value we get through our partnership with NHP.”

The Customer Loyalty Program adds to the growing list of industry-leading initiatives NHP has created, and continues to create, to enhance the customer experience more broadly. Earlier this year, for example, NHP offered large employer customers a money-back guarantee valued as much \$50,000 if NHP is unable to provide prompt and helpful service. Smaller employer customers could receive as much as \$20,000 if NHP fails to answer customer calls or process claims promptly.

“There is a perception among longstanding employer customers that once they sign up, they are forgotten as health plans devote their attention to generating new business,” said Vincent Capozzi, NHP’s Senior Vice President of Sales. “NHP is challenging that perception head-on by introducing a program that is designed to provide value to our long-term employer customers. We are proud to lead the industry when it comes to making sure that all health plan customers receive the outstanding experience they deserve.”

NHP's unique and innovative employer-focused loyalty program is also a direct response to comprehensive surveys of customer satisfaction across a broad range of industries showing that health care, like many other industries, has a long way to go to provide the quality of customer experience most consumers expect.

Forrester's Consumer Experience Index, for example, shows that health care ranks near the bottom of the 21 industries and 315 brands the company surveyed, with "customer service" cited as the most important driver of customer satisfaction.

### **About NHP**

Neighborhood Health Plan ([NHP](#)) is an NCQA-accredited, not-for-profit health plan that provides coverage to commercial and MassHealth members. For more than 30 years, employers, individuals, and families across Massachusetts have turned to NHP for health care coverage that is both high quality and affordable. NHP is known for plans that are easy-to-understand and manage. Members have access to a robust network of top doctors, community health centers, and academic and regional hospitals. Founded in 1986 with a commitment to promote health equity for members within the diverse communities we serve, NHP's service and care management programs today continue the tradition of personalized and high-quality care. NHP is a member of Partners HealthCare.

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