CASE STUDY

How High-Value Member Healthcare Choices Created $1.2M in Total Savings

As the platform to simplify healthcare, Vālenz Health® offers solutions to support health plans in optimizing the cost, quality, and utilization of care for everyone.

To manage and minimize rising healthcare expenses, a longtime client partnered with Valenz to design and deploy a tailored education and engagement strategy to guide members toward high-value, low-cost care options.

By implementing a combination of Valenz Bluebook and Valenz Bluebook Rx solutions, the client maximized their savings while curbing medical and pharmacy spend through cost and quality navigation tools — delivering nearly $1.2 million in total savings for a 2.8:1 combined program ROI in just two years.

Challenge

A distribution wholesaler and retailer in the Southeast sought to rein in rising employee healthcare spend without compromising the quality of care for plan members.

To maximize savings among its more than 6,000 plan members, the client requested a "shared accountability" strategy — one which would encourage employees to take an active role in choosing high-value medical care and prescription medications.

Knowing the power of the Valenz Bluebook member engagement suite, the client turned to Valenz to design and execute an effective cost-containment strategy for the plan.

Solution

For the client's comprehensive strategy, Valenz emphasized member education and guidance through cost and quality transparency tools and integrated Engagement Rewards, complemented by pharmacy benefits management.

The Valenz Bluebook platform directed members to higher-value care options using its "**red**-**yellow**-**green**" system, encouraging the use of "**green**"-labeled providers deemed Fair Price™ for their history of providing high-quality care at a lower cost.

At the same time, Valenz Bluebook Rx identified savings opportunities for the company and enrolled members, delivering personalized savings reports outlining lower-cost, medically comparable drug substitutions. Top savers were also educated on additional savings strategies through targeted phone and mail campaigns.

Guiding Members to Cost Savings and High-Value Care through a Comprehensive Strategy

- Medical and pharmacy focus
- High digital tool utilization
- Rewards program
- Omnichannel communications
- Trainings and support

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Through a comprehensive communication strategy, Valenz also deployed a tailored incentive plan encouraging members to shop for high-value pharmacy and medical care. This engagement and support maximized healthcare savings for the client and encouraged members to adopt lasting healthcare consumerism habits.

Return on Investment

Cost and Quality Navigation

Rx Navigation

Engagement Rewards

2.8x Combined ROI

Results

In just two years of using Valenz Bluebook solutions, the client saved **$787,447** in medical costs and **$398,257** in pharmacy costs — for a total of nearly **$1.2 million** in program savings.

With 20% of monthly employees using the program, 935 prescription drug changes were made, helping the client achieve a simultaneous 45% reduction in spend on specialty pharmacy, the leading cause of rising pharmaceutical costs for many plan payers.

Cost-Containment Results Driven by Valenz Bluebook and Valenz Bluebook Rx

$784,447	$398,257	45%
in medical cost savings	in pharmacy cost savings	in specialty pharmacy cost savings

Contact us today for smarter, better, faster healthcare.

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