

Engaging the Non-desk Workforce

6 examples of collaboration +
innovation + success



Field technicians and plant workers. Nurses, pilots and resort staff. The non-desk workforce covers countless job titles and spans industries of all kinds.

Engaging this population of employees can be a real challenge for HR and benefits teams looking to deliver information about programs that promote health and wellness. Relying solely on traditional outreach—newsletters, intranet or even HR emails—doesn't work for everyone.

At Rx Savings Solutions (RxSS), our job is to uncover ways that our members—and their plan sponsors—can save money on prescription drugs. And when we find an opportunity to save, **we must make sure members get the message.**

So how do we do it? For more than a decade, we've been confronting the same communications challenges our HR partners face. We've learned a lot along the way, and proven success always comes down to two factors:

1

Collaboration between RxSS and our valued clients

2

A **multichannel** communication approach

Come see what we've learned.

This report offers a snapshot of the success achieved with six different clients and a look at creative engagement strategies that reached members no matter where or how they work.

80%

of the global
workforce isn't
doing their job from
behind a desk.



Why Engagement Matters

It's about cutting through the clutter and empowering people with information they need to make smart, healthy decisions. That's why RxSS is focused on driving behavior change through our intelligent outreach platform—and these results speak for themselves.

What Counts as Engagement?

RxSS communicates with members across a variety of channels, and we consider an employee to be engaged if they:



Activate their **RxSS account**



Use a **RxSS drug search API** through their plan's online platform



Receive a **direct mail notification** with a savings opportunity—and they take action



Call and interact with **our support team**



Stats come from employer and public sector clients that are live longer than 12 months and who followed the RxSS engagement program.

35%

average engagement
rate among members
regularly taking
medication

1 in 2

engaged members
regularly taking
medication switch to
lower-cost options

A Proven Platform for Member Engagement

Finding ways for a member to save money on prescriptions is just the start. No matter who that member is—age, location, job title, health condition—**RxSS delivers medication savings information through hyper-targeted, multichannel communication.**

Rich data and intelligent modeling ensure we reach the right member, in the right channel—email, direct mail, text or phone—and in the right phase of their prescription life cycle.



Awareness

A suite of outreach options introduces and educates eligible members to RxSS and the value we offer. **We help clients engage members at all points in the communication cycle**—program kick-off, open enrollment, new employee orientation, or in conjunction with ongoing employee education.

- Launch Campaigns
- Rolling Eligibility Campaigns
- Internal Communications Support
- Benefit Enrollment Support



Savings Notifications

When a member can save, they're notified through the channel that makes the most sense based on their engagement history and contact information. Messaging within the notifications automatically flexes based on multiple factors:

- Type of savings suggestions
- Amount of savings opportunity
- Relationship to plan (primary or dependent)



Campaigns

Ongoing outreach with hyper-targeted content about savings opportunities is curated for specific member audiences. Campaigns create more ways to connect members to information that empowers them to make smarter healthcare decisions.

- Strategically aligned with client goals
- Synced to employee communication calendar
- Reach inactive members with meaningful, personalized content

Reaching Non-Desk Populations: 6 Key Learnings

A one-size-fits-all approach won't work when it comes to communicating with non-desk workers. That's why the RxSS engagement blueprint is **built to pivot and adapt to the changing needs of our clients and their employees.**

Here are **six real examples** of how RxSS partnered with our clients across different markets to engage their non-desk workforce.

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Take a Top-Down Approach



Client Type

Transportation & Storage



Client Size

10,000 employees



What Worked

Prior to open enrollment, employees received a video featuring the company CEO touting the benefits of RxSS. To help push engagement further, employees were asked to watch other videos about RxSS and attest that they had done so.



Pro Tip: Make it Mandatory

This company also required employees to register their RxSS account as a step in the open enrollment process. That uncommon approach led to big-time engagement.

2 Make it Personal



Client Type

Healthcare (Fortune 500)



Client Size

44,000 employees



What Worked

An e-postcard from a company executive was sent to every employee and included this heartfelt testimonial from a member of their team:



I tell my colleagues to save yourself a lot of hassle and take advantage of this amazing resource—whether you're sick or not. It's available, it takes no time at all, **and it's probably been the best experience I've had through my illness.**

2%

lift in registration



The weekly average number of members contacting RxSS to make a prescription switch

doubled

the month following this e-postcard.

3 Communicate Early and Often



Client Type

Regional Telecommunications



Client Size

3,000 employees

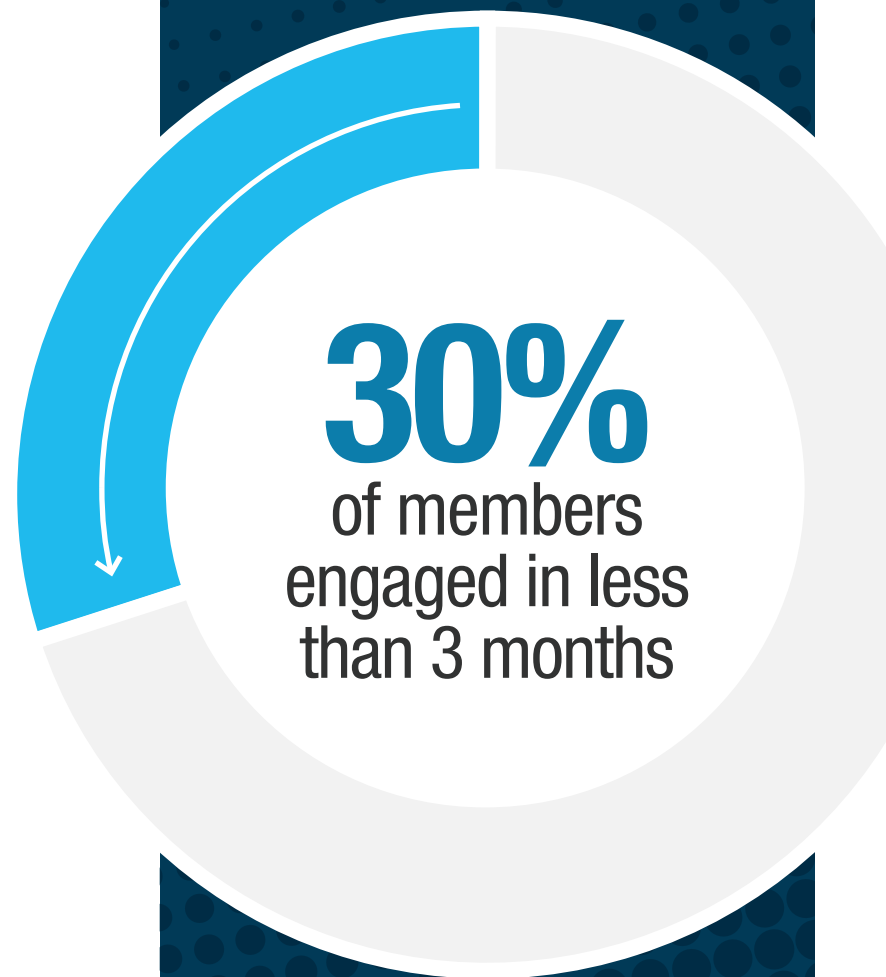


What Worked

The client sent three internal memos to employees during the RxSS launch campaign explaining how they could benefit from the new service. The memos included a preview of the launch communications so that employees knew what to expect before RxSS outreach began.

Plug and Play

The RxSS Client Resource Center is full of turnkey materials—memos, flyers, videos, social posts, text and chat messaging—ready for client use.



4 Get Social



Client Type

Food Manufacturing (Fortune 500)



Client Size

102,000 employees



What Worked

A social media campaign consisting of three rotating Facebook ads targeted 4,000 unregistered members with recent pharmacy claims. Utilizing social media, in conjunction with traditional open enrollment activities, opened the door to a new engagement channel for this client.



2.5x

higher registration
rates during the
Facebook campaign
vs. other monthly
averages



Go Beyond Email



Client Type

Retail (Fortune 500)



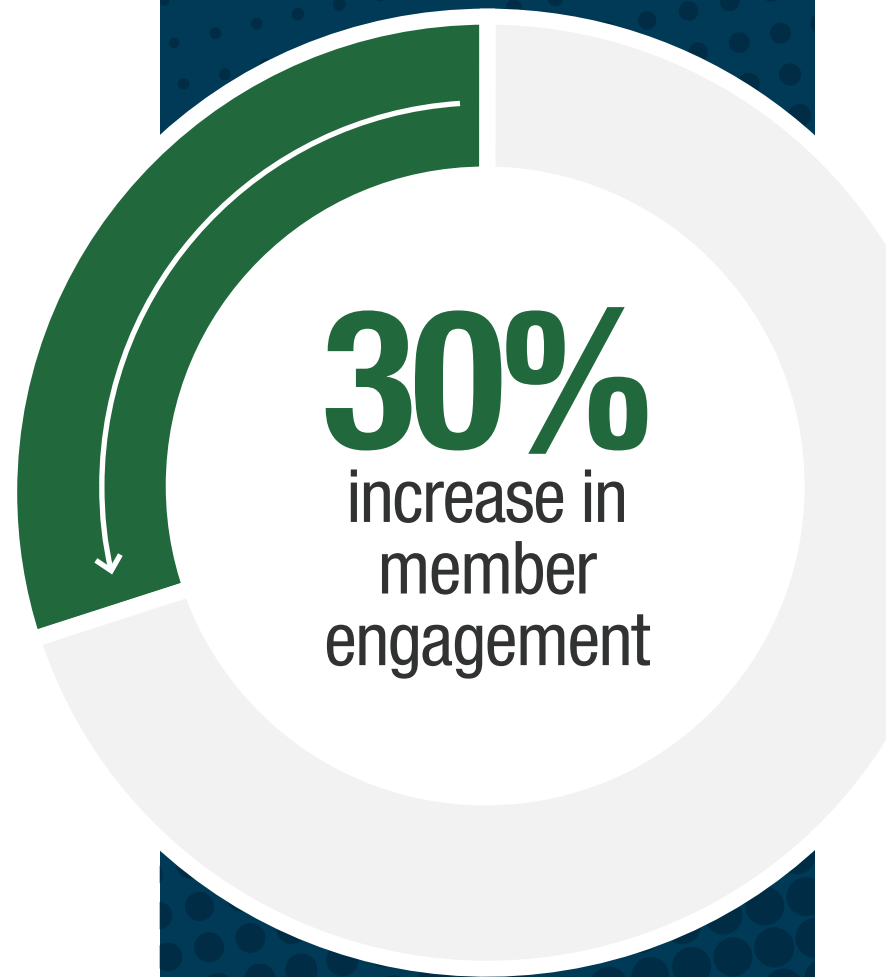
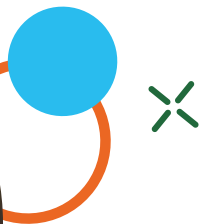
Client Size

98,000 employees



What Worked

RxSS was the focus of a month-long campaign of internal communication tactics—posters, digital screens in breakrooms, and text messages from the company’s internal SMS platform. The campaign supplemented ongoing RxSS engagement efforts to reach members across an even wider spectrum.



Don't Forget Direct Mail



Client Type

Insurance (Fortune 500)



Client Size

60,000 employees



What Worked

Personalized Savings Reports (PSRs) are one of the most successful direct mail campaigns in the RxSS engagement platform. They detail every savings opportunity a member has and include a section that can be mailed back to RxSS to initiate a prescription switch on the member's behalf. RxSS sent PSRs to more than 12,000 members with this client—savings quickly followed.

Pro Tip: Send a Postcard

With limited opportunities to email this client's employees, a direct mail postcard targeted anyone with a savings opportunity who hadn't yet activated their RxSS account. The result: 1,900+ new accounts activated.

20%

of Personalized Savings Report recipients changed to lower-cost alternatives

\$1M+

in annual savings for the client and their employees

An Evolving Solution

These six examples of success each represent a snapshot of accomplishment. Different types and sizes of clients. Different barriers to engaging the non-desk population. As we move forward, RxSS is uniquely positioned to evolve with our clients and find innovative strategies that help people save money on their prescriptions.

Long-term success happens when an engagement platform is agile enough to meet the needs of individual members—and their plan providers—no matter where they are.

