

# Case Study: Impact of Livongo on Iron Mountain



## BACKGROUND

Iron Mountain Incorporated is the global leader in record storage and information management services. They have a diverse workforce that includes a combination of record center specialists, truck drivers, consultants, and head office professionals. After analyzing healthcare costs, Iron Mountain identified diabetes as a clear area of focus and selected Livongo's new approach to diabetes management.

### Iron Mountain Profile

Headquarters:	Boston, MA
Total Employees:	25,000
Total U.S. Employees:	8,942
Annual Sales:	\$3.5B
NYSE Stock Symbol:	IRM

## GETTING STARTED WITH LIVONGO

Iron Mountain rolled out Livongo to all US employees and their family members covered on the Iron Mountain health plans. To build awareness about Livongo and drive enrollment into the program, they leveraged marketing materials developed by Livongo, including emails, direct mailers, digital banners, posters, and table tents. Iron Mountain found that by using multiple communication channels they could reach more people.

*"The actual implementation was very easy. It was not overly burdensome or time consuming. Livongo's marketing team was a great resource and very supportive."*

— **Scott Kirschner,**  
**Director of Benefits Strategy,**  
**Iron Mountain**

## CLINICAL AND FINANCIAL IMPACT OF LIVONGO

In January 2017, Iron Mountain and their Mercer consultants conducted an analysis comparing claims data for services incurred for 188 Livongo members against 681 people not enrolled in the Livongo for Diabetes Program from November 2014 – October 2015 to November 2015 – October 2016. The study revealed that Livongo positively impacted medical costs and utilization. After removing outliers from both groups with total medical spend above \$50,000, the study showed that Livongo attracted a higher prevalence of people with other chronic conditions, specifically coronary artery disease, depression, and low back pain.

### REDUCED RATE OF ER VISITS

▼ 19%

5% decrease for Livongo members compared to 14% increase for non-Livongo members

### DECREASED INPATIENT ADMISSIONS

▼ 59%

55% decrease for Livongo members compared to 4% increase for non-Livongo members.

### REDUCED RATE OF COST INCREASE

▼ 8%

5% decrease for Livongo members compared to 3% increase for non-Livongo members

## WHAT PEOPLE AT IRON MOUNTAIN ARE SAYING ABOUT LIVONGO?

*"Livongo has helped me tremendously manage my health and get my sugar under control, especially my A1c."*

— Livongo Member at Iron Mountain

Employees at Iron Mountain as well as the benefits team offering Livongo have been extremely satisfied with their experience with Livongo.

+68

Net Promoter Score (NPS) vs. Average Health Plan NPS of +12 and Amazon NPS of +69

*"I think any large employer should absolutely look at Livongo. It's innovative. It is different. It is impactful."*

— Scott Kirschner,  
Director of Benefits Strategy, Iron Mountain

74%

strongly agree they feel better about their ability to manage their diabetes after 6 months on Livongo

75%

strongly agree they want to keep using Livongo