

# A Perfect Blueprint for Big Things to Come

## New Client Goes from Implementation to High Engagement in 12 weeks

New employee benefit programs may be notoriously difficult to implement. And members can be slow to adopt. But it doesn't have to be that way. As a recent new client showed, with Rx Savings Solutions it's possible to move from signed contract to 30 percent member engagement in just 6 months. All it takes is the perfect plan.

### PHASE 1

#### 8 Weeks Out

The company chose a January 1 launch in order to promote the new benefit during open enrollment season. Rx Savings Solutions kicked things off with an implementation meeting to establish timelines, exchange team contacts, confirm required interfaces and review the project checklist with the client.

### PHASE 2

#### 7 Weeks Out

Next steps included setting up data feeds from the client, its PBM and TPA to Rx Savings Solutions, including member claims and eligibility files, plan design, formularies and network pharmacies. Customization requirements were gathered and business requirements completed.

### PHASE 3

#### 5 Weeks Out

Rx Savings Solutions engineering began designing, developing and certification testing the client's member portal. Rx Savings developed and delivered a full internal marketing communications plan for open enrollment, all designed to build awareness and engagement out of the box.

### PHASE 4

#### Deliver to Client, Pre-Launch

Rx Savings developed a co-branded marketing plan for post-launch outreach. User acceptance testing was conducted to ensure seamless integration of claims, plan and eligibility data within the member portal. A "soft launch" for a small member population enabled live testing.

### PHASE 5

#### Launch + 4 Weeks

Launch took place as planned on January 1. Thanks to strong early awareness, nearly 5 percent of eligible members registered right out of the gate. The next week, Rx Savings launched a proven 4-week, four-email campaign to all eligible employees, complete with gift card incentives to register.

# Proven Path to Progressive Engagement

A closer look at the four-week, post-launch communication plan and resulting engagement levels:



## Driving Results

In addition to high registration rates, the campaign compelled 46 percent of registered members to opt-in for text message notifications whenever savings are available.

In early February, the first proactive savings alerts went out to all eligible members whose pharmacy claims history generated savings opportunities in the Rx Savings Solutions suggestion engine. Registered members could view the actual dollar amounts on their personal dashboards. Those who had yet to register now had a very compelling reason to sign up.

The first round of suggestions generated **1,223 alerts** representing **\$116,810 in possible savings** on members' next prescription fill. With member engagement trending beyond 30 percent, the opportunity to produce behavior-based savings looks promising.

### 5 Keys to Success

- 1** Prompt data feeds 
- 2** Available contact info for members 
- 3** Adequate time for testing 
- 4** Client dedication to internal marketing 
- 5** Client approval of external outreach 