

U-Haul Goes All in to Put the Brakes on Pharmacy Spend

CASE STUDY



Background

In the same way U-Haul offers everything needed for a successful move, U-Haul team members have robust resources available for improving health and wellness. Like U-Haul Company's customers, team members (employees) are spread across two countries, with about 19,000 of their 22,000 covered members located somewhere other than U-Haul headquarters in Phoenix, Arizona.



Challenge

In 2019, the company looked to address high-cost medical and pharmacy claims, particularly from employees with chronic conditions. U-Haul Company's benefits leaders believed transparency into prescription prices and clinical alternatives could help their covered members find and adhere to the most affordable options for treating those conditions, which would translate to lower plan spend and reinforce their commitment to team member health and wellness.



Implementation

U-Haul Company's benefits leaders chose to implement Rx Savings Solutions (RxSS) because they saw the potential for sustained success with a member-focused approach. Rather than shift costs or scale back coverage, U-Haul could help the two key stakeholders—team members and the plan—get more value from the existing pharmacy benefit year over year. It also meant no disruption to benefits, or changes to the plan design or pharmacy benefit manager (PBM).



CLIENT:
U-Haul



INDUSTRY:
**Truck, trailer,
storage rental and
moving supplies**



POPULATION:
**22,000 covered
team members**
(employees) and dependents



YEAR IMPLEMENTED:
2020

Driving Engagement and Results

U-Haul elected to launch “off-cycle” in March so awareness and engagement could build months before open enrollment.

RxSS and U-Haul partnered to overcome two inherent engagement challenges during launch and in the years since:

- 1** A high proportion of non-desk team members in a geographically dispersed population
- 2** Email addresses available for about half of primary covered members

U-Haul Company’s “all-in” approach began at launch from the highest levels. Borrowing from RxSS launch best practices, the CEO of U-Haul sent an announcement email to all benefits-eligible team members to introduce the RxSS benefit. The internal announcement was followed by a four-touch email RxSS launch campaign. **By April, 60 days post-launch, 11% of eligible primary members had activated RxSS accounts**, which is slightly higher than the average for the RxSS employer book of business at the same milestone.¹

In the months post-launch, U-Haul and RxSS deployed additional engagement tactics to grow registration and team member education, including:

- Targeted direct mail**
savings notifications to reach non-desk employees
- Prescription delivery**
campaigns to inform members with delivery-eligible medications
- Educational videos**
featuring the U-Haul CEO
- Pharmacist-led chronic condition-based webinars**
about diabetes and cardiovascular health to reach team members in those specific target populations

However, the most significant strategy shift occurred at the next open enrollment.

U-Haul executive leadership required team members to activate their RxSS accounts as a step in the benefits enrollment process. **Since then, the primary member registration rate has averaged around 95%, including more than 98% of team members on maintenance medications**, who have the most repeated impact on spend (Figure 1).²

“The direction from our CEO and leadership team was: **It’s an amazing tool, we make it available to team members, it can save them money—how can we get more of them to use it?**”

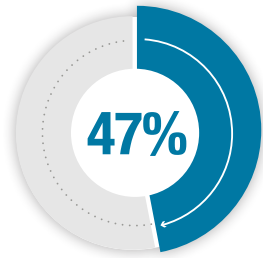
Becca Gibson
Wellness Program Manager
U-Haul



Success Metrics

Covered member and plan savings continue to climb thanks to a steady volume of new conversions to lower-cost prescriptions and recurring fills of the new prescription. Ongoing engagement and evolving strategies to reach members help capture new savings.

Recurring fills of the lower-cost prescription are key to sustaining savings, demonstrating that RxSS is effective in engaging members to make new switches and members who switch are staying on the lower-cost prescriptions.



Portion of U-Haul total 2023 savings generated by 2023 behavior changes³



Average duration of recurring behavior changes by U-Haul members⁴

% of Primary Members with Activated RxSS Accounts

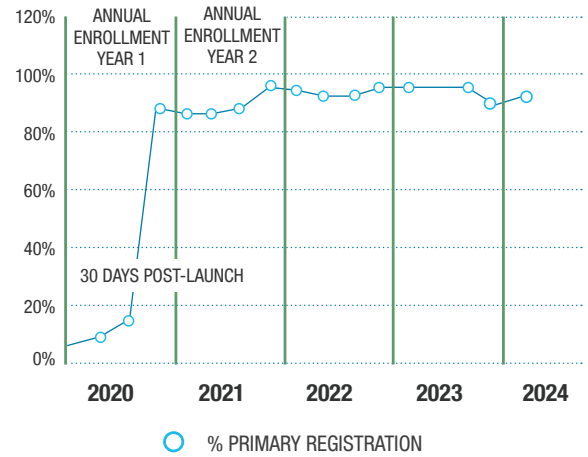


Figure 1. Primary Members with Activated RxSS Accounts. Registration rates under 100% are expected due to the U-Haul 1-month benefits enrollment grace period for employees onboarded throughout any plan year.

Multiple additional factors contribute to U-Haul Company's escalating success:

- 1** In 2021, the RxSS clinical savings engine contained approximately 30,000 possible lower-cost alternatives. By 2023, the RxSS Pharmacy & Therapeutics Committee, comprised of clinical and specialty pharmacists, had curated nearly 20,000 more.
- 2** More than one in four registered U-Haul members use the mobile app, a rate 18% higher than the average seen from the RxSS employer client population.⁵
- 3** U-Haul and RxSS continually evolve engagement strategies and refine the messaging, targeting logic, and timing according to individual member habits and savings opportunities to reach key sub-groups within the member population.

Examples include:



Non-Desk Employees

Members who have not taken action on email notifications, but have multiple savings opportunities reaching a specific dollar threshold, receive a detailed Personalized Savings Report (PSR) in the mail.

In 2023, the direct mail channel, which includes PSRs as a sub-category, had a 35.3% behavior change rate for U-Haul members not engaged with email.⁶



Members with Chronic Conditions

Based on claims data, members are targeted for condition-specific engagement campaigns—email, direct mail, or phone outreach based on channel preference and historic metrics.

In 2023, email savings notifications, which include condition-based campaigns as a sub-category, averaged a 39% open rate and a 5% click rate—twice that of the RxSS book of business average (which includes health plans).⁷

4 Years Post-Launch
\$112.53

AVERAGE SAVINGS PER FILL
when a U-Haul member
switches prescriptions



U-Haul realizes the most benefit with plan vs. member savings favoring U-Haul 80% to 20%, which is 10% more in U-Haul's favor than average for RxSS employer clients.⁸

In the four years since the program started:



Members saved more than \$720,000 reducing their spend an impressive 48% compared to what they would have spent on the same prescriptions had RxSS not been in place.⁹



U-Haul has amassed more than \$3.3 million in cumulative plan savings resulting from members switching to lower-cost prescriptions—a 39% reduction in total lifetime plan spend.¹⁰



U-Haul Company's lifetime ROI has grown to 4.6:1 based on combined plan and member savings and continues on an upward trajectory.¹¹

All stats based on data reported to RxSS clients, April 2024:

1. U-Haul vs. RxSS employer book of business, 60 days post-launch
2. Historical trend with activated RxSS accounts
3. U-Haul savings recency trend by first fill date
4. U-Haul savings recency and length of behavior change
5. Mobile app users, U-Haul vs. RxSS employer book of business
6. U-Haul direct mail effectiveness, send date 1/1/2023-12/31/2023
7. U-Haul savings notifications results, send date 1/1/2023-12/31/2023
8. U-Haul average savings per behavior change, through 3/31/2024
9. Member cost avoidance 3/1/2020-3/2/2024, cost of original parent drug vs. child drug after behavior change
10. U-Haul cost avoidance 3/1/2020-3/2/2024, cost of original parent drug vs. child drug after behavior change
11. U-Haul lifetime ROI through 3/31/2024

Our teams do a fantastic job of collaborating on new ways to drive more awareness and engagement.

RxSS understands our unique population and always brings fresh ideas to the table and supports our own initiatives however they can.”

*Becca Gibson
Wellness Program Manager
U-Haul*

