

CASE STUDY

How Parata Partnered with TargetCare to Transform Its Wellness Program



Meet Parata

[Parata](#) is a pharmacy software company based in Durham, North Carolina, that designs, builds, sells, and supports technology solutions for pharmacies of all shapes and sizes. Since 2001, Parata has been committed to supporting retail pharmacies, hospital pharmacies, long-term care facilities, and more with the help of its technologies.

From medication adherence packaging and high-speed automated robotic dispensing technologies to pharmacy workflow solutions, Parata offers the most comprehensive pharmacy automation portfolio on the market. Its solutions are designed to help pharmacy teams spend less time counting pills so they can focus on their patients and help them lead healthier lives.





THE PROBLEM

Questioning Its Wellness Program's Effectiveness

Back in 2010, Parata was looking for ways to implement wellness challenges and education to help people access better information to proactively manage their own health. After recognizing that healthcare claims and costs were getting out of control, Parata decided to kick-start its own employee wellness program to (hopefully) help offset those expenses for the company as a whole as well as to encourage team members to make healthier lifestyle choices.

After launching its own on-site health clinic staffed by a nurse practitioner, the team began to question whether it was investing in wellness initiatives that were actually beneficial to its employees. Did the program better equip people to take an active role in their own health and wellness? Was the company investing in the right areas to actually make a difference?

With these questions in mind, Parata knew it would need adequate support to make its wellness goals a reality—which is where TargetCare comes in.

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THE SOLUTION

Choosing the Right Partner for Wellness Initiatives

Before partnering with TargetCare to work toward its wellness goals, Parata evaluated a competitor's services and technology. That's when the team knew that TargetCare was the perfect fit—not only because it meshed better with Parata, but also because TargetCare had an extensive track record of happy, satisfied clients with similar programs.

In addition to past success stories, Parata also chose TargetCare over the alternative wellness vendors because they share a similar mindset and both value agility and the ability to be flexible and willing to adapt as necessary. Parata also sensed that TargetCare truly wanted to do the right thing for customers—another perspective that's shared between the organizations.





“TargetCare brought the solutions they had to the table and it was kind of just a natural match. The relationship has been so solid since then that we’ve not looked for other solutions. We’ve just been able to grow the program together,” explained Cathi Loftin, vice president of human resources at Parata.

At TargetCare, wellness programs are not one-size-fits-all. Instead, TargetCare creates wellness programs that are designed to help achieve its clients’ goals when it comes to population health management. Programs are then refined and optimized over time, with the TargetCare team continuously monitoring results to ensure goals are being met—which is exactly why TargetCare is still partnered with Parata all these years later.





THE RESULTS

Joining Forces for a Decade of Wellness Success

It's nearly a decade later, and Parata's partnership with TargetCare is still going strong. The TargetCare program has helped Parata see positive change and progress with its highest-risk employees over the past nine years. TargetCare continuously collects client feedback and refines its offerings to better align with evolving needs. It also regularly shares educational materials on everything from diabetes management and heart health to tobacco cessation.

And that's not all. Parata has enjoyed several other benefits as a result of partnering with TargetCare. According to Parata team members, they appreciate that health coaches at TargetCare are always easily approachable, whether it's about in-depth wellness strategies or clinical health assessments. The company also handles confidentiality well, which plays a significant role in complying with regulatory requirements such as HIPAA laws.

TargetCare's health coaches go the extra mile for Parata's employees, helping to match them up with primary care physicians and relaying the importance of building a relationship with one. Parata employees consider themselves lucky to have built and maintained such a strong and consistent relationship with their wellness partner over a decade working together.

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THE FUTURE

Optimizing Parata's Wellness Program Over Time

Looking ahead, Parata plans to continue working with TargetCare to refine and optimize its employee wellness program. Working together, they will look for ways to engage employees to complete clinical health assessments so TargetCare can keep evaluating how things are changing with Parata's team. In other words, they'll assess whether health conditions are improving or worsening over time and utilize quarterly check-ins to discuss initiatives to roll out that will help Parata's population.

Other goals in the months and years ahead include implementing on-site clinical health assessments, a strategy for vaccines, open forums for mental health and medical advice, and much more. According to Parata, TargetCare will remain its trusted health partner due to its great consistency, partner-driven approach, strategic support, and willingness to guide both companies and their employees along the wellness journey.

**Want to learn how
TargetCare can
transform your
Wellness Program?**

Start Here

