

How Engaging Early and Often with Members Increased Plan Utilization for a 7:1 ROI

With healthcare costs soaring, an employer in the Southeast needed a solution to empower employees to make smarter, more cost-effective care decisions — supporting cost-containment and strong, vigorous, healthy lives for all.

The employer partnered with Valenz Health® to implement a shared savings model and engagement strategy that drove **higher utilization, better care outcomes, and \$239,000 in total savings.**

Challenge

Although the client had implemented Valenz Bluebook in 2016, a lack of utilization by employees (combined with ever-rising healthcare costs) prompted them to revisit their benefits strategy in 2020.

For the shared savings model to be successful, the employee communication strategy had to be properly aligned, more efficiently informing members of their resources and encouraging use of high-quality, low-cost care options.

Solution

To increase member utilization, the Bluebook team designed a new member communications and rewards strategy:

- Implemented Engagement Rewards in year one, incentivizing members to use Bluebook to shop for and receive care from high-value providers
- Increased member communications (including a bi-monthly email outreach strategy to educate, remind, and reinforce savvy shopping behaviors) to promote lower-cost and high-quality providers in the local market
- Promoted and incentivized interactive learning through gamification during the open enrollment period
- Sent targeted missed-reward email notifications to alert members of overlooked savings opportunities and ways to save on future procedures

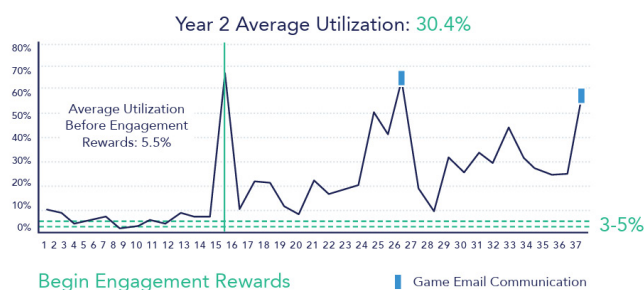
Results

By giving members the tools they needed to make educated, value-based healthcare decisions, Valenz Bluebook successfully increased utilization to a 30.4% average rate — a 52% increase over Bluebook's Book of Business average monthly utilization rate.

In the second year of the program alone, 323 total rewards were distributed to members, amounting to \$24,000 in total rewards paid out.

Engagement Rewards

Incentives aligned with digital communications resulted in 6x utilization.



Overall, the program generated significant savings for the employer, including:

7:1
Return on Investment

\$239K
Total Savings

10:1
Return on Incentives Spend

See what Valenz Bluebook can do for your member engagement and cost-containment by contacting our team today.

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