



## **The Health Transformation Alliance (HTA) Recognizes Members Prudential and Pitney Bowes for Excellence in Employee Healthcare in 2022**

WESTMONT, N.J., Feb. 9, 2023 -- The Health Transformation Alliance (HTA), a cooperative of leading employers across the nation united in the common cause to improve healthcare quality and affordability for employees and their families, today announced its annual Member awards for 2022. Prudential Financial, Inc. (NYSE: PRU), a global investing, insurance, and retirement security company, was named Member of the Year. Pitney Bowes Inc., (NYSE: PBI), a global shipping and mailing company, was named Innovator of the Year.

"2022 continued to challenge U.S. employers, especially around healthcare costs and employee attraction and retention," said Rob Andrews, CEO of the HTA. "Prudential Financial and Pitney Bowes stand out for their excellence and willingness to implement new and innovative solutions to improve the health of their employees and manage healthcare costs for employees and their organizations. "

### **Member of the Year: Prudential Financial, Inc.**

Prudential was recognized for leadership in developing, launching, and/or refining multiple solutions to advance the mission of transforming American healthcare. Prudential helped define the HTA's approach to increase advanced primary care access and provided critical insights to program operability. The Prudential benefits team amplified the results of fraud, waste, and abuse reduction efforts by expanding existing technology to new data sets, such as dental claims, and embedded fiduciary protections into their third-party administrator (TPA) claims administration process which had not been done before with that TPA.

Prudential was also recognized for sharing best practices with other HTA Member/Owners and employers. The benefits team was active in industry groups, advocating for greater employer flexibility in building health plans and careful drug formulary management to enhance health outcomes and reduce costs for employees and the employer.

"Prudential cares deeply about its employees. We do everything we can to protect their physical, mental, and financial wellbeing by implementing emerging best practices that we learn from others or develop internally," said Andy Gregg, VP Employee Benefits at Prudential. "Our team is proactive about managing our health plan so it can deliver better outcomes at lower cost. The status quo has become unaffordable for many families, so employers must work hard to beat the inertia and continuously study what has worked well for others."

### **Innovator of the Year: Pitney Bowes Inc.**

Pitney Bowes was recognized for their innovation as the first large employer in the HTA to pilot several unique solutions. The benefits team addressed heart attack and stroke risk with a cardiometabolic condition management program developed in partnership with Walrus, which achieved almost 60% engagement across the target population in six months. In the same year, Pitney Bowes implemented a secondary health plan for families with working spouses through [Catilize Health](#). This health plan option is a double-win, saving families thousands of dollars in out-of-pocket costs while simultaneously saving the health plan over 25% per family.

Pitney Bowes helped lead the HTA's efforts to promote equal health outcomes and care affordability for populations more vulnerable to health risks from social determinants. Pitney Bowes has been an active advocate for health equality in employer organizations both within and outside the HTA.

"The culture at Pitney Bowes empowers our team to take action to support our employees, and that includes testing new approaches that may have a lot of potential. Our goal is to help make great healthcare accessible and affordable to all the families on our health plan," said Nate Nevas, Vice President, Benefits and Health Services at Pitney Bowes. "By managing our finances to avoid waste and abuse, collecting and analyzing our data, and using a best-in-class solution set to address our biggest clinical areas, we have found a lot of success slowing our cost trend and protecting our people."

#### **About Prudential Financial, Inc.**

Prudential Financial, Inc. ([NYSE: PRU](#)), a global financial services leader and premier active global investment manager with more than \$1.3 trillion in assets under management as of September 30, 2022, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees help make lives better and create financial opportunity for more people by expanding access to investing, insurance, and retirement security. Prudential's iconic Rock symbol has stood for strength, stability, expertise, and innovation for more than a century. For more information, please visit [news.prudential.com](https://news.prudential.com).

#### **About Pitney Bowes**

Pitney Bowes (NYSE: PBI) is a global shipping and mailing company that provides technology, logistics, and financial services to more than 90 percent of the Fortune 500. Small business, retail, enterprise, and government clients around the world rely on Pitney Bowes to remove the complexity of sending mail and parcels. For the latest news, corporate announcements and financial results visit <https://www.pitneybowes.com/us/newsroom.html>. For additional information visit Pitney Bowes at <https://www.pitneybowes.com>.

#### **About Health Transformation Alliance**

The Health Transformation Alliance (HTA) is a cooperative of 60 of America's leading employers that have come together to fix our broken healthcare system. With responsibility for more than 4 million lives in the United States and a collective annual health care spend of \$27 billion, the

member companies of the HTA have combined their resources, knowledge, and experience to transform the way healthcare is delivered. To that end, the HTA has developed value-driven solutions in data and analytics, pharmacy, medical and consumer engagement specifically designed to improve patient care and economic value. For more information, visit [www.htahealth.com](http://www.htahealth.com).

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