



November 16, 2009

Office of Health Plan Standards and Compliance Assistance
Employee Benefits Security Administration, Room N-5653
United States Department of Labor
200 Constitution Avenue, NW
Washington, DC 20210

Attention: RIN1210-AB27

Visant Corporation is a marketing and publishing services enterprise, servicing the school affinity, direct marketing, fragrance and cosmetics, and educational and trade publishing segments through its subsidiaries with locations across the United States. Our employee population numbers over 5,000, and over 9,000 employees and dependents rely on company-sponsored healthcare. We welcome the opportunity to provide the following for your consideration in respect to the Request for Information on Title I of the Genetic Information Nondiscrimination Act of 2008 (GINA).

Since 2007, our health plan has included a voluntary health assessment that allows covered members to earn an incentive for participation. The confidential information from that health assessment is used, in turn, by our health plan administrator to identify people with health risks and offer programs and benefits that will reduce those risks and/or contribute to addressing health issues. These programs have been based on extensive medical and behavioral research and are managed by highly trained professionals engaged by Visant through its health plan with the goal of containing serious health conditions and improving members' health. All of the programs are critical in our efforts to slow the rising cost of health care by ensuring that members' health issues are addressed. The incentives offered to members to engage in the health assessment and in turn the wellness programs have been demonstrated within Visant and through empirical studies to be critical factors to motivating members to engage, understand their conditions and take an active role in maintaining and improving their health.

Medical research has revealed that there exists a link between family health history and a person's probability to develop certain medical conditions; in some cases, family history may be the only indicator of a high risk condition. Without this valuable information,

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people will not be identified for education and early intervention in order to stave off debilitating disease or death resulting from such conditions, including, without limitation, cardiovascular disease, certain cancers, diabetes, or other major chronic conditions. The requirements of The Health Insurance Portability and Accountability Act (HIPPA) already stand to assure privacy with respect to member health information and act to ensure compliant, non-discriminatory wellness programs within the principles established by HIPPA.

The implementation of the current GINA regulations as written will have a serious adverse effect on the ability of group health plans in their quest to identify and help those who can benefit from these voluntary programs that promote wellness, help maintain health, and manage chronic disease. They will impair the ability of the group health plans to promote quality, care coordination, medical outcomes, and affordable cost.

Thank you for your consideration of these important issues.

If you have questions or would like to discuss our concerns in further detail, I welcome you to contact me.

Sincerely,



Shari Davidson

Vice President of Benefits

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cc: The Honorable Timothy Geithner, Secretary, U.S. Department of Treasury
The Honorable Kathleen Sebelius, Secretary, U.S. Department of Health and Human Services
The Honorable Hilda Solis, Secretary, U.S. Department of Labor
Stuart J. Ishimaru, Acting Chairman, U.S. Equal Employment Opportunity Commission
Robert Kocher, MD, Special Assistant to the President, National Economic Council, The White House
Ezekiel Emanuel, MD, Special Advisor for Health Policy, Office of the Director, Office of Management and Budget