

# Turning Opportunity into Action

## A Proven Platform for Member Engagement

“Our members won’t engage in something like this.”

We hear this from many prospects. But not from clients. Because our engagement approach produces results that speak for themselves. More than just a marketing program, we deploy an intelligent outreach platform that matches our patented clinical savings technology.

Easy on clients.  
Effective with members.  
Essential to success.

### Right Message, Right Place, Right Time

Will your members respond to and engage with a new benefits solution? Can they handle more benefits-related communication? Absolutely—when their money is at stake.

When there’s an opportunity to save, we make sure members get the message.



#### Personalized + Private

Messages are private and generated according to a member’s unique medication profile and savings level, and delivered securely through their preferred channels.



#### Data-driven

No one knows the member’s pharmacy benefit better than our solution. Data guides how and what we communicate, all based on claims, plan design, formulary, accumulators and the member’s contact preferences.

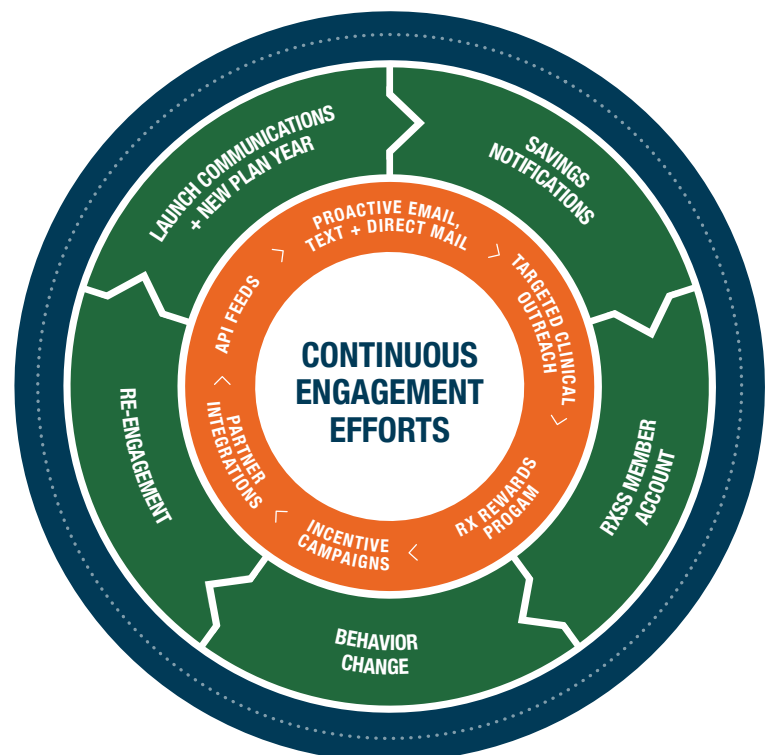


#### Timely + Targeted

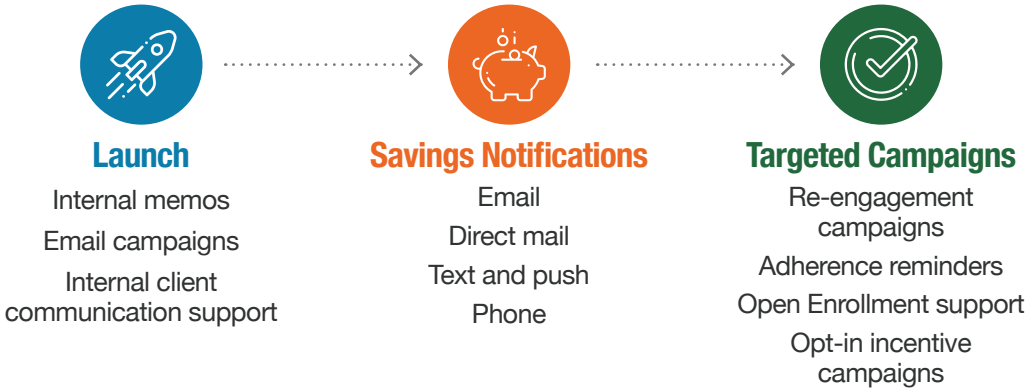
Every message is crafted in the member’s best interests, with respect to their privacy, and delivered proactively at the right time.

### Tap into the Cycle

Timing and tactics are calibrated to your plan year and the member’s opportunity and communication channels.

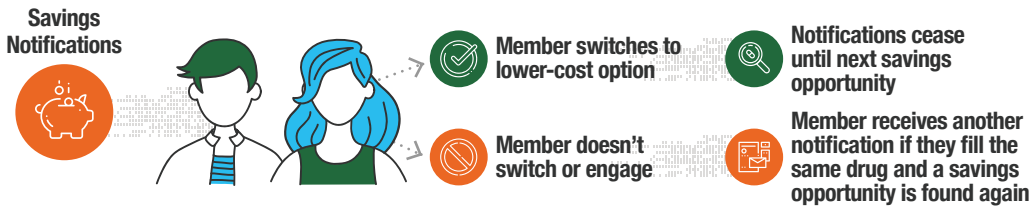


## Engagement Blueprint



## Smart and Selective

Our engagement platform is fueled by member claims, eligibility and contact information. Combined with savings alerts from our clinical savings technology, the data is distilled into actionable, personalized messages for impacted members.



## Success Factors

- 1 Member Contact Information**  
Engagement rates, member/plan savings and ROI typically correspond with the quantity and quality of **member contact information** a client provides. Simply put, members can't find savings opportunities if we can't reach them.
- 2 Full Scope**  
99% of clients go with the **full scope and frequency** of our proven engagement plan—from launch promotion to savings notifications and re-engagement campaigns.
- 3 Targeted Messaging**  
Rx Savings Solutions messaging is **aimed only at those who can benefit**. Members receive what they need to know, instead of noisy nice-to-know information about benefits they may not need.

Employees might say, 'Well, what's in it for the company?' Our response is, '**You saving money on prescriptions means we're saving on your prescriptions.**' If you don't want to switch, don't switch. If you want to save money, let's go."

*Benefits Manager, Fortune 500 Client*

Thankfully, the savings notification email came at the perfect time. The dollar amount jumped out at me and I said I've got to check this out."

*Dusti  
Rx Savings Solutions member*



**1 IN 3**  
**ENGAGED MEMBERS**

switch to a suggested lower-cost option



**15%**

of total population activates accounts within 6 weeks of launch (Average for employer groups)



**\$1,243**

annualized savings (member/plan) per fill for maintenance med conversions



**46%**

of all members with pharmacy claims engage with our solution