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Ocean Spray Employees Praise Better Access to Medical Care With *Good Health Gateway*® Diabetes Care Rewards Program

Lakeville, MA. (August 22, 2012) – Ocean Spray employees and family members, who are living with diabetes, have praised the new care and benefits they are receiving under the *Good Health Gateway* Diabetes Care Rewards program, which the food and beverage company launched in January of this year.

Diabetes is a very serious disease and when not properly managed, may lead to severe and life-threatening complications such as blindness, amputation, kidney damage, heart disease, respiratory illness and stroke. According to the American Diabetes Association, the total annual economic cost of diabetes in 2007 was estimated at \$174 billion. Those who do not effectively control their condition or receive adequate medical care early may end up costing their companies, themselves and the health care system a considerable amount of money.

The *Good Health Gateway* program engages, supports and rewards members for health behaviors based upon established clinical guidelines for managing targeted conditions like diabetes, weight loss, and others. Ocean Spray members who maintain adherence to all diabetes care activities receive all of their diabetes medications and supplies for free, without the need to make copayments.

“There are well established guidelines for diabetes care, but we know that only 2-10 percent of people with diabetes complete all these activities,” said Ed Aberger Ph.D., EVP of Abacus Employer Health Solutions. “This program aligns relevant benefit plan design incentives for those who are active in managing their condition with care provided by their own primary care doctors.”

Ocean Spray launched the Diabetes Care Rewards program after working with its consultants, Boston Benefit Partners LLC, to identify cost drivers within its employee health plan. The *Good Health Gateway* Diabetes Care Rewards program, designed and administered by Abacus Employer Health Solutions, was installed as a solution to support these members and control costs.

Here is what three Ocean Spray health plan members had to say in a recent review of the program:

“I always take care of myself when it comes to going to the doctor, but because medication has been so expensive, I tend to cheat on our daily checks for blood sugar. Now with the help of Good Health Gateway, I check my blood sugar regularly, have my eyes checked, blood work tested, my foot check-up, and my physical check-up every three months. Thanks Good Health Gateway!”

“I first heard about this program at work. It sounded too good to be true, and I thought that I was not diabetic. I was wrong on both counts. My doctor diagnosed me as a diabetic after I saw him about a cut that would not heal. That’s when I looked into the program. It was so easy to set up my account and profile online; what I thought would take months, only took only a few weeks. Good Health Gateway



worked with my doctors and my prescription provider to help me get on the right path. My diabetes is under control and I have lost 25 pounds since I started the program. Plus my co-pays on medicine and supplies are free! I am very grateful to be a part of this awesome program!"

"I joined the Good Health Gateway program initially because I was excited about getting my diabetes medications and supplies for free, but I didn't expect it to be such an easy program to follow! I liked that we were allowed to use the results of any check-ups we'd had in the last year. That way, I was able to mark off some of my exams right away and start taking advantage of the program sooner. As I've had my exams this year, I've taken the forms with me and explained how the program works to my healthcare providers. They have all been very impressed that Ocean Spray is doing this, commented on what a great benefit this is, and what a great company I work for! I also like that the program sends us reminders. It helps me feel confident that I'm not going to forget about anything."

About Ocean Spray

Ocean Spray (www.oceanspray.com) is an agricultural cooperative owned by 700 cranberry growers in Massachusetts, Wisconsin, New Jersey, Oregon, Washington, British Columbia, and other parts of Canada as well as approximately 50 Florida grapefruit growers. Ocean Spray was formed 80 years ago by three cranberry growers from Massachusetts and New Jersey. Florida grapefruit growers joined the Cooperative in 1976. Ocean Spray is North America's leading producer of shelf-stable juice drinks, and has been the best-selling brand name in that category since 1981. Ocean Spray posted record results across the board in fiscal 2011, including gross sales of \$1.9 billion and net proceeds of \$346 million.

About Abacus Employer Health Solutions

Abacus Employer Health Solutions (Abacus) and its principals are nationally recognized behavioral scientists and health experts who have been providing cost-containment solutions for over two decades. Abacus provides employers, benefits brokers, and hospitals with an array of unique programs and services to address chronic condition management, specializing in integrating behavioral science principles into evidence-based programs, benefit plans, and providing incentive program design and administration. Visit <http://www.abacushealth.com> for more information.