

# Off-cycle Can Be Right on Target

## Three Reasons Why Open Enrollment Isn't the Only (or Best) Time to Launch

When it comes to adding a new employee benefit, many clients believe the start of a new calendar year is the best time to implement because open enrollment is when employees' attention is focused on benefits.

For traditional benefits tied to a tax year, a January 1 launch makes sense. However, for a unique benefit like Rx Savings Solutions, experience has shown many clients that a mid-year or off-cycle launch can be the more effective option.

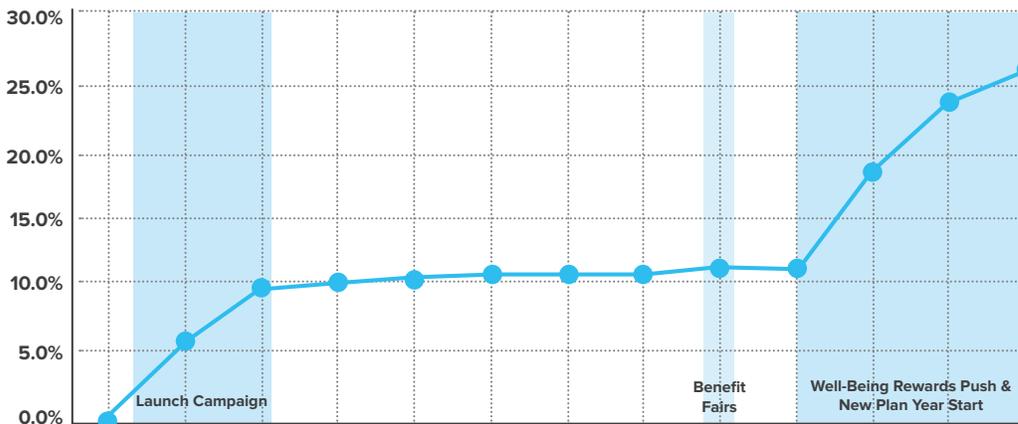
### Here are three compelling reasons why:

- 1. Alleviate the Q4 burden** – Although the implementation effort required for Rx Savings Solutions is minimal, we know the fourth quarter and open enrollment season are particularly stressful times for employers and employees. With an off-cycle launch, everyone has fewer demands and more time. That makes it easier for your IT team to work with ours on data feeds and other critical requirements. The HR team can more effectively review and customize marketing plans. And employees aren't maxed out on benefits messaging and multiple decisions to make.

**49%** *According to a study published by the Society for Human Resource Management, nearly half of employees say open enrollment is "very stressful," due to the abundance of messages and pressure to make the right decisions.*

- 2. Generate more awareness and momentum** – An off-cycle launch allows for a focused rollout of our proven marketing and engagement campaigns. By introducing members to the solution months ahead of open enrollment, registration can begin to build. With awareness and familiarity established, open enrollment then becomes an important (and more successful) second chance to educate and register additional members. It also gives time to coordinate registration incentives, an important driver of early adoption.

**Lifetime Primary Member Registration** (12-month cycle, mid-year launch, 83,000 employees)



- 3. Drive member education and behavior change** – Without knowing that savings opportunities exist, members are likely spending much more than necessary, costing both themselves and the plan potentially hundreds or thousands of dollars each month. An off-cycle launch gives members timely access to their savings opportunities and medication spending reports, which arm them with customizable prescription information that can be used to make informed decisions during their open enrollment plan selections.

# It's All About Engagement

Unlike most benefit offerings, Rx Savings Solutions has direct, positive impact on health plan costs and a client's bottom line. Realizing savings depends on employee engagement—another strong case for launching off-cycle:

Launch	Avg. Engagement 30 Days	Avg. Engagement 60 Days	Avg. Engagement 1 Year
Open Enrollment	6%	8%	14%
Off Cycle	10%	13%	22%

## Impact on Savings

The average annual total savings for both a member and their plan resulting from a behavior change is \$517, or \$43 per month. Even a small uptick in employee engagement immediately post-launch could add up to thousands of dollars in realized savings that continue to accrue each month.



### Real Member Example

A member is currently taking Lipitor® 80mg tablets and filling every 90 days. The current cost per fill is \$225 to the member and \$935.90 to the plan. For a plan that is considering going live mid-plan year vs. waiting until a new plan year, below is the potential savings impact:

Generic Clone Savings Opportunity	Member	Plan	Total Cost
Current medication: <b>Lipitor</b> 80mg (#90/90 days)	\$225.00	\$935.90	\$1,160.90
Generic clone: <b>Atorvastatin Calcium</b> 80mg (#90/90 days)	\$0.00	\$27.36	\$27.36

**Savings Per Fill**                      **\$225.00**                      **\$908.54**                      **\$1,133.54**

**6-Month Savings**                      **\$550.00**                      **\$1,817.08**                      **\$2,267.08**

