

Client success story

Dependable, comprehensive care enables long-lasting health for Carhartt associates



Carhartt

Workwear and outdoor apparel and gear brand

Background

- Headquarters in Dearborn, Michigan
- 3,000+ employees

Protecting hardworking people, inside and out

For more than 130 years, Carhartt has manufactured high-quality, long-lasting workwear and outdoor apparel. With retail stores, manufacturing facilities and corporate offices across the country, Carhartt is committed to providing high-quality benefits to support the physical, emotional and financial well-being of associates and their families 24/7.

Building on its legacy of serving and protecting all hardworking people through durable apparel and gear, Carhartt's leadership turned their focus inward to make sure their associates were as resilient as the gear they manufacture. They wanted to **provide a comprehensive wellness program** to prevent associates from developing chronic conditions and avoid more serious complications. With resources, tools and education, they also wanted to incorporate critical mental healthcare to support associates facing issues like stress, anxiety, burnout and substance use disorders.



We saw many associates on the pathway to developing diabetes and other chronic conditions. Partnering with Teladoc Health meant we could provide more comprehensive support to help associates manage their conditions and improve their overall well-being."

Danyetta Gray, Senior Benefits Manager, Carhartt

Results

Carhartt associates with uncontrolled diabetes achieved a

3%

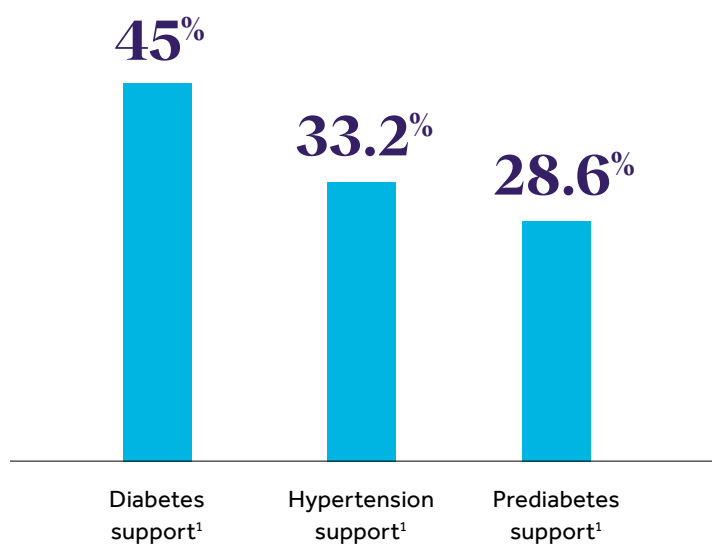
decrease in A1c after six months of engagement with Teladoc Health.¹

Integrated health support and resources help more people with chronic conditions

Carhartt recognized that a turnkey existing standalone diabetes solution overlooked treating other chronic conditions, weight management, lifestyle challenges and mental health issues. In March 2023, Carhartt partnered with Teladoc Health to provide comprehensive support for associates and their family members.

To help associates learn about program benefits and improve their health, Carhartt's HR team hosted a five-day roadshow at sites across the country, offered live virtual program overviews and hosted a dedicated resources page on the company's intranet. Sending program information to the homes of associates also encouraged eligible family members to enroll.

Teladoc Health and Carhartt worked together to take full advantage of the comprehensive catalog of turnkey materials and resources that Teladoc Health makes available to engage associates even before the program went live. This included following the Teladoc Health Optimal Engagement Plan (OEP), an AI-informed, journey-based approach that uses strategic, personalized communications to ensure Carhartt members are engaged effectively and efficiently to encourage program enrollment. In less than two years, **Carhartt's thoughtful approach yielded strong enrollment for eligible members:**



99.99%

of enrolled members are engaged in programs for **multiple** conditions



97.7%

of members enrolled in Chronic Condition Management Plus are **actively engaged**¹



Carhartt members receiving **weight management support** from Teladoc Health have achieved a collective weight loss of

3,477 pounds¹



Active engagement drives positive health outcomes

With resources like cellular-connected devices, self-guided tools, digital and expert coaching, members engage with Teladoc Health programs, on average, **22 times per month**.¹ For enrolled members checking their blood glucose, 85% were in the normal range, which is well above the target range of 70% recommended by the American Diabetes Association.²

This engagement has led to transformational health outcomes for associates. Members with uncontrolled diabetes (A1c greater than 7%) achieved a **3% decrease in A1c** after six months of program engagement.¹ Those with more concerning uncontrolled rates (A1c greater than 10%) saw an even greater improvement—a 5.9% decrease in A1c.¹ Today, no enrolled members have an A1c greater than 8%.¹ As of September 2024, **dozens of members who started with A1c above 7% have achieved diabetes remission**, which is defined by A1c less than 6.5%.^{1,3}

These outcomes have a dramatic impact on preventing other health complications: just a 1% drop in A1c is linked to a 14% reduction in the risk of heart attack and a 37% reduction in risk of diabetes-related complications.³

In support of Carhartt's goal of preventing chronic conditions, Teladoc Health resources help people with prediabetes take action to improve their health before a diabetes diagnosis. This includes a focus on weight loss, which is linked to a reduction in the risk of diabetes. Approximately **68% of enrolled members with prediabetes lost weight**, which translates to a **cumulative loss of 1,819 pounds**.¹

Members with uncontrolled hypertension saw an average **7.8 mmHg reduction in systolic blood pressure after engaging in the Teladoc Health hypertension program**.¹ Of those enrolled, 81% maintained or improved blood pressure control, which helps reduce their risk of major cardiac events, such as heart attack or stroke.¹



Results¹

3%

reduction in an average
estimated HbA1c

90.7%

of members had controlled
diabetes after six months

81%

of members maintained or
improved blood pressure control



**If 24/7 Care were
not available**

60%

would have gone
to urgent care¹

10%

would have foregone
treatment entirely¹

With Carhartt's focus on providing comprehensive care, they wanted to make sure associates had multiple avenues to receive care wherever and whenever they needed it. They also recognized the stigma associated with mental healthcare and wanted to provide safe, accessible resources that associates would be comfortable utilizing. In January 2024, Carhartt expanded its virtual care benefits to include 24/7 Care and Mental Healthcare solutions, which benefit associates living in access-challenged areas. Members are engaging in support for areas like **improving sleep, mending relationships, moving through grief and controlling anxiety.**

By partnering with Teladoc Health, Carhartt can meet the diverse physical and wellness needs of associates and their family members, empowering them to achieve lasting health outcomes. [See how Teladoc Health can help your employees.](#)

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With Teladoc Health, we have the opportunity to provide personalized care to support our associates' overall health. If people are not feeling well physically, struggling financially or facing emotional challenges, they're not coming to work at their best. When we focus on prevention and the root cause of each challenge, we make those areas better, and they're going to be more productive.”

Danyetta Gray, Senior Benefits Manager, Carhartt

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¹Teladoc Health Report Prepared for Carhartt, Data Covering: 03/02/23 to 10/31/24.

²American Diabetes Association.

³Stratton, I M et al. "Association of glycaemia with macrovascular and microvascular complications of type 2 diabetes (UKPDS 35): prospective observational study." BMJ (Clinical research ed.) vol. 321,7258 (2000): 405-12. doi:10.1136/bmj.321.7258.40.

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 empowering all people everywhere to live healthier lives by transforming the healthcare experience. Recognized as the world leader in whole-person virtual care, Teladoc Health leverages clinical expertise, advanced technology and actionable data insights to meet the evolving needs of consumers and healthcare professionals.