

Case Study

How Evive provided Sanofi with a low-cost, high-return engagement solution

Overview

Sanofi is an innovative global healthcare leader, dedicated to improving people’s lives through the miracles of science. Located in roughly 100 countries, Sanofi boasts a workforce of 100,000—with nearly 13,000 of those employees in the U.S.

The company’s approach to benefits reflects this same commitment to bettering lives. Sanofi US offers a wide range of programs and benefits to help improve the physical, emotional, and financial well-being of their employees and their dependents. Yet benefits awareness and utilization remained disappointingly low.

The company was looking for a partner to implement and administer an incentives program that would raise benefits awareness and utilization, close gaps in care, and help control healthcare costs by improving the health of their workforce.

Business Challenge

Sanofi’s US wellness incentive program for medically enrolled employees and spouses featured an online health risk assessment and biometric screenings, along with other requirements that varied from year to year. But these efforts yielded disappointing results. Participation rates remained lackluster, benefits engagement was low, and persistent gaps in care were causing claim costs to rise.

The company chose Evive to improve benefits outreach and administer a dynamic incentives solution to drive higher benefits awareness and engagement. Ultimately, the goal was to make a meaningful impact on overall employee well-being, and demonstrate Sanofi’s commitment to improving employees’ physical, financial, and mental health.

Client

Sanofi is a global leader in healthcare, located in 90+ countries, and providing healthcare solutions in 170+ countries. Worldwide, Sanofi employs a workforce of roughly 100,000, with nearly 13,000 of those employees in the U.S.

Industry

Healthcare / Pharmaceuticals

Challenges

- Needed to increase benefits awareness + utilization
- Looking for improved outcomes
- Wanted to provide wellness challenges for employees

Results

- Improved employee benefits engagement
- Increased utilization of key benefits programs
- Closed gaps in care
- Reduced overall healthcare spend

Tom’s Story



Meet Tom, a Sanofi employee who had long struggled with his weight. Tom suffered from dizzy spells, back pain, and high blood pressure—until he discovered a program that promotes healthy eating and blood pressure management through Evive.

After joining the program, he began working on developing healthy eating habits and a healthy lifestyle, and his hard work paid off. He’s lost 47 pounds (and counting!), feels terrific, and tells us that those dizzy spells are gone and his chronic back pain has practically vanished.



“I have TONS more energy and no longer get winded doing simple chores.”
- Tom, Sanofi employee

Solution

Using robust data sources, curated messaging campaigns and a powerful recommendation engine, Evive provided Sanofi with personalized outreach and a powerful incentives program. Our targeted communications capabilities helped guide Sanofi employees to the benefits they needed, when they needed them most, to encourage action and improve wellbeing. Using audience segmentation, Evive allowed Sanofi to identify and target specific groups within its employee population who might benefit from specific programs, like family planning or anxiety management.

In addition to data-driven outreach, Evive also implemented a new incentives program that encouraged employees to use their benefits and prioritize wellness. Employees earned points each time they completed a program activity, and once enough points were earned, employees would qualify for a “wellness credit” that would lower their premium costs. With a focus on population-level wellness initiatives and benefits awareness, the program incentivized physical activity like step challenges for Sanofi employees and their spouses, and also awarded points for receiving recommended healthcare services such as annual physicals and preventive screenings. Encouraging healthy behaviors and driving benefits utilization means fewer gaps in care, better health outcomes, and lower claims costs.

Evive’s data-driven solution provided Sanofi with unprecedented visibility into their engagement efforts and incentives program, with dozens of data integrations, including with medical providers and medical claims data, that enabled Evive to confirm employee program participation and track progress using highly accurate data sources.

During the pandemic, Evive also provided COVID-related support and outreach to employees at a critical time.

Since then, with Evive’s help, Sanofi has continued to expand its program to include additional wellness point solutions and incentives, to achieve greater well-being for Sanofi employees, and better results for their bottom line.

Result

Evive enabled Sanofi to close gaps in care and foster a culture of health and wellness by increasing engagement in their incentive program, year over year, utilizing Evive’s communications to drive participation. For example, Sanofi saw a 27% relative increase in active MyEvive users, with 68% of medically enrolled employees and 57% of spouses successfully completing the wellness program.

Personalized reminders, recommendations and incentives helped boost benefits utilization and promote early disease detection and prevention. For example, Sanofi experienced an 81% participation lift in cancer screening adherence between Evive users and non-users. In fact, Evive helped Sanofi close roughly 3,000 gaps in care through preventive screenings, such as:

- **74.7% of referred members engaged with Sanofi’s second opinion service**
- **33% of eligible members engaged in breast cancer screenings**
- **27% of enrolled members completed cholesterol screenings**

Evive’s solution was instrumental in the success of Sanofi’s benefits strategies, driving improved outcomes and demonstrable ROI for the company. But most important, by boosting employee engagement, the partnership has had a significant impact on the overall well-being of Sanofi employees.