

A 3-year Partnership of Transparency, Collaboration and 3:1 ROI



MEMBERS
825,000



LINES OF BUSINESS
**COMMERCIAL,
MEDICARE**



LAUNCH
2020

The onset of a global pandemic may not seem like the best time to launch a pharmacy transparency solution. However, for a large regional health plan and its members, it was the perfect time to discover the value of Rx Savings Solutions (RxSS).

More than 800,000 Commercial and Medicare members gained access to a tool and dedicated support to help them reduce prescription costs at a critical time. RxSS delivered increasing value across the next three years. As member engagement and savings steadily grew, so did the plan's ROI and partnership with RxSS.



3.3:1
ROI

\$17.9M
saved by client

\$5.3M
saved by members

“The right thing for everybody is to have a **transparent view into what we pay for healthcare and how we can get it in a more cost-effective way.** That’s why so many of our members engage with RxSS.”

Chief Pharmacy Benefits Officer,
regional health plan client

KEYS TO CLIENT SUCCESS



CLINICAL TECHNOLOGY

- Client’s commitment to cost transparency
- Early and ongoing collaboration between RxSS and client’s clinical pharmacy teams
- RxSS clinical suggestions alignment to client strategy and cost-saving measures
- RxSS desktop and mobile app private-labeled to client brand
- API integrations in client member portal

\$137 per fill

average savings (member + plan)
per behavior change

94%

savings attributed to RxSS
clinical suggestions



MEMBER ENGAGEMENT

- Client brand recognition, innovation and digital engagement footprint
- Comprehensive contact information for majority of members
- Client promotion of RxSS within plan marketing materials + member portal
- RxSS targeted engagement strategy + multichannel communication
- Ongoing collaboration on engagement marketing campaigns

19%

engagement rate for members
with Rx claims

39%

engaged member behavior
change rate



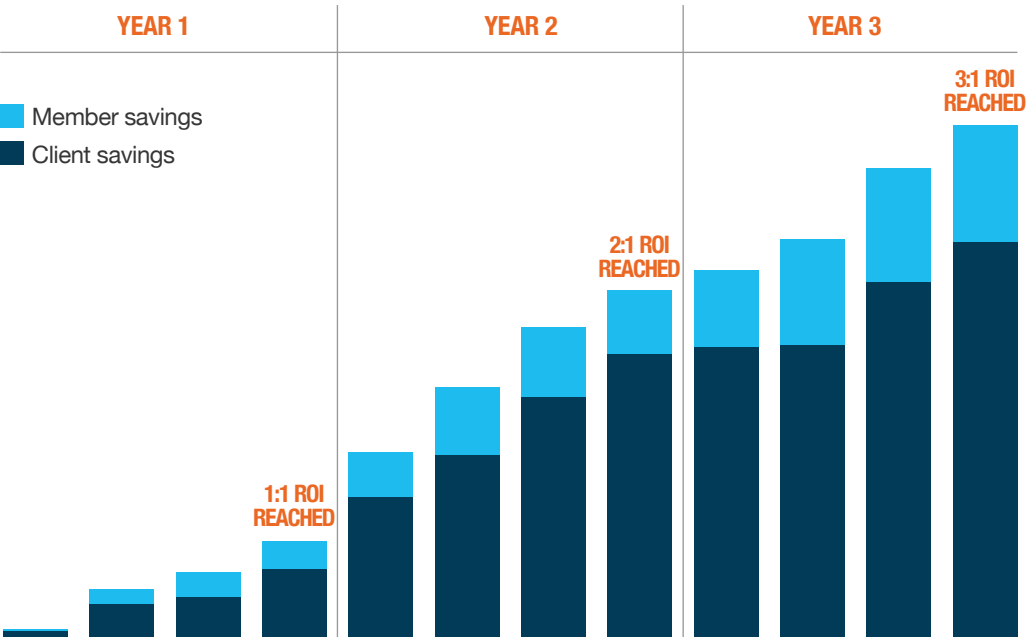
CONCIERGE MEMBER SUPPORT

- High client priority on member service, both online and on phone
- RxSS certified pharmacy technicians for Tier 2 support
- One-click, one-call prescription transfers and provider approval requests
- High-touch, 1:1 support and benefit navigation
- Targeted outreach to members with highest savings potential

+67 NPS

RxSS Net Promoter Score

ROI OVER 3 YEARS



“I’m racking up bills like crazy going through this chemotherapy that I’m doing. Having an extra \$150 a month makes a big difference.”

Medicare member,
regional health plan client
with 5-star rating

EVOLVING TACTICS, ENHANCING ENGAGEMENT

YEAR 1



- Onsite training familiarized client teams with RxSS program before “soft launch” to employees
- Client’s high member email (76%) and address (100%) capture allowed **maximum reach for RxSS engagement marketing**
- Client requested **adherence campaign for Medicare population** – developed and executed by RxSS

YEAR 2

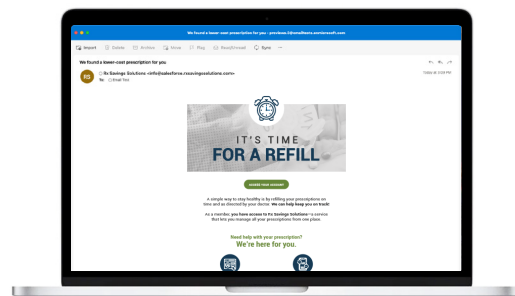


- Client opted for **RxSS re-engagement campaign to reach newly eligible members and members with new plan year deductibles**
- Targeted and successful **Medicare adherence campaign**
- Client became **early adopter of RxSS program** incenting members to **switch to alternatives** with lower plan cost
- **Direct-mail/direct-response Personalized Savings Reports** targeted members with multiple maintenance medications mapped to lower-cost alternatives

YEAR 3



- With most “low-hanging” savings opportunities already capitalized, **more personalization and segmentation required**
- New savings notifications **targeted minors and adult dependents, and members with the highest-dollar opportunities**
- Client incorporated RxSS into more member marketing materials, including video testimonial produced by RxSS Marketing team



Email from adherence campaign



Direct-mail Personalized Savings Report



Onsite member testimonial video, filmed by RxSS