

**Client success story**

# Delivering flexible care to a highly distributed, skilled trades workforce



## Rogers Group Inc.

Largest privately held producer of aggregates in the country across 12 states

### Background

- 3,000+ employees across 12 states
- Headquarters in Nashville, Tennessee
- Employs construction, plant and quarry laborers, heavy equipment operators and more

## Bridging gaps to better health for an essential infrastructure workforce

Rogers Group, Inc., a family-owned company, is the largest privately held producer of aggregates in the country, operating 85 quarries and 55 asphalt plants across 12 states with a team of over 3,000 laborers, heavy equipment operators, truck drivers, skilled tradespeople and more.

Rogers Group employees faced a unique set of challenges that made it difficult to prioritize their health when relying solely on brick-and-mortar healthcare solutions. More than one third of employees are 31–45 years old and most of the company’s employees live and work in rural areas, which meant accessing care could be challenging and time-consuming. To reach in-person clinical care for themselves or their dependents, many employees had to drive an hour or more, which often required taking time off work.

Physically demanding and high-risk jobs, strict safety protocols and long, irregular hours created additional pressures that impacted employee health. The strenuous and isolated nature of on-site construction work led to heightened mental health concerns, and some employees avoided help given the stigma around mental health.

**Teladoc Health and Rogers Group Inc. partner to provide convenient, affordable care for busy construction workers operating in the field across 12 states. Employees and their dependents benefited from more accessible and personalized care that drove powerful results.**

### Successful engagement and health improvements with Teladoc Health support

**44%**

of participating members living with diabetes achieved remission-level A1c ( $\leq 6.5\%$ )<sup>1</sup>

**40%**

of members using primary care services have also utilized other telehealth services<sup>2</sup>

**+72**

Net Promoter Score (NPS)<sup>2</sup>

Nearly a fifth of Rogers Group employees have jobs that are primarily sedentary, increasing their risk of developing cardiometabolic conditions like diabetes. When working in the field, healthy food choices are often limited.

As part of the company's goal to increase health and lifestyle support for its employees, Rogers Group sought to provide affordable, accessible and convenient healthcare that could help it deliver on its goals of:



**Improving**  
cardiometabolic health



**Influencing** positive  
behavior changes



**Yielding** better  
clinical outcomes



**Decreasing** healthcare  
costs for both employees  
and the company

Rogers Group partnered with Teladoc Health in 2019 to transform its healthcare offering by providing an integrated virtual care program that covers a broad range of needs. The program immediately started delivering results for both Rogers Group and its employees and the partnership has continued to grow.

Through Teladoc Health, Rogers Group is able to offer its employees streamlined, affordable access to:

- **24/7 care**
- **Primary care**
- **Dermatology**
- **Mental healthcare**
- **Diabetes and prediabetes support**
- **Nutrition support**



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**Teladoc Health's virtual care solutions align seamlessly with our goal to reduce costs to keep benefits accessible for our rural employee population. They really have made it much easier for our members to access the care they need.**

**Katie Lockhart**, CEBS, Manager of Benefits,  
Rogers Group Inc.



### **Supporting employees on the road to better cardiometabolic health, wherever they are**

With diabetes as the leading cost driver for the company, Rogers Group needed a comprehensive solution that could increase accessibility to support, improve health outcomes and lower costs. While looking at solutions in the market, the company was impressed by the convenience, affordability and resources offered by the Teladoc Health program—but what closed the deal was the proven ability of Teladoc Health to drive better health outcomes related to cardiometabolic conditions through personalized condition management while also reducing costs for members and the employer.

For rural employees who previously had little success utilizing in-person care for themselves or their dependents, the easy access to virtual care offered by Teladoc Health provided a welcome sense of relief.

With 24/7 care at their fingertips, employees were finally able to find the expert help they needed in ways that fit around their busy schedules.

### **Whole-person care from the ground up**

The primary care program from Teladoc Health makes it easy for employees and dependents to keep up with annual physicals, especially for those in rural areas. Without the convenience of virtual primary care, many employees were unable to prioritize primary care.

**41%**

of primary care program participants **did not have a primary care physician** in the two years prior to enrollment<sup>4</sup>

**21%**

**would have foregone treatment** if Teladoc Health were not an option<sup>4</sup>



### Laying the foundation for success with personalized coaching

Individualized coaching helps Rogers Group employees make meaningful and sustainable lifestyle changes. With just one tap, members have access to expert coaches who can assess their health trends and offer personalized guidance to help them achieve their health goals.

More than 87% of enrolled members seeking support for diabetes monitored their health using connected devices, and more than 50% interacted with digital coaching, leading to an average 1.1% reduction in A1c levels.<sup>1,2</sup> Nearly 70% of enrolled members reduced their A1c levels, and **44% of enrolled members achieved remission-level A1c ( $\leq 6.5\%$ )**.<sup>1,2</sup>

Managing chronic conditions like diabetes can sometimes feel overwhelming and stressful. But with the support of Teladoc Health digital tools and expert coaches, **Rogers Group employees are more confident in their ability to manage their diabetes and associated stress** than they were prior to enrollment.<sup>3</sup>

### Driving engagement and empowering employees to improve their health

**Prism, the proprietary care delivery platform from Teladoc Health**, gives providers a more integrated view of a member's health journey, equipping them to make referrals and coordinate care. This coordinated support makes it much easier for Rogers Group employees to take care of themselves and their dependents, alleviating barriers to care and improving the overall health of the Rogers Group extended family.

To boost enrollment and engagement, Rogers Group participates in strategic optimized member outreach through Teladoc Health, which leverages an innovative, AI-informed approach to strategically reach eligible employees to encourage enrollment via personalized communications.

## Constructing healthier habits with dedicated wellness coaches

**A long-term, holistic approach to improving employee health**

Certified coaches provide personalized, evidence-based guidance for Rogers Group employees living with a cardiometabolic condition. Ongoing support includes monitoring:

- Diet
- Exercise
- Medication adherence
- Motivation
- Nutrition
- Mental health

**+50%**

of enrolled Rogers Group members living with diabetes engaged with digital coaching — leading to powerful health outcomes<sup>2</sup>

This strategic approach makes it easier to reach Rogers Group employees where they are, which is especially critical for driving benefit engagement among the subset of employees who spend most of their time on the road or working at remote jobsites with limited internet access. Rogers Group can rest assured knowing that even the most hard-to-reach employees are receiving regular, tailored communications encouraging them to engage with the benefits available to them.

Rogers Group also educates employees about the telehealth options available to them via in-person meetings with new hires, articles in quarterly magazines, direct mail, emails and other resources provided on the Teladoc Health Engagement Center, a resource for turn-key materials.

This omnichannel approach to communications enables Rogers Group to expand its reach, drive enrollment, improve engagement and empower its employees to achieve better health outcomes. The numbers show this targeted approach is working:

31%

of eligible members **living with diabetes** are enrolled in the program<sup>3</sup>

52%

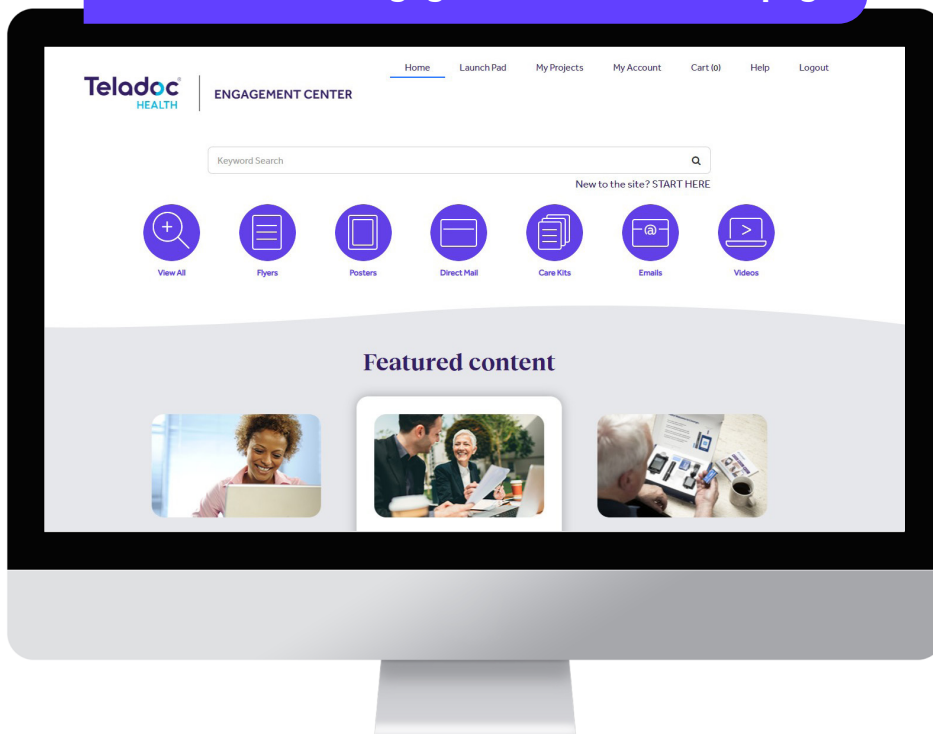
of eligible members **living with prediabetes** are enrolled in the program<sup>3</sup>

+94%

of enrolled members are **actively engaged** with the program<sup>5</sup>

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

### Teladoc Health Engagement Center home page



[TeladocHealth.com](https://TeladocHealth.com) | [engage@teladochealth.com](mailto:engage@teladochealth.com)

<sup>1</sup>RGI & Affiliates Employee Benefits Plan, Diabetes Remission, Dec. 2024

<sup>2</sup>Portfolio Performance Summary, BCBST/RGI & Affiliates Employee Benefits Plan, 02-28-2025

<sup>3</sup>RGI & Affiliates Employee Benefits Plan, Business Report, Mar. 2025

<sup>4</sup>Telehealth Utilization Report, RGI & Affiliates Benefits Plan, January – December, 2024

<sup>5</sup>Teladoc Health RGI & Affiliates Employee Benefits Plan Data Covering: 01/22/21 to 02/28/25

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.