

Building Trust, Engagement and ROI

For this U.S.-based Global 500 medical devices and health technologies provider, ROI wasn't an initial goal. Helping employees reduce pharmacy costs was simply the right thing to do. However, following a careful, phased rollout, **the partnership has evolved to deliver ongoing value year over year.**



Background

The client boasts a long history of taking care of employees, ranking annually in the lists of best workplaces in healthcare. It chose to implement Rx Savings Solutions primarily to give health plan members a cost-saving tool that would help them identify ways to save on out-of-pocket prescription expenses.



Challenges

True to its employee-centric culture, the client is sensitive to the volume of communication employees receive, and the email "noise" or privacy concerns it might raise. Due to these dynamics, Rx Savings Solutions initially deployed only limited components of its traditional member engagement plan.



Implementation

Rx Savings Solutions worked closely with the client to make implementation run smoothly. Data feeds were established with Rx Savings Solutions, and the client simply had to facilitate data transfers with its PBM and benefits platform.



COVERED LIVES:
74,000+



SOLUTION LAUNCH:
January 2018



INDUSTRY:
Healthcare

18-Week Timeline

Files from PBM

- + Claims
- + Formulary
- + Pharmacy network
- + Accumulator



Files from client

- Signed contracts +
- Data release +
- Plan design +
- Eligibility +



Impact Follows a Soft Launch

The client opened with a soft launch on Jan. 1, 2018, with no direct communication to members in line with their “hands-off” approach. Little traction was gained initially, so a postcard was sent to primary member households in March. The client saw a **110x increase in registrations after the postcard mailer was released.**



Engagement Climbs

Integration with the client’s benefits platform helped establish trust in the program and build incremental engagement. But when the client was ready for Rx Savings Solutions to send out the first educational email in September, the client saw an **11x increase in registration.**



Generating Momentum

While still only deploying occasional engagement-building tactics, the client saw steady growth in participation, behavior change and plan/member savings in Year 2. In June 2019, the client agreed to another direct-mail send—this time to approximately 6,600 unregistered members who had a savings opportunity. **Monthly savings doubled by fall 2019.**



Earning Trust

Over time, multiple factors strengthened the client relationship and trust in the partnership:

-  Positive NPS and member feedback
-  Executive involvement and responsiveness
-  Effectiveness of engagement tactics and their correlation to savings



Savings Surge

In September 2019, the client gave the green light for email and direct-mail Savings Notifications to be sent to every member with a savings opportunity. Savings spikes soon followed, **increasing the monthly average by 76%.**

Milestones



February 2019

1:1 run rate

11 months post-launch



July 2020

Lifetime 1:1 ROI

19 months post-launch

I used to think I just had to pay whatever my prescriptions cost. It is what it is, you know? When I got my Savings Notification, it was a game changer. **I found I could get my same meds at a pharmacy 5 minutes away and save \$340.”**

Mike
Client Plan Member

AVERAGE MONTHLY COMBINED SAVINGS
for members and plan
year-over-year

2018
\$22.8K



2019
\$80.2K
252% increase



2020
\$114.9K
44% increase

The client requested a 36-month extension of the contract, **12 months before renewal was due.**