rxss® Rx Savings Solutions

CASE STUDY

Enrollment Strategies for Max Engagement and Plan Savings

How do you maximize awareness and engagement with a point solution that can lower employee prescription costs and your plan spend?

Elevate the expectation in the benefit enrollment process.

Given an average of one in two engaged RxSS members converts to a lower-cost prescription[1], clients often wonder how results might look if every employee on their health plan registered with RxSS.

That's where some clients have set the bar. These plan sponsors made activating RxSS accounts a priority for all employees that enroll in medical benefits. Each saw a sizable jump in registered members—the lead indicator for sustained engagement and savings growth.

Whether by requirement, encouragement or somewhere in between, the right strategy should include timely, thoughtful communication.

3 Reasons to 'Require'

1. **Extend the Benefits**
   Higher engagement means more members are empowered to reduce out-of-pocket pharmacy costs and plan spend.

2. **Action All Year**
   Growth in member account activation typically slows after launch and as plan years progress.

3. **Broader Reach**
   After launch, RxSS engagement marketing and outreach target only members with savings opportunities, and not all are connected by work email.

Best Practices Blueprint

- [ ] Propose early, ideally 6 months before open enrollment
- [ ] Get leadership buy-in
- [ ] Determine parameters for requirement
- [ ] Set a deadline
- [ ] Communicate early
- [ ] Establish process for newly eligible
- [ ] Follow up with unregistered employees

Success Stories

Two employers with distinctly different populations and two variations on the same theme: **elevate RxSS account activation during benefits enrollment.**

Employer A: The All-in Approach

Background: Prior to launch, the client and RxSS knew two inherent population challenges had to be addressed: 1) a high proportion of non-desk employees in a geographically dispersed population, and 2) The client could provide email addresses for only about half of primary covered members.

RxSS worked with the client's benefits team to complement the four-touch RxSS email campaign during and after launch with internal promotion supported at the highest levels of the company:

- CEO sent an announcement to all benefits-eligible employees introducing RxSS
- Direct-mail notifications sent to all non-desk employees with savings opportunities
- Educational videos on RxSS featured CEO and distributed via internal channels

After three months live with RxSS, 12% of the client's eligible primary members had activated their accounts; 19% had after 6 months. Both numbers were at or above average rates for RxSS clients at those milestones, but this client wanted more.

Process: Seeing the savings realized by engaged members and the plan in just those few months, executive leadership moved to make RxSS registration mandatory for all members enrolled in the medical benefit.

- RxSS account activation became required step in open enrollment; new hires and unregistered members contacted monthly
- Communication from executive leadership and mandatory RxSS education course for employees

Results: In five enrollment cycles since then, primary member **registration rate has averaged around 95%**, including more than 98% of the population taking maintenance medications.

48% of members' collective out-of-pocket spend was reduced compared to what they would have spent on the same prescriptions had RxSS not been in place.[3]

$1.8M+ in cumulative plan savings resulting from members switching to lower-cost prescriptions —a 36% reduction in total lifetime plan spend.[4]

Industry
Residential moving and storage

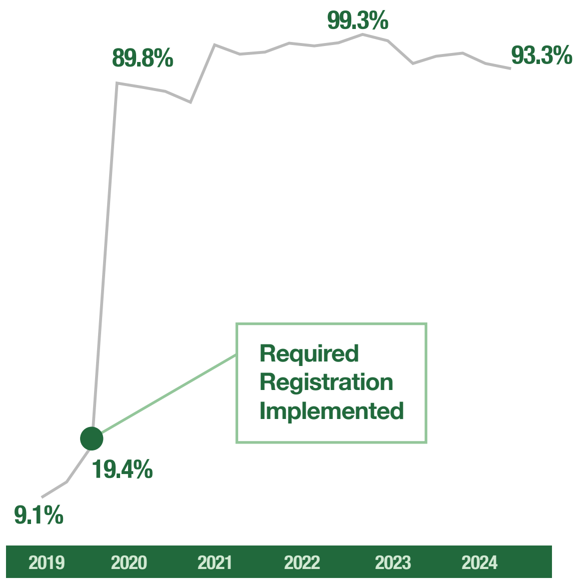
Covered lives
23,500

RxSS launch
March 2020

Strategy
Required step in open enrollment process

Results[2]
97% registration
(previous peak: 19%)

Primary Member Registration Trend



Registration rates under 100% are expected due to the 1-month benefits enrollment grace period for employees onboarded throughout any plan year.

Employer B: The Prerequisite Path

Background: Across all service lines, this client operates in more than 900 locations across all 50 states. Below-average registration rates were understandable with the high percentage of care providers and other non-desk employees in the population. Registration rate for primary policyholders approached 10% shortly after launch but stayed there for the next 24 months.

Process: RxSS and client benefits leaders had discussed the required registration option from the start. As the two-year mark approached, the client chose to implement at next open enrollment but communicate well in advance.

- Announcement and internal communication of RxSS registration requirement began in October
- Step inserted at front end of medical enrollment workflow, with note reminding employees of requirement
- After RxSS registration, follow-up email sent to employees containing link to medical benefit enrollment platform

Results: Early communication about the requirement brought account activations to 59% right away and up to 67% by start of the next plan year. The number of members switching to lower-cost prescriptions suggested by RxSS jumped 37% in just 4 months.[5]

Industry
Home-based health services

Covered lives
33,650

RxSS launch
September 2022

Strategy
Messaging/step added prior to medical enrollment

Results[2]
67% registration
(previous peak: 10%)

Considerations for Clients

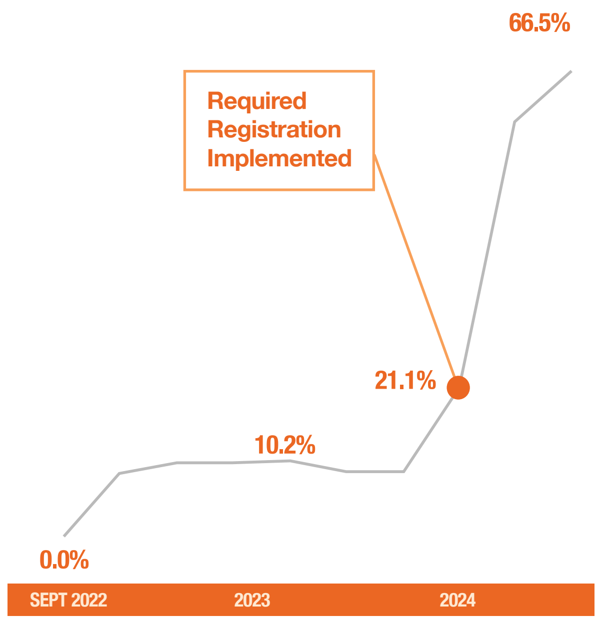
The two examples in this case study speak to the effectiveness of requisite registration in a variety of client populations, lifecycle stages and implementation styles. A few important factors every client should think about:

Where, when and how? Some clients opt to integrate into their benefits enrollment platforms via RxSS API connection. Others may link out to RxSS activation/login (myrxss.com), while some prefer to not move employees in and out of the enrollment process. RxSS can advise and accommodate clients on the desired path.

Punitive, passive or incentive? One policy does not fit all member populations, nor should it. However, RxSS recommends any penalty or incentive be consistent for all employees/members. Early and follow-up communications of the requirement are key.

What does your data say? RxSS can help employer client teams deepen their understanding of the employee population and determine if implementing a required registration approach makes sense during your next annual enrollment season.

Primary Member Registration Trend



1. RxSS internal data; all employer clients at least 12 months post launch that deploy standard RxSS engagement marketing plan; March 11, 2024
2. RxSS internal data; registration rate primary members on maintenance medication; April 23, 2025
3. RxSS internal data; member cost avoidance March 1, 2020-Feb 15, 2025, using cost of original parent drug vs. cost of child drug to calculate plan and member spend had RxSS not been in place; April 23, 2025
4. RxSS internal data; client cost avoidance March 1, 2020-Feb 15, 2025, using cost of original parent drug vs. cost of child drug to calculate plan and member spend had RxSS not been in place; April 23, 2025
5. RxSS internal data; client's member behavior changes October-December 2024 vs. previous 18 months; April 23, 2025