

How Evive's Plan Choice tool and personalized communications drove higher engagement + significant savings for a leading energy industry distributor

The Challenge

This leading global distributor of energy and industrial products and services offers a rich benefits package with numerous benefit plan options. Yet benefits engagement was lagging, and company leaders worried that a lack of benefits understanding was leading to overinsured workers and higher out-of-pocket costs.

The company partnered with Evive in 2020 to personalize benefits communications, help employees better understand their benefits, and guide them to the right benefit at just the right time.

The Strategy

More than just a solution, Evive provided this client with a strategy that included:

- **MyEvive**, a digital hub that provides a single seamless point of access for easy navigation to every benefit.
- **Personalized communications** to guide employees to the benefits they need most.
- **Plan Choice**, a data-driven plan selection tool that leverages historical claims data, proprietary cost of care estimates, and employee input regarding anticipated care to recommend the most cost-effective plan for each employee.

Client

Leading global distributor to the oil and gas and industrial markets, supplying energy and industrial products, services, engineered equipment packages, and supply chain solutions through its global network of distribution channels.

Industry

Energy and industrial supplies

Challenges

- Lack of benefits understanding
- Suboptimal plan selection among employees
- Lagging benefits engagement

Results

- Better informed benefit plan decisions
- Significant savings for both employees and employer
- Improved benefits engagement






\$1,196

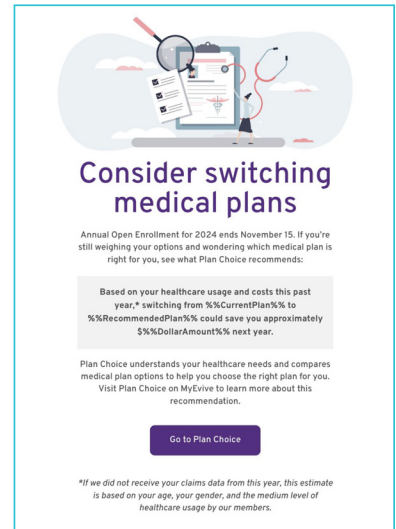
estimated savings
per employee*

The Strategy (continued)

Working with the client, Evive devised a multi-phase strategy during open enrollment that leveraged the Plan Choice tool and hyper-personalized, data-driven messaging, consisting of three phases:

-  **Awareness:** Educating employees with personalized plan comparisons and data-driven recommendations and encouraging use of the tool through gamification.
-  **Recommendation:** Targeted Messages to employees featuring specific recommendations for the optimal plan to minimize their out-of-pocket costs, based on historic claims data.
-  **Reminder:** A final message before the close of the open enrollment period to encourage use of the Plan Choice tool.

The campaign was designed to encourage greater engagement with MyEvive and Plan Choice to help employees choose the optimal plan for their needs and budget. And Evive delivered.



The Results

The powerful combination of Evive's data-driven messaging and the Plan Choice tool led to even stronger results, driving higher engagement and helping to keep employees' out-of-pocket costs down:



Average open email rate of **63%**, and as high as **68%**



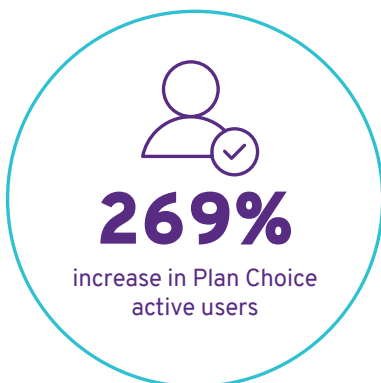
Click through rates as high as **14%**



18% increase in MyEvive registrations



-\$1,196 estimated savings per employee*



These strong results correlate with higher benefits utilization across the entire ecosystem and better informed benefit plan selection among employees for greater cost savings.

Interested in learning more about how Evive can solve your biggest benefit engagement challenges?

Email: sales@goevive.com

*Estimated savings per employee via adherence its recommendations. Savings are estimated by comparing OOP costs between plans → premiums minus tax advantages from HSA minus other (copays + coinsurance).