

CASE STUDY

Delivering affordable care and increased savings for a large national retailer



Case Summary:

With 17,000+ stores across 46 states, mostly in rural areas, a retail chain's employees had limited options for high-quality, affordable healthcare. Plus, many of their employees had chronic conditions and needed extra guidance to stay healthy. Partnering with our client, we identified goals: 1) supporting employees with health care decisions, 2) increasing affordable care options to increase savings, and 3) creating a simplified member experience.

We took a holistic approach to engaging employees, including clinical and pharmacy outreach initiatives for case and chronic condition management, plus behavioral health, maternity and utilization management. Employees were also offered incentives for healthy behaviors and encouraged to work with their care advisors and participate in clinical programs.



Engagement

With a plan tailored to guide employees to make more informed health decisions, we achieved specific health and savings goals. We reached more employees earlier in their health journeys, and more money was saved. Each year, we've continued to reevaluate and refine our approach.



Navigation

Our dedicated team of Advisors worked with members, got to know them and guided those employees to the resources they needed. We helped them understand their benefits, made appointments, encouraged appropriate screenings and more.



Technology

Our Health Boost Platform gave us a 360-degree view of each employee's health and possible health risks. Data triggers then prompted our Advisors with talking points so they could engage employees to act.

With our flexible plans and products, our client saw year-over-year savings and managed cost trends.

Over three years, the group saved \$99 million.



Engagement

Our Case Management program **increased reach rate by 10%** which led to a **12% increase in engagement**.



Navigation

95% interaction rate, including gap closure outreach, provider interactions, and inbound/outbound member communication. **Average of 12 touch points per employee**.



Technology

We identified additional topics to address in 52% of inbound calls, enabling Advisors to take advantage of every touch-point and **address 91% of additional triggers identified**.

"I received the approval from BlueCross, but my doctor and surgery center said that it wasn't likely to be paid and both were requiring me to pay up front. I called my Advisor and she contacted them to reverse their decisions. Without her help, I would not have been able to get this needed procedure."

AmplifyHealth Member

Demographics

30,000 Subscribers

46,000+ Members

59% Female

17,000+ Retail Stores

We're so sure we can save you money that we offer **The AmplifyHealth Guarantee**— a custom guarantee based on your goals and plan package.

See how much you can save with AmplifyHealth.

Contact **Kenny Davis** - Director, Major Accounts



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