

U-Haul Goes All in for Max Success

EMPLOYER CASE STUDY



MEMBERS:
20,000



LAUNCH:
March 2020

This iconic brand in American culture has a company culture that's big on wellness. U-Haul's robust benefits, events and resources are designed to help employees become the happiest and healthiest they can be. U-Haul discovered Rx Savings Solutions could check both boxes. **After an encouraging start, the company made a big push to maximize potential.**

Background

- Large population with chronic conditions
- Needed more transparency into prescription prices and alternatives
- Wanted to reduce costs and boost adherence

Opportunities

- Educate plan members on lower-cost clinical options
- Reach them proactively through multiple channels
- Lower out-of-pocket expenses and plan's Rx spend

Launch

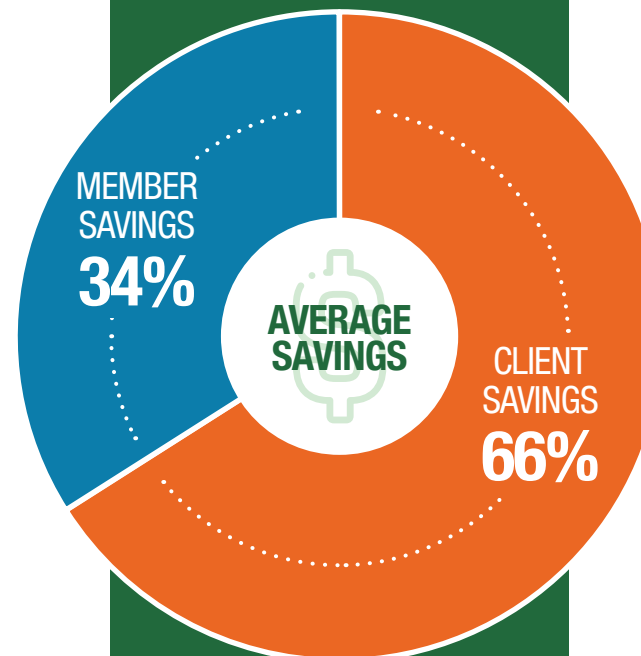
U-Haul launched "off-cycle" in March, well ahead of open enrollment. Thanks to strong internal promotion and Rx Savings Solutions' engagement program, 10% of eligible primary members activated accounts by April. Activation idled around 11% for the next 4 months, however.

Challenges to overcome:

- Dispersed population, many non-desk
- Email addresses for only half of primary members
- Low activation from members with chronic conditions

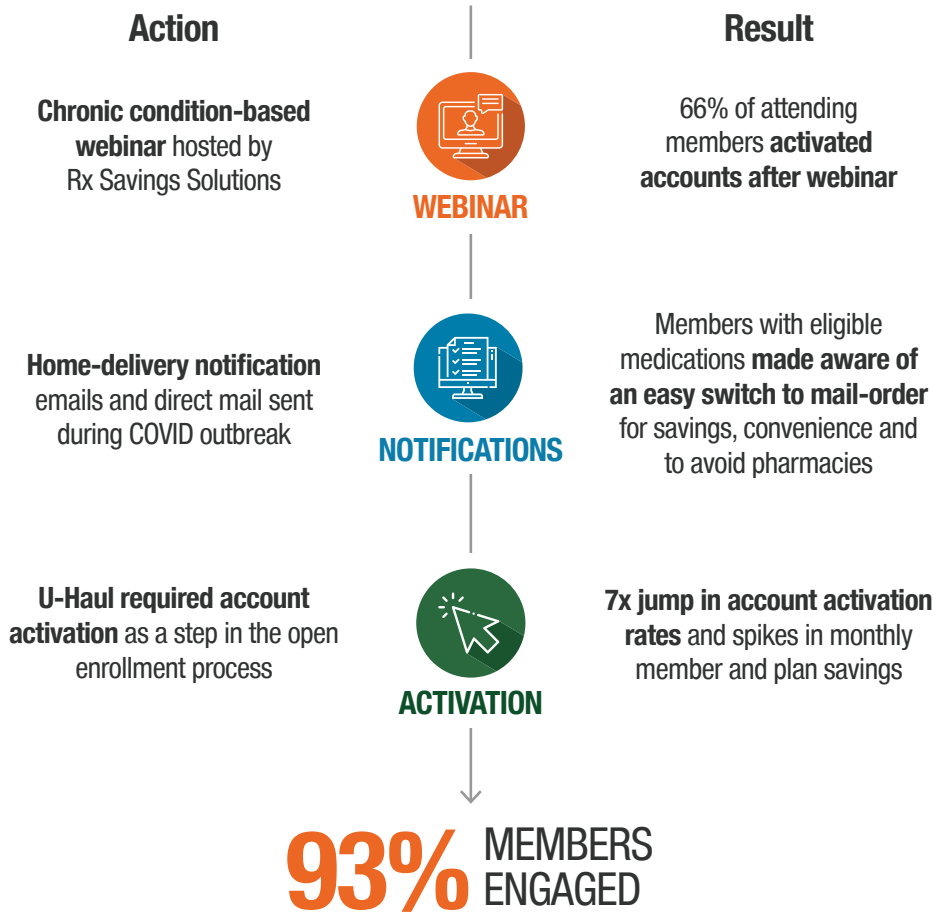
The majority of our high-cost claims are due to two or three chronic conditions. **Rx Savings has really helped our team members find those lower-cost options and get us the savings and adherence we needed.**

Monique Wantland,
Wellness Program
Manager



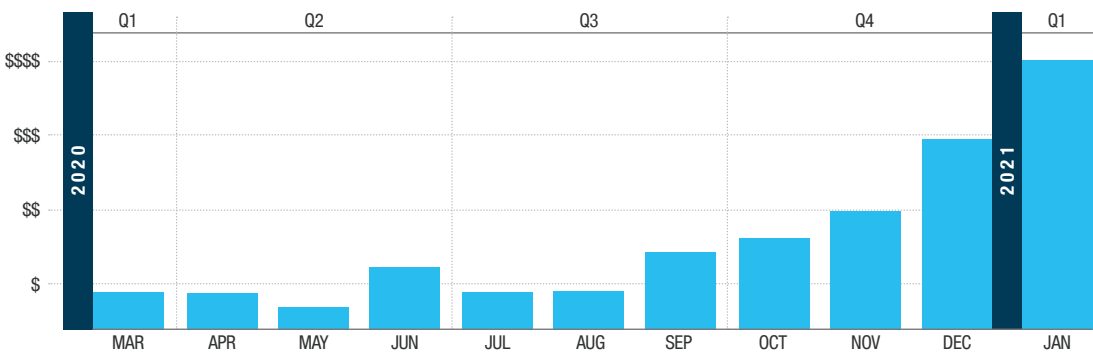
Major Moves Drive Engagement

Six months post-launch, U-Haul and Rx Savings Solutions partnered in a variety of innovative ways to ramp up engagement and savings. U-Haul leadership reinforced its support for the program internally, starting at the top. The CEO created an educational video to communicate the benefits to every employee—but also to announce a significant change before open enrollment.



Savings by Month

\$125.79 Avg. Total Savings/Fill



The direction from our CEO and leadership team was: **It's an amazing tool, we make it available to team members, it can save them money—how can we get more of them to use it?"**

Ashley Neubauer,
Health and Life
Benefits Manager



LIFETIME ROI
1.52:1



RUN RATE ROI
(at 12 months)
3.06:1

The best thing happening to healthcare."

U-Haul member