“A Healthier You” Puts People First
Since 2006, Domino’s Pizza has been assembling the ingredients for a healthy workforce in the very competitive fast food services segment. Within the U.S., Domino’s Pizza offers Quest Diagnostics Health & Wellness health questionnaires and biometric lab screenings through their “Healthier You” wellness program. The program is offered to 4,800 employees and spouses as an employer paid benefit. As a result, Domino’s Pizza gets the added benefit of access to population health insights like the following that have led to meaningful improvements in employee health.

The Tobacco Use Challenge
Cotinine testing of blood or oral fluid is used to confirm tobacco use, as cotinine is a direct metabolite of nicotine. For some time, Domino’s Pizza included cotinine testing in their screening panel to get an accurate rate of smoking status. In 2009, Quest Diagnostics staff compared this data with questionnaire results to demonstrate that more of their participants actually used tobacco than they self-reported. The Health & Wellness team suggested discontinuing the test to save money since the cotinine result does little to provide wellness insight to the participant.

Instead, Domino’s Pizza took up the challenge and decided to implement an outcomes-based incentive in 2010. The effect is evident in cotinine results from the last two years. Measures of the same individuals across the six years show an 8.4 percentage points drop (a 43% decline) in tobacco use after four years of little progress. Participants dramatically reduced their risks for disease and likely added years to their life expectancy.¹
Data Discourages Deception

Domino’s Pizza found that biometric and lab screenings gave them the opportunity to use an outcomes-based incentive design with confidence. Many participants incorrectly report negative behaviors in self-report situations especially if results are tied to a reward. When participants know they were being tested, they were more likely to accurately report tobacco use. With testing and outcomes-based incentives in place, 14.2 percent of all participants stated they used tobacco on a regular or social basis compared to nearly the same percentage (15.0) who tested positive for cotinine in 2011. A three-year study determined that participants had lower total medical cost than non-participants, with the overall two-year savings of $884 per participant, not accounting for productivity losses or pharmacy claims savings that may have been realized as well.

Participants Quit to Win

The tobacco use intervention is working well. Motivated by the additional discounts, tools to quit, and faced with clinical evidence of their tobacco use, 46 percent of tobacco users in 2011 reported they were trying to quit, compared to 37 percent in 2010. Likewise, the number of those who said they were not ready to quit dropped from 17 percent the previous year to 14 percent in 2011. Most importantly, the number of participants who tested positive for cotinine dropped 7 points from 22.0 to 15.0 percent, while the Health & Wellness overall average dropped less than four percentage points (from 16.0 to 12.4 percent).

Next Steps in the Journey

Domino’s Pizza is still faced with growing risk trends for obesity and diabetes in the covered population. Because of success with tobacco cessation, they plan to expand their use of outcomes-based incentives, focusing now on Metabolic Syndrome to drive down risks for coronary artery disease, stroke and diabetes. Data from annual screenings continues to prove to participants and management alike the progress they are making along the path to better health.

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