

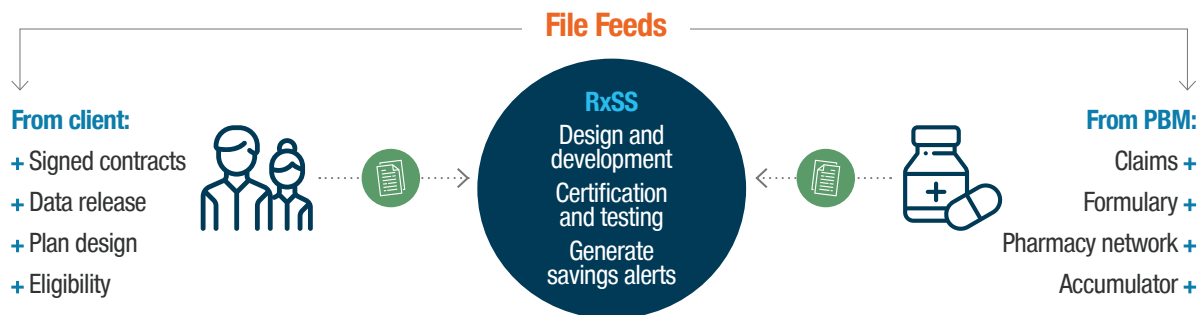
# Ramping Up for Rapid ROI—2:1 in Year One

This Blue Cross Blue Shield Association plan covers a population with one of the 10 highest per-capita prescription costs in the U.S.<sup>1</sup> The health plan sought ways to **lessen the out-of-pocket burden on its members and put the brakes on plan pharmacy spend. Rx Savings Solutions delivered both.**



## Implementation

Rx Savings Solutions drew on implementation experience with other Blue Cross Blue Shield plans to minimize the tech lift. The client and its PBM simply had to consolidate data they already possessed into an established, secure feed. From there, it was a matter of connecting access points from the client’s member portal to Rx Savings Solutions, and for users who might be directed there via non-digital channels.



## Launch Pilots Test-Drive Security

Member privacy and data security are both paramount to this Blue Cross Blue Shield client. It requested a phased launch in order to test both with successively larger pilots. Rx Savings Solutions made it successful in all phases.



CLIENT:

**Blue Cross  
Blue Shield  
Association  
Plan**



ELIGIBLE MEMBERS:  
**600,000+**



LAUNCH:

**March 2019**  
(to full membership)

<sup>1</sup> Kaiser Family Foundation's Peterson-Kaiser Health System Tracker

## Building the Foundation for Engagement

Throughout the phased rollout, the Rx Savings Solutions marketing team worked with the Blue Cross Blue Shield client on member engagement strategy, timing and tactics.

### 1 Phase-One Pilot Launch

Collaboration with multiple stakeholders was key to developing the ideal mix for building awareness and communicating the value of the new program:

- ✔ Internal email memo to 2,000 employees
- ✔ Four-touch, 7-week email campaign (see below)
- ✔ Memos from department leaders to respective teams
- ✔ Feature article in employee newsletter
- ✔ Signage in headquarters hallway kiosks

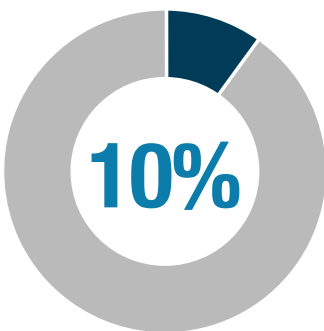
### 2 Phase-Two and Full Launch

Given the broader member audiences, the next two phases included the 7-week email campaign plus additional tactics designed to optimize reach and engagement:

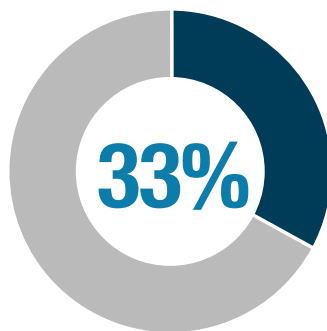
- ✔ Mailers sent to members with the largest savings opportunities and no email address on file (>50,000 mailed)
- ✔ Gift card incentive raffle for any member who registered an account during the phase-two launch campaign

## Engagement Rates

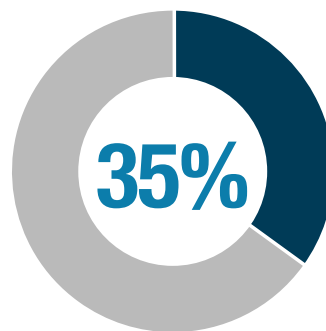
(through 24 months)



of members with prescription claims



of engaged members acted on a savings opportunity



of members on maintenance medications registered their account



Point blank—the savings are real, and we are motivated to do more with Rx Savings Solutions to **achieve bigger numbers and deliver more help to our members.**”

Chief Financial Officer | BCBS Client

Rx Savings Solutions is a very user-friendly and effective tool to help you save on prescription drugs, a top driver of healthcare costs. **We feel it's very important to offer tools like this to help members save money.**”

Clinical Pharmacist  
BCBS Client

## CLIENT'S ENGAGEMENT RATES



**37%**  
open rate

INDUSTRY AVERAGE:

**19%**



**8%**  
click-through rate

INDUSTRY AVERAGE:

**2%**

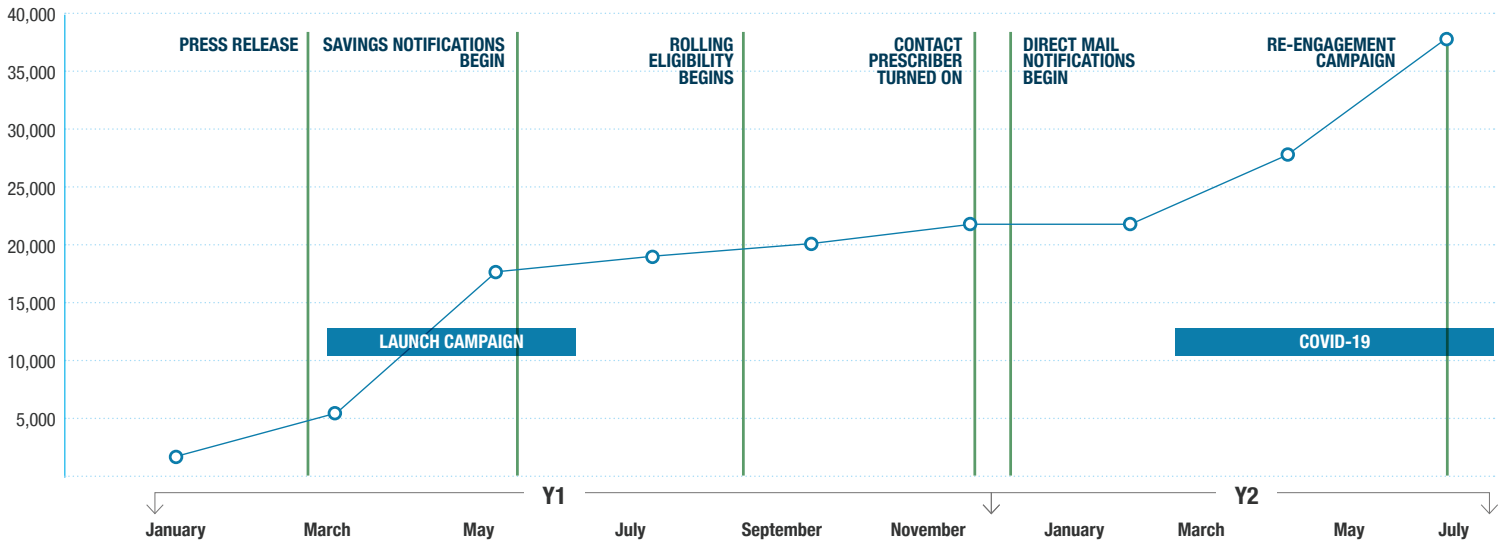
## Engagement and Savings Climb Over Time

The BCBS plan continued to make member engagement strides following the launch campaign. Additional campaigns were deployed in collaboration with Rx Savings Solutions through the remainder of Year 1 and the first half of Year 2. In Months 10-13 alone, registrations rose organically by 27% and another 36% in Month 15, proving the solution's value during historically difficult times, as well as the effectiveness of annual re-engagement campaigns.

Our partnership is very strong, with teams connected at many levels. **Rx Savings is very attentive to us and delivers on what they promise.**

*Director of Member Experience  
BCBS Client*

### Total Members Registered



## Click. Switch. Save.

If a prescription change is necessary to capture a savings opportunity, members can simply click the solution's easy-button that prompts certified pharmacy technicians from Rx Savings Solutions to handle the task for them.



**Simple:** One click initiates a switch to a lower-cost suggestion



**Trustworthy:** Prescription requests are reviewed by the member's provider



**Convenient:** Certified pharmacy technicians are available for live, personal assistance

CONTACT MY PRESCRIBER



Members who request a prescription switch using this feature **save an average of \$701 per year, while the plan saves \$604.**

## Actual Member Savings Example

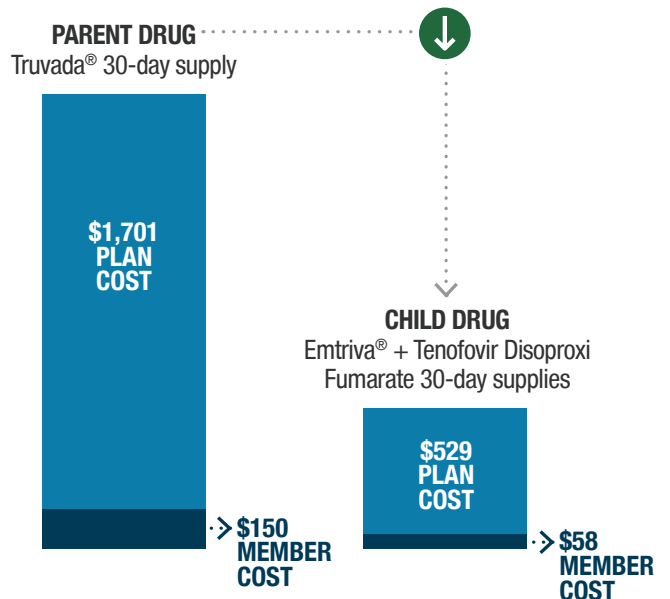
**\$15,300 Annualized Savings**

**Disease state:** HIV

**Savings notification:** Email

**Action taken:** Selected Contact Prescriber

**Savings suggestion:** Combination split



## Health of the Client



**2.4:1**

Lifetime ROI  
(met within first year)



**3.4:1**

ROI met within  
2 years

## Keys to Success



### Executive buy-in and marketing priority

The plan's leadership team included champions from multiple departments, each looking to drive down the cost of care. The marketing team made member experience and engagement imperative.



### Phased rollout

In order to ensure a secure and seamless launch to the entire population, the program first rolled out to the plan's employees, then to select pilot groups, then to the broader 600,000+ eligible population. The phased approach allowed both teams to address issues and think creatively in how to maximize member engagement.



### Seamless, trusted member experience

Private-labeling the Rx Savings Solutions member portal and engagement materials leveraged the plan's strong brand reputation, while true integration with the plan allowed members to access their portal and dashboard with the same single-sign-on PIN.