

A Collaborative Engagement Strategy Reduces Rx Spend

Regional health plans are facing significant headwinds. Everything from rising costs to changing legislation are creating financial uncertainty, especially in the pharmacy space. Security Health Plan decided to meet those challenges head-on to ensure their members find affordable prescription drug options.

By partnering with Rx Savings Solutions (RxSS), Security Health Plan gave more than 120,000 members access to actionable information to reduce pharmacy costs for everyone.

But that's only part of the story.

Here's how Security Health Plan and RxSS built a collaborative and innovative approach to member engagement that's been paying dividends—and driving pharmacy savings—since the launch in 2023:



Outreach Campaigns

Security Health Plan greenlit the full RxSS engagement toolkit (launch emails, phone outreach, targeted campaigns and more) to optimize the program's impact.



Internal Promotions

In addition to creating their own communications during and after launch, Security Health Plan also utilized materials provided by RxSS (videos, digital signage, etc.) to increase member awareness.



Webinars

Both sides helped develop a member-facing educational webinar about the benefits of using RxSS. Internal-facing webinars were also created to help Security Health Plan's sales and marketing teams spread the word.

CLIENT SNAPSHOT SECURITY HEALTH PLAN



MEMBERS

124,000



LIFETIME ROI

3.3:1



TOTAL SAVINGS

\$2.7M

RxSS internal data; March 2025

Engagement Stats



14%
of members
with pharmacy claims
engaged with RxSS



47%
of engaged members
switched to lower-cost
prescriptions

Extending Their Reach

The RxSS multi-channel member engagement strategy—mobile app, phone outreach campaigns and more—serves as a seamless extension of Security Health Plan. By leveraging these resources, the plan drives savings for their members and frees up internal resources to focus on other important work.



Scan the QR code or visit rxss.com/health-plans to learn more about how RxSS is helping plans of all sizes reduce pharmacy costs and strengthen member experience.



They were fast,
efficient, and
correct.

**I will save
about \$100
per refill."**

*Security Health
Plan member*