

Client success story

# Convenient virtual solutions simplify healthcare for Big Y employees



## Big Y Foods, Inc.

One of the largest independently owned supermarket chains in New England

### Background

- 10,000 employees with majority age 40-50
- Top member states: Massachusetts and Connecticut

## Strengthening health outcomes for supermarket employees and their families

Founded in 1936 during the Great Depression by brothers Paul and Gerald D'Amour, Big Y Foods, Inc. remains a proudly family-run business, guided by its enduring core principles of value, quality, service and commitment to community. Today, Big Y is one of the largest independently owned supermarket chains in New England.

Big Y uses the latest digital technologies to personalize the shopping experience and revolutionize the delivery of fresh, quality foods for its customers. Just as the company has led innovation on the consumer experience front, it has also proactively strengthened and enhanced its employee benefits program to help employees live their healthiest lives. By providing convenient, affordable, effective and empowering virtual healthcare, Big Y is able to increase engagement among hard-to-reach employees, reduce costs and improve well-being across its large workforce.

Big Y, an independent New England supermarket chain, partnered with Teladoc Health to empower its 10,000 employees to live their healthiest lives—giving them the confidence, care and support they need to improve health outcomes with a comprehensive suite of flexible and convenient virtual care offerings. Here's what happened:

### Results since partnering with Teladoc Health

**1.8%**

average A1c reduction for members living with uncontrolled diabetes<sup>1</sup>

**\$24,750**

estimated annual cost savings from A1c reduction<sup>2</sup>

**+78**

Net Promoter Score (NPS) for 24/7 Care<sup>3</sup>

## Retail workforces face unique challenges in managing their health

Most of Big Y's employees work fast-paced, shift-based jobs in supermarkets. Like many retail workers, they worry about their health and acknowledge the importance of taking care of themselves, but it can be hard to act on those concerns without flexible healthcare solutions that fit their irregular schedules and busy lifestyles.

Additionally, recognizing that many employees do not have access to computers or phones while at work, Big Y needed to find a creative support solution that would help engage and educate these hard-to-reach employees about its healthcare benefits. The company's third key focus in selecting a virtual care solution—having previously identified a high prevalence of diabetes in their workforce—was finding an innovative, convenient, flexible and affordable support solution for diabetes management that could meet its employees where they were while driving down costs.

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**Our experience with Teladoc Health has been nothing but positive. It's a great partnership, and they're very responsive with lots of information and ideas to help support our employees and their families, ensuring they are making the most of their benefits.**

**Tara Blondin, Benefits Manager, Big Y**

## Expanding access to personalized support for a large retail workforce

Big Y partnered with Teladoc Health in 2016 to support its employees living with diabetes. Teladoc Health uses innovative behavioral science principles and insights to increase engagement among enrolled members in order to help improve their cardiometabolic health and maximize the value to employees and to the Big Y organization.

With just one tap in the Teladoc Health app, members have access to personalized digital coaching to help them stay on top of their health goals and build healthier habits.

**A diverse array of tools and resources is deployed in unison to help employees achieve a comprehensive understanding of their individual health trends and set appropriate goals, including:**



**Welcome kits**



**Connected devices**



**Health Nudges™**



**Food logs**



**Insights**



**On-demand articles**



**Personalized, AI-powered health snapshots**



Managing chronic conditions like diabetes can be very stressful, so Teladoc Health coaches are there to deliver expert guidance and compassionate reassurance to members when they need it most. With the support of the virtual tools provided by Teladoc Health, Big Y's employees know they don't have to manage their diabetes alone. **Big Y's employees showed measurable increases on the Diabetes Empowerment Scale (DES)** and reductions on the Diabetes Distress Scale (DDS),

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**We try to be on the forefront of offering best-in-class benefits that improve the employee experience, keep care affordable for our employees and help drive down costs across our benefits program. Teladoc Health has been an essential partner in helping us achieve these goals.**

**Tom Butler**, Director of Compensation & Benefits, Big Y

indicating that support tools from Teladoc Health have helped them become more confident in their ability to manage their diabetes and the associated stress that the condition can create.

Empowered by Teladoc Health, Big Y's employees living with uncontrolled diabetes reduced their A1c levels by an average of 1.8%, and more than 30 members achieved remission-level A1c.<sup>1,2</sup> Lowering A1c levels by 0.5% is a clinically significant improvement and can reduce the risk of complications.<sup>3</sup> Lowering these risks not only improves employees' health, but it also reduces associated costs. **With an average cost savings of \$4,477 per member with a 1.5% A1c reduction over three years, the Teladoc Health program allowed Big Y to achieve an estimated annual cost savings of \$24,750.<sup>2</sup>**

After seeing success in supporting members living with diabetes, Big Y opted to expand its partnership with Teladoc Health in 2021 to provide more comprehensive care, including broader cardiometabolic health support for members living with conditions like hypertension and obesity as well as solutions for convenient 24/7 virtual care, access to specialists via expert second opinions and dermatology.

## Big wins for Big Y

The 24/7 care solution earned a +78 NPS and 94% member satisfaction among Big Y's employees as well as a \$93,648 total net YTD savings for the company.<sup>4</sup> In Q3 2024, 100% of members who sought a second opinion via Expert Medical Services (EMS) had a change to their diagnosis or treatment plan after their visit.<sup>5</sup> This resulted in \$1,486 average savings per case.<sup>5</sup> For many members, **access to on-demand expert second opinions can be life-changing and provide a deep sense of relief** knowing that they're receiving personalized care they can trust.

## Accompanying every employee on their journey to better health

Big Y turned to Teladoc Health to drive member engagement. Employee Service Representatives (ESRs) in each Big Y store educate new and existing employees about the Teladoc Health services available to them. Big Y also leveraged Teladoc Health for AI-informed, personalized communications to strategically reach eligible members and encourage them to enroll.

With timely, targeted outreach across multiple channels, Big Y's omnichannel engagement strategy has helped achieve 85% member activation among enrolled employees seeking support for cardiometabolic conditions—**resulting in a +68 NPS for the program.**<sup>2</sup>

The partnership between Big Y and Teladoc Health continues to strengthen as employee engagement increases. With the comprehensive virtual care offerings and robust marketing solutions provided by Teladoc Health, Big Y is better able to meet the diverse needs of its large, distributed and hard-to-reach retail workforce, empowering them to achieve sustainable health outcomes. **Employees feel more confident in their ability to access care that fits their schedules** so they can get the personalized, effective support they need to better manage their health and live their healthiest lives.

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I got a very quick response when my sugar dropped to 30 multiple times. It's a comforting feeling that makes you feel like the doctor is in the next room if needed.

**Big Y Employee**  
(1-year member, diabetes program)





Healthcare is not one size fits all. Whether they're managing cardiometabolic conditions or seeking guidance for an everyday health concern, Big Y's employees know they can depend on the virtual tools provided by Teladoc Health to quickly connect them with the expert care they deserve anytime, anywhere.

[See how Teladoc Health can help your employees.](#)

### Program impacts

**\$93,648**

total net savings YTD  
for 24/7 Care<sup>4</sup>

**100%**

change in diagnosis and treatment plans for  
expert second opinion cases in Q3 2024<sup>5</sup>

**+68**

NPS for programs supporting  
cardiometabolic conditions<sup>2</sup>



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<sup>1</sup> Big Y Foods + Teladoc Partnership Review, data through 2/28/2025

<sup>2</sup> Big Y Foods, Inc. Diabetes Remission Data, data through 12/31/2024

<sup>3</sup> American Diabetes Association; Standards of Medical Care in Diabetes—2018 Abridged for Primary Care Providers.

Clin Diabetes 1 January 2018; 36 (1): 14–37. <https://doi.org/10.2337/cd17-0119>

<sup>4</sup> Big Y Foods, Inc., Universal Business Review, data through 12/31/2024

<sup>5</sup> Big Y Foods, Inc., Expert Medical Services Quarterly Partnership Report, January - December 2024

The testimonials, opinions and statements reflect one client's experience with Teladoc Health. Results and experiences may vary from client to client. The testimonials are voluntarily provided and are not paid.

**About Teladoc Health:** Teladoc Health is delivering and orchestrating care across patients, care providers, platforms, and partners—transforming virtual care into a catalyst for how better health happens. Through its relationships with health plans, employers, and health systems, Teladoc Health fuels clinical excellence and applies the power of technology to help people live their healthiest lives.