

Launch When Ready

New Plan Year or Off-cycle

We don't have time to make 1/1."

No problem. With a program like Rx Savings Solutions, a mid-year or off-cycle launch can be your best move. Your teams and your plan members can benefit from implementing sometime other than during open enrollment—and launching before or after January 1.

Our clients and data prove it time and again.

3 Great Reasons to Launch Off-Cycle

- 1 Less Stress**
 Alleviate the traditional Q4 burden on benefits, HR and IT teams who are already focused on open enrollment.
- 2 Focused Attention**
 Without all the communication "clutter" that happens during open enrollment, employees can get familiar sooner with a benefit that saves them and your plan money.
- 3 Maximized Early Engagement**
 Twice the promotion (during an off-cycle launch, and again at open enrollment) typically results in registration spikes. That means more sustained savings for members and the plan, sooner.

Engagement Matters, No Matter When

Our member engagement programs have a successful track record whenever a client chooses to launch. Statistically, off-cycle launches do have a slight advantage, as reflected in primary member registration rates across all employer clients.

New Plan Year Launch

(January 1)

Off-cycle Launch

7% <----- 30 days -----> 8%

10% <----- 60 days -----> 12%

13% <----- 90 days -----> 14%

Registration Rate for Primary Policyholders

49%
OF EMPLOYEES

say open enrollment is "very stressful," due to the abundance of messages and pressure to make the right decisions.

Society for Human Resource Management

Implement in 18 Weeks

Compared to most benefits programs, implementing Rx Savings Solutions requires minimal tech lift and just a few months' time. That makes it easy to plan for an off-cycle launch, no matter the time of year.

Files from PBM

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



Files from client

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

Off-cycle Snapshots – Large Employers

Plan Year begins 1/1



Global P&C Carrier

Launched: April 2020
 Eligible members: ~28,000
 Registration rates through Q3 '20:
 All members: 17%
 Primary policyholders: 23%
 Primary on maintenance meds: 27%



Fortune 100 Auto Insurance Provider

Launched: May 2020
 Eligible members: ~74,000
 Registration rates through Q3 '20:
 All members: 15%
 Primary policyholders: 19%
 Primary on maintenance meds: 26%



Fortune 100 Financial Services Provider

Launched: June 2020
 Eligible members: ~43,000
 Registration rates through Q3 '20:
 All members: 14%
 Primary policyholders: 20%
 Primary on maintenance meds: 26%



Global Medical Devices Provider

Launched: August 2020
 Eligible members: ~70,000
 Registration rates through Q3 '20:
 All members: 13%
 Primary policyholders: 18%
 Primary on maintenance meds: 23%

Too Important to Delay

With Rx Savings Solutions, there's a compelling reason to launch as soon as possible: Every time a member acts on a Savings Suggestion, **they save themselves and their health plan an average of \$106.39 per fill.**

Actual Member Example



Female • Age 69

Condition: Diabetes

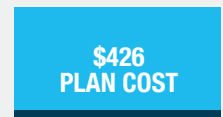
Savings Notification: Email

Savings Suggestion: Therapeutic alternative

ORIGINAL DRUG
 Januvia 100mg tablets



CHANGED TO
 Alogliptin 25mg tablets



The More You Know, the More You're Ready

Every month without Rx Savings Solutions is a missed opportunity to help your members and your plan. Implementation and launch don't have to push to the next plan year. In fact, an off-cycle launch can be even more effective.

Whatever schedule you prefer, the time is right for impact.