

Prudential receives Innovation in Reducing Health Care Disparities Award
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Company programs cited for reducing disparities and improving the health of employees.

The National Business Group on Health has honored Prudential Financial, Inc. (NYSE: PRU) for their ongoing commitment to reducing health care disparities in the workplace and for supporting a diverse workforce. The company was recognized with the 3rd Annual Innovation in Reducing Health Care Disparities Award at the National Business Group on Health's 2013 Business Health Agenda conference held in Washington, DC.

In presenting the award, Helen Darling, President and CEO of the National Business Group on Health, commented: "We are very pleased to honor Prudential for their relentless efforts and innovative approaches to reduce health care disparities. More and more companies understand just how important it is that their health care benefit programs meet the needs of a culturally diverse workforce. Prudential recognize that by addressing health care disparities, they are improving the value, quality and effectiveness of the health care services their employees receive."

"Prudential's commitment to health is closely aligned with its commitment to diversity and inclusion. A one size fits all approach to health won't work. It's important to understand how differences like race, gender and lifestyle may be influencing well-being and figure that into our care strategies for employees and their dependents," says Dr. Andrew Crighton, Prudential's chief medical officer. "We're encouraged in our efforts by this recognition and honored to be acknowledged in this way."

Since 2006, Prudential's Health & Wellness team has been analyzing health disparity data trends to help increase the efficacy of its health programming. The company requests that its partners keep them apprised of their efforts to decrease disparities and help identify opportunities to do greater good within its population. In 2011, Prudential launched its "Healthy Diabetic" chronic disease program. The company selected diabetes because of the incidence and ramifications of the disease within its population, the modifiable nature of the disease with targeted interventions and because its health disparity data showed a disproportionate incidence of the disease among some groups within its population. The goal of the program was to enhance the client/nurse relationship with individualized and focused coaching toward helping the clients achieve glycemic control (A1C<7%) decreasing their risk of complications from the disease, and toward empowering them to make healthy life style changes through appropriate referrals and education.

"We know that health disparities affect all employers, and that failure to address them will seriously hurt the health, productivity and quality of life of their employees and dependents. The leadership team at Prudential understands the importance of reducing health disparities and we strongly encourage other employers to follow the lead of these leading organizations in addressing the issue of health care disparities," Darling concluded.

About the National Business Group on Health: The National Business Group on Health is the nation's only non-profit organization devoted exclusively to representing large employers' perspective on national health policy issues and providing practical solutions to its members' most important health care problems. The Business Group helps drive today's health agenda while promoting ideas for controlling health care costs, improving patient safety and quality of care and sharing best practices in health benefits management with senior benefits, HR professionals, and medical directors from leading corporations. Business Group members, which include 65 Fortune 100 companies, provide health coverage for more than 50 million U.S. workers, retirees and their families. For more information, visit www.businessgrouphealth.org.

About Prudential Financial: Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$1.060 trillion of assets under management as of December 31, 2012, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management. In the U.S., Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit <http://www.news.prudential.com/>

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