

## MEMBER ENGAGEMENT CASE STUDY

**The Company:** A large food processor with multiple growing and processing facilities throughout the Southeast. The company has over 7,000 employees, with over 700 at the corporate office or in management positions at the growing and processing facilities. The company works with one of the national benefits consultants and uses one of the Blues to administer its plan.

**The Challenge:** Escalating healthcare costs in an extremely competitive and cost sensitive industry created pressure to control healthcare cost inflation. Working with its consultants the company's answer was to implement a high deductible plan and additional wellness and pricing discovery tools for its 700+ management employees. The company's senior management recognized that ending the traditional PPO plan and only offering the high deductible plan could cause issues within the workplace. The company's health plan had traditionally been more lucrative than other industry participants and was viewed as a significant perk by employees. Further, many of the employees that would be moved to the high deductible plan lacked financial sophistication – most lacked college degrees and had worked their way into management from production positions. Senior management was concerned that following a traditional open enrollment process – providing documentation on the new plan, wellness offerings and pricing discovery tool at the beginning of open enrollment – would have a negative impact on employees. The members lacked a basic understanding of the economics of their healthcare. Asking them to absorb a significant amount of new information would cause significant stress

within the organization, tax a small human resource staff and potentially lead to loss of key management and operational personnel.

**The Solution:** Instead of waiting until open enrollment, the company launched the HealthSight platform four months prior to open enrollment. The company's consultant used HealthSight as the centerpiece of an integrated communications campaign to:

1. Provide transparency into plan spending as a starting point for the conversation about moving to the plan change and new tools.
2. Use brief newsfeed messages to gradually introduce members to the concepts of high deductible plans and HSAs.
3. Introduced new tools to allow members to shop for the best healthcare value and better understand and manage their care.
4. Used the platform to encourage member questions, and then answered those questions in the newsfeed, creating a living Frequently Asked Questions (FAQ) approach.

“HealthSight was a breakthrough in employee communications; we haven't had a similar campaign impact so much change.”  
Communications Principal for Consultant

### The Results:

- Over 65% of members visited HealthSight during the three months communications initiative.
- 35% visited the site multiple times each month, spending an average of 7 minutes per visit.
- Understanding of Consumer Directed Plans went from less than 10% to over 70%.
- The platform was such an effective communications and engagement tool that company continued its use beyond open enrollment.
- The company implemented the high deductible plan and new tools with minimal pushback.