



Mark S. Gaunya and
Jennifer A. Borislow

Bend the Healthcare Trend

With health care reform being thrown for a loop, it's difficult to know where to look for answers when dealing with the question of how to maintain health care costs on a smaller scale. Many assume that it's out of their hands, but

now, perhaps more than ever, answers lie in consumer behavior.

Bend the Healthcare Trend, by NAHU members Mark Gaunya and Jennifer Borislow, puts the power back into the consumers' hands by acting as easy-to-follow guide for employers who are looking to raise awareness and responsibility among their employees by implementing CDHPs and wellness initiative as part of their health care plans.

Brokers can also benefit from this guide as it provides information on how to properly convey the benefits of these types of plans to their clients, and help them take the steps to successfully implement CDHPs and wellness programs into their health plan strategy.

It is important to remember that this book is clearly aimed at employers and not for those in the health care industry. Employers and employees who have never given much thought to the utilization or value of health care dollars may be surprised to find how easy it is to manage their health care spending, and how CDHPs actually lower insurance costs.

In addition, the book touts the importance of creating a working environment that promotes wellness and healthy lifestyle choices. Employers often need to be reminded of the effect of employees' unhealthy habits (smoking, poor diet, physical inactivity, etc.) on their bottom line. It calls for personal responsibility as the solution to the problem.

In "summing it all up," the authors instruct: Take control of your purchasing power, and exercise your options when it comes to accessing health care. Learn how to live a healthier and more responsible lifestyle so you can avoid accessing the health care system for unnecessary products and services.

From a health care standpoint, these are words to live by, regardless of the role you play in the implementation of a specific health plan.

For more information, or to purchase a copy of *Bend the Healthcare Trend*, visit www.strategicvisionpublishing.com. 