

Retailer Focuses on Employee Health to Build Brand Loyalty, Reduce Costs

Consumers will stop at any convenience store once. But they'll embrace a store brand as their favorite for the experience. Given the critical brand-loyalty role played by store managers and associates, a large regional store chain focused on offering robust health benefits, including wellness and disease management support. When member service, utilization and outcomes fell short, leadership decided their people – and their brand – deserved better.

The client's priorities included maximizing investment in a provider cost and quality point solution, plus gaining control over cost-driving chronic health conditions. Also, improving the member experience meant having more, higher-impact engagement with associates who work mostly without computers and email.



COST AND QUALITY WIN-WIN

The client's plan has select services that are limited to a maximum allowable benefit amount. That means guiding members to high-quality, cost-effective providers promises savings for associates and the client. With Quantum Health consistently educating members on the transparency tool, utilization nearly doubled in year one.



TARGETED ENGAGEMENT

As with each new client, we analyzed claims data to pinpoint high-risk members for care coordination. From there, engagement with those members, and utilization of diabetes and musculoskeletal point solutions, rose dramatically. We also convinced more members to designate a primary care provider (PCP), a key step in promoting cost-effective future care.



LIFTING THE BENEFITS LOAD

With the chain undergoing historically rapid organic growth, its human resources team couldn't, without more staff, keep pace with benefits workload. Our comprehensive healthcare navigation and care coordination solved that growing member services challenge, freeing HR to focus on hiring, training and other strategic priorities.



Associates soon discovered that friendly experts who make benefits less confusing and scary were a quick call, text or app click away. Easy access to highly proactive healthcare navigation helped reduce inappropriate emergency room visits by 23% over a two-year period. During year one, members progressing from high to moderate or low risk increased 53%. For a fast-growing retail brand, group benefits became less of a challenge and more of a business advantage.

1

EFFICIENT UTILIZATION

Referrals to cost and quality point solution up 97%. An additional 17% of members designating a PCP.

2

COST TREND IMPACT

A 15% reduction in annual claims costs.

3

MEMBER SATISFACTION

Net Promoter Score® (NPS®) of 84. The health insurance category average hovers in the teens.

*"I received a notice that I had to get my next prescription by mail. That made me nervous – I've always just gone to a pharmacy across the street. When I contacted Quantum Health, Jackie was so patient in helping me get things set up." **

– Plan member

DEMOGRAPHICS

- Average age: 32
- Gender: 55% female
- Operations: 850 stores across seven states

*To protect member privacy, identifiable facts have been changed.

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