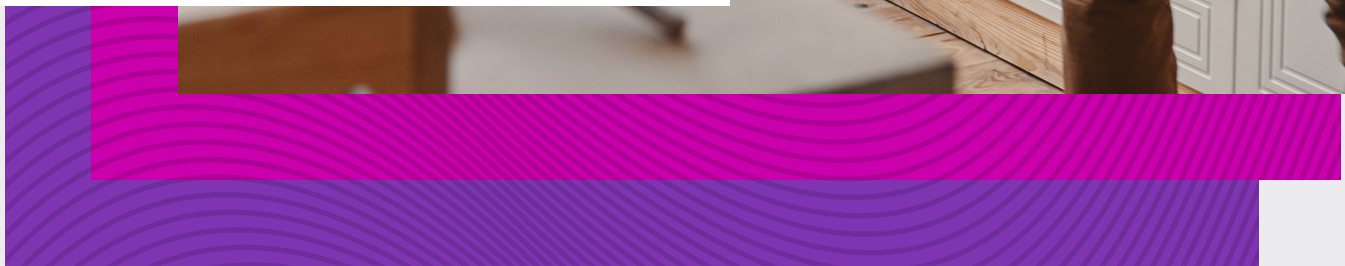




Success Story

Making retiree healthcare sustainable

The Campbell Soup Company's retiree medical strategy



VIA BENEFITS®
By WTW

About The Campbell Soup Company

The Campbell Soup Company is an iconic brand that brings its consumers back to childhood memories. Driven by a mission to make “real food that matters for life’s moments,” Campbell is responsible for \$8 billion in revenue annually. The company portfolio extends beyond just soup to include foods such as Pepperidge Farm cookies and Goldfish crackers, V8 beverages and much more.



The Challenge

Provide retirees more affordable healthcare plan options and an advocate with expertise in Medicare while limiting the company’s cost of self-insuring and program administration.

Background

Following the retirement of a key Human Resources member, and hesitant to fill that role hastily, Campbell momentarily lacked a medical plan expert on staff and had limited expertise in Medicare. At the same time, feedback from its grandfathered population indicated that they desired more affordable healthcare plan options. Internally, the company was frustrated with the rising cost of self-insuring and program administration. Additionally, Campbell Soup desired an advocate to align with its strong culture of doing the right thing for its employees.

Retiree medical strategy challenges



Affordable plan options



Rising cost of self-insuring



Program administration



Retiree advocacy

The Solution

Via Benefits by WTW’s expertise and individual marketplace model.

Strategy

Robert J. Centonze, Vice President, Total Rewards at Campbell Soup, wanted to offer Campbell Soup’s retirees affordable options with an excellent customer service experience. He needed a simple administrative process that worked. Additionally, he required creative ways to provide an employee subsidy that was sustainable for the company.

The Medicare marketplace appealed to the company, as it offered retirees the ability to make selections based on their particular needs. Campbell chose to partner with Via Benefits due to its specific framework and strong knowledge base of the individual marketplace.

Centonze admits that rolling out the changes to its retirees was nerve-racking at first. “Change is difficult for this population,” he says. “We were afraid many would see this move as an example of Campbell walking away from a commitment.

The first step was to develop a solid communications strategy that eradicated retirees’ nervous feelings before they took root. Campbell Soup broke the retiree population into nine different groups with each segment receiving custom materials that addressed their particular set of legacy benefits.

Communications and a series of in-person meetings addressed why the change was being made and the expected impact on retirees. In the end, Campbell’s retirees understood what it meant for them.



“ I actually had one retiree that came up to me, shook my hand and said, ‘Thank you for being so thoughtful and putting this all together.’ It blew me away.”

Robert J. Centonze, Vice President, Total Rewards

The Result

Broader, more affordable choice of coverage; a health reimbursement subsidy; effective retiree meetings; and excellent consulting support

Centonze and his team were very pleased with the success of the transition. With its retirees given a broader, more affordable choice of coverage, a helping hand and a subsidy in the form of a health reimbursement arrangement (HRA), Campbell feels it fulfilled the promise it made to its retirees.

“Once we analyzed funding options for the HRA, and got alignment with the finance team...I knew I could look [retirees] in the eye and tell them ‘this is a good deal,’ and it would be a good deal for the long term.”

“The partnership with implementation, the excellent employee meetings, deftly facilitated, and the consulting support provided as key recommendations were being developed, all led to an excellent outcome,” Centonze says.

When asked whether Campbell’s would do anything differently, Centonze replies, “No. If anything, I would have pushed to do it sooner.”

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‘this is a good deal,’ and it would be a good deal for the long term.”

Robert J. Centonze, Vice President, Total Rewards





[OptimizeRetireeBenefits.com](https://www.optimizeRetireeBenefits.com)

About Via Benefits by WTW

Via Benefits Insurance Services has helped more than two million people evaluate and enroll in individual health insurance. Via Benefits is a resource offering personal service to help retirees understand coverage options through a robust online experience supported by an award-winning customer service team. Founded in 2004, it operates the first and largest Medicare marketplace in the country and, in 2014, expanded to include individual and family plans for Pre-Medicare retirees.



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