

CASE STUDY



SAP Sees ROI and Engagement ASAP



COVERED LIVES:
38,500



LAUNCH:
October 2018



LIFETIME ROI:
2.23:1 (2.5 years post-launch)



**2.5 YEARS
POST-LAUNCH:**

- Members are navigating the pharmacy benefit with greater clarity and convenience
- They are getting much-needed relief from high prescription drug prices
- SAP is making significant dents in pharmacy spend

Employee health and wellness have always been a strategic focus for SAP. As a global enterprise software leader, the company looks for innovative tools that drive utilization and curb the growing cost of healthcare for its North American population.

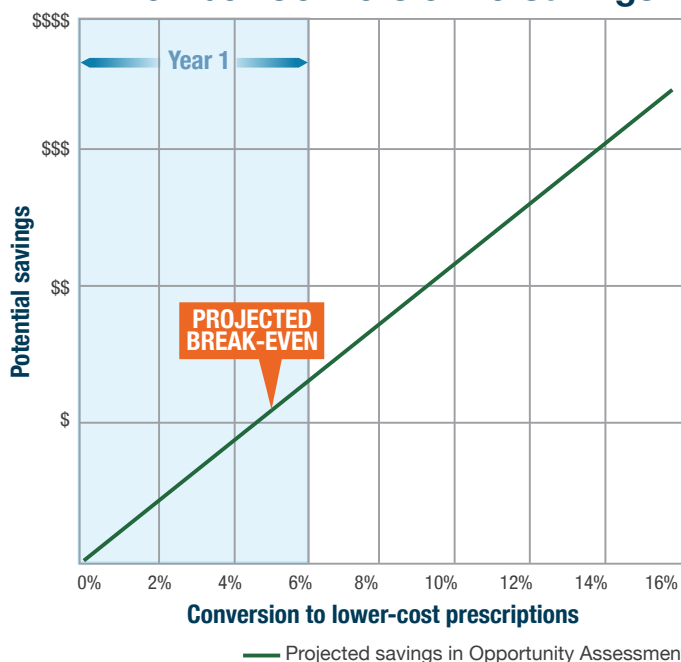
SAP has an overriding requirement for any new benefit tool: **Make it easy for members.** Rx Savings Solutions was a natural fit.

Assessing the Opportunity

SAP knew pharmacy spend was a problem they needed to address. Rx Savings Solutions conducted a pre-sale claims analysis by running SAP's pharmacy claims through its clinical savings algorithms. The full extent of SAP's potential savings came into view.

Eleven months' worth of data (no PHI required) were analyzed. To no surprise, there were significant savings to be realized—for both members and the plan. Fewer than 5% of members needed to convert their prescriptions to lower-cost alternatives for SAP to realize a return on investment. With the compelling data in hand, SAP decided to move forward with implementation.

Member Conversion to Savings



Implementation

Rx Savings Solutions worked closely with SAP to make the implementation process run smoothly. After data feeds were established, all SAP had to do was facilitate the data transfers with its PBM (CVS) and benefits platform (BenefitFocus). Rx Savings Solutions handled everything else.



Launch and Engagement

SAP elected to go live in October 2018, with a strategic “soft launch” ahead of its open enrollment period. Kick-off communications began with an internal memo to all eligible employees to establish trust and credibility in Rx Savings Solutions. Over the next 5 weeks, employees received co-branded weekly engagement emails that introduced the program and explained how savings are found and communicated.

SAP promoted the new benefit internally as well, in everything from digital newsletters and company intranet to an employee podcast, all designed to build advance awareness and answer common questions. The dual engagement effort resulted in 15% registration in the first 5 weeks alone. Providing contact information for 90+% of employees and implementing Rx Savings Solutions’ prescribed marketing plan helped SAP build a foundation for future engagement.

Benefit Fairs and Open Enrollment

The early introduction to Rx Savings Solutions planted the seeds for open enrollment success through November. Rx Savings Solutions also staffed two benefit fairs that enabled direct engagement with more than 5,000 SAP members. As open enrollment was under way, information on the new service was added to employee communications and promoted via SAP’s benefits portal.

Savings Delivered

When the first wave of savings opportunities was generated for SAP, every member with an opportunity received a proactive savings notification through email, text or direct mail. The process repeats itself every time a new batch of pharmacy claims is analyzed.



By logging in to Rx Savings Solutions, users of the pharmacy benefit could, for the first time:

- **See every lower-cost option** available in the plan
- **Compare costs to their current prescriptions** and the impact on their deductibles
- Quickly and conveniently **change to a lower-cost option**

Weekly Engagement Emails

INTRODUCE
Activate account



FOLLOW UP
Information



ANNOUNCE
Savings notification



LAST CHANCE
Final reminder



15%
registration in the
first 5 weeks

Click. Switch. Save.

If a prescription change is necessary to capture a savings opportunity, members can simply click the solution’s easy-button that prompts certified pharmacy technicians from Rx Savings Solutions to handle the task for them.

- Simple:** One click initiates a switch to a lower-cost suggestion
- Trustworthy:** Prescription requests are reviewed by the member’s provider
- Convenient:** Certified pharmacy technicians are available for live, personal assistance

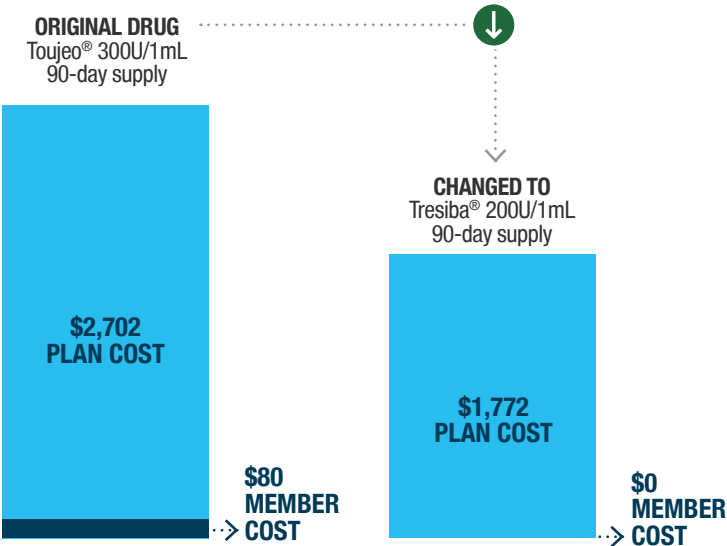


When SAP members request a concierge prescription switch, the plan and member save an average of \$1,006 per year.

Actual Member Savings Example

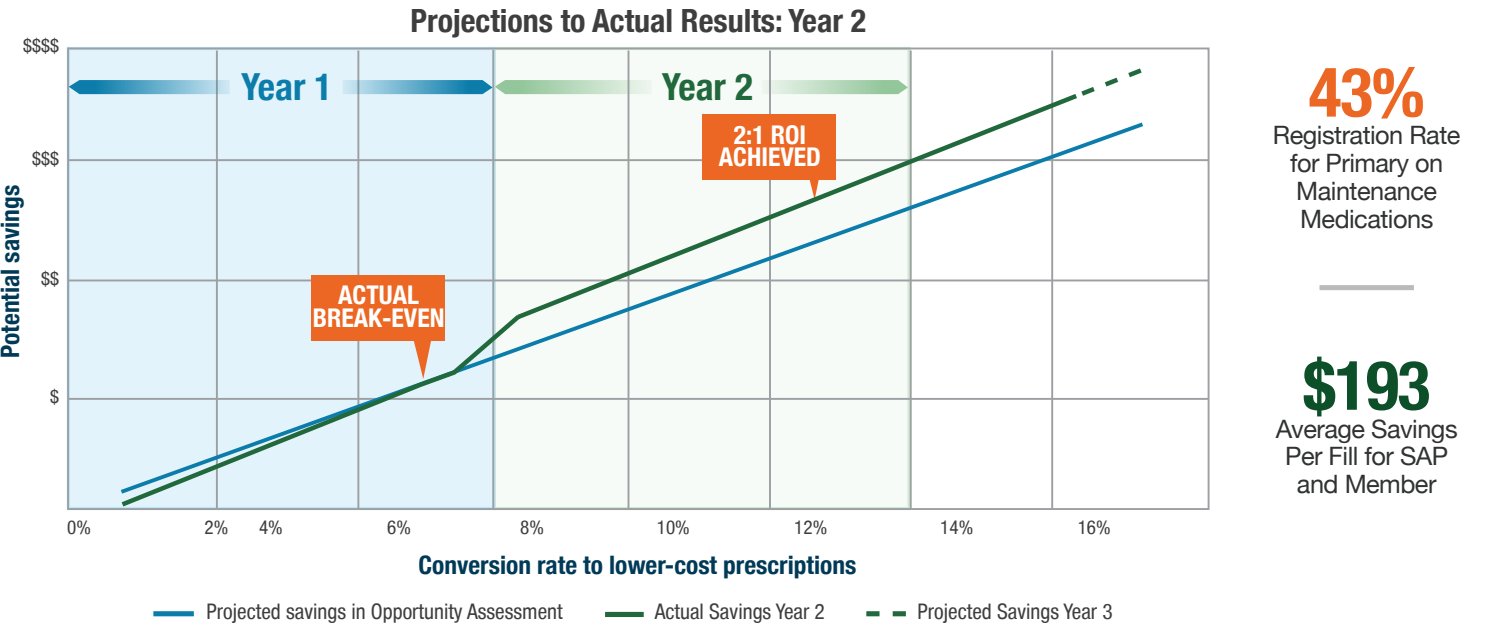
\$1,010 Annualized Savings

Disease state: Diabetes
Savings notification: Email
Action taken: One-click concierge service
Savings suggestion: Therapeutic alternative



Beating Projections

Prior to implementation, the initial claims analysis projected how many members would need to change behavior and move to lower-cost alternatives in order to achieve SAP’s desired savings and ROI. Both were exceeded the first year.



“Rarely does a solution deliver exactly what a vendor promises. In the case of Rx Savings Solutions, our members are engaged because they’ve discovered how easily they can lower their out-of-pocket prescription costs. Every time they save money, it’s a win for SAP, too.”

Jason Russell, Head of North America Total Rewards, SAP

SAP's Keys to Success



Great Contact Information

SAP possesses and provided email addresses for more than 90% of eligible employees. They also add the Rx Savings Solutions IP address to their safe senders list, ensuring deliverability to employees' corporate email addresses.



A Culture of Transparency

SAP 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.



Precision Outreach

Targeting member populations with the highest savings potential accelerated member and plan savings.



Marketing and Communications

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



Partnership

SAP considers Rx Savings Solutions a true benefits 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 SAP's ROI.