

We're All In This Together

A Case Study in Pharmacy Partnership

An industry-leading Fortune 500 company makes it a point to let employees know that they all share in the costs of healthcare. One of the main impacts on those costs was an upward-trending pharmacy spend.

Not only was this self-insured employer looking for ways to reduce their plan's pharmacy costs, but their employees expressed a need for help with rising out-of-pocket prescription expenses. Company leaders saw an opportunity to solve both of these needs by implementing Rx Savings Solutions.

One year after implementation, the cooperation between the three groups is working:

- Rx Savings Solutions is helping the company address a pressing employee need
- Employees are using the tool to get much-needed relief from high drug prices
- The company is making significant dents in their pharmacy spend

Here's how it happened:

Launch

The company elected to go live with Rx Savings Solutions in June 2017, four months ahead of their annual open enrollment period. Kick-off communications began with an internal memo to all eligible employees from their chief medical officer, establishing Rx Savings Solutions as a major priority.

Over the next five weeks, employees received weekly engagement emails that introduced the program and explained how savings are found and communicated—each further incentivizing registration with drawings for Amazon gift cards. In addition, the company heavily promoted the new benefit internally, including in their digital newsletters and intranet.

This “soft launch” resulted in **14 percent registration in the first five weeks**. Providing contact information for 98 percent of employees and implementing Rx Savings’ prescribed marketing and communication plan helped produce the impressive initial results.

Open Enrollment

The early introduction to Rx Savings Solutions planted the seeds for a successful open enrollment period during October and November.

The company made one small but powerful addition to all their open enrollment materials: Anything relating to pharmacy benefits carried a “Call Rx Savings Solutions for help” message.

That turned the Rx Savings Solutions Pharmacy Support team into the de-facto call center for all things pharmacy, which not only drove more awareness but also opportunities to register members on the spot and help them find savings opportunities right away.



Actual savings results for one employee

Formulary Change

The company also announced a formulary change during open enrollment. Before the changes took effect in January, Rx Savings' Pharmacy Support team reached out to the affected members. Through emails and over the phone, the team explained the changes in simple terms how and why it would impact the member, and which lower-cost medication(s) could replace their current therapy. It was yet another opportunity to register members if they weren't already and give them a head-start on savings before the change.

Engagement Drives

Although the company began 2018 with a solid post-launch registration rate, they didn't stop there.

In Q1, the company gave the thumbs-up to a proposed registration campaign that targeted both registered and unregistered members on maintenance medications, a group that represents a large percentage of the company's pharmacy spend. These members also had the most opportunity to save, personally. Each received a series of three emails and a mailed postcard built around the theme of "Don't Let Prescriptions Costs Get in the Way" of things like education, vacations and savings.

In Q2, they opted in to a "Share the Savings" campaign aimed at members whose spouses or other dependents over age 18 had savings opportunities. Although primary members can see their dependents' Savings Alerts on the member portal, HIPAA regulations prevent it from displaying medication types and other protected health information. Adult dependents must activate their own accounts in order to take advantage of the savings. Two emails and a mailed postcard prompted the primary members to invite their adult dependents to register and realize the savings.

Introducing "Contact My Prescriber"

In February, the company elected to adopt Contact Prescriber, an optional feature on the Rx Savings Solutions member portal. If a prescription change is necessary to capture a savings opportunity, members can simply click an "easy button" to have certified pharmacy technicians from Rx Savings Solutions handle the task for them.

In order to build awareness of the new feature and amplify results, Rx Savings Solutions and the company developed an outbound campaign targeting members with the highest unrealized savings potential. Those members received personal emails from the Pharmacy Support team notifying them of the new feature, along with phone calls offering to facilitate prescription changes with their doctors/pharmacies on their behalf (the same process initiated by clicking the "Contact My Prescriber" button on the portal).

The two-week campaign resulted in **\$153,000 in annualized savings for 59 members**. One of them, Catherine, is now saving more than \$500 per year on one prescription, one that hadn't even shown up on her pharmacy claim yet.

“

This is a great opportunity for new prescription savings. The best part is that they contacted my doctor and got the new prescription called into my pharmacy. I emailed everyone in my department to tell them about Rx Savings Solutions.”

- Catherine, member

Driving
Registration

14%
After
Launch
Campaign

17%
After
Open
Enrollment

23%
After
Engagement
Drives

Plan Saves, Everyone Saves

Because Rx Savings Solutions provides transparency to both member and plan costs for every medication, employees are now able to make prescription purchasing decisions with awareness of the total costs. They can see how, even if their share might be minimal, their employer's can be considerable.

The company was the first Rx Savings Solutions client to turn on Plan Savings Alerts, a portal feature that notifies members when a medication they take has little or no savings opportunity for them personally, but a large savings for the plan. The alerts language conveys how members can "be the hero" by switching to a lower-cost prescription, and that their behavior change helps control healthcare costs for the company and their own premiums.

While still too early to gauge reaction, the move is another example of Rx Savings Solutions driving more value for this self-insured employer.

"Together, as partners, we're trying to solve problems to save money," said Randy Cox, Executive Vice President - Operations for Rx Savings Solutions. "This client is very active in the process but they let us execute, knowing we're going to do everything we can to save them money. They trust us to do what's best for their members."

The company **exceeded a 1:1 ROI within 12 months, 3.6:1 after 18 months**, and expects ROI to compound over year two.

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"We recognized early on that our ROI would correlate directly with how many employees were engaged and active in the benefit. Rx Savings Solutions recommended the best ways to drive registration, not just during open enrollment but through a consistent, continual effort. We took that advice."

- Senior Director of Health & Wellness

At-a-Glance

Company:	Fortune 500 employer
Industry:	Healthcare/Laboratory Services
Revenue:	\$7.7B
Covered Lives:	52,000+
Live Since:	June 2017
Services:	Standard Portal, Launch Engagement Campaign, Quarterly Engagement Campaign(s), Pharmacy Support, Formulary Change Notification, Contact Prescriber, Plan Savings Alerts
Savings:	\$2.3M
ROI:	3.6:1 after 18 months

Savings and ROI calculated as of November 2018

Keys to Success

1

Great Contact Information

The company possesses and provided email addresses for 98 percent of its eligible employees. They also whitelisted the Rx Savings Solutions IP address, ensuring deliverability to employees' corporate email addresses.

2

A Culture of Transparency

The company is open and forthcoming with employees about healthcare and other benefit costs. All parties know that if employees can save money on healthcare, it helps control premium increases. Rx Savings Solutions was an internal priority from the onset.

3

Precision Outreach

Reaching out to member populations with the highest savings potential accelerated member and plans savings.

4

Marketing and Communications

Employees will only utilize benefits if they are aware of them and the value they deliver. The company agreed to all prescribed engagement and registration campaigns—before, during and after open enrollment.

5

Partnership

The company views Rx Savings Solutions as a true benefit partner. Trust was established early on in the relationship and strengthened by demonstrating a willingness to do everything possible to save members money and grow ROI.

“

Given the size of our plan, I get a lot of solicitations. I'm skeptical of most products and find it hard to trust them. Personally, I like doing business with Rx Savings Solutions—honest, insightful, delivered what they promised, and are willing to listen and evolve. They get a two thumbs-up from me.”

- Senior Director of Health & Wellness

