

Pelago

INDUSTRY: Technology
LIVES COVERED: 60,000



CASE STUDY

**Tech enterprise
drives healthcare
ROI of 4:1 with virtual
clinic for substance
use management**



OVERVIEW

A large, multi-national information technology company is changing the world through data applications. With 60,000 employees, the company prides itself on supporting employees to be the best version of themselves.



CHALLENGE

This organization was seeing a significant amount of healthcare claims, related to substance use, and tobacco use specifically. The company offered incentives for non-smokers and was looking for a new solution that would not only support the member transition from smoker to non-smoker, but one that could potentially address additional substance use issues in the future.



SOLUTION

The organization partnered with digital substance use clinic, Pelago, to launch a new, virtually delivered tobacco program to support members around smoking cessation. In one year, the program drove a 60% quit rate and delivered a 4:1 healthcare ROI.

Promoting treatment for tobacco use to support members who smoke

More than 16 million Americans live with a disease caused by smoking. On average, tobacco users cost employers \$3,598 in excess healthcare costs per member per year. This cost skyrockets when multiple addictions are considered. The company began by tackling the issue of tobacco use in its workforce through its partnership with Pelago.

70%

of those with an alcohol use disorder are also addicted to tobacco

22%

of those with an opioid use disorder are also addicted to alcohol

18%

of smokers have an opioid use disorder

THE CHALLENGE

The company offers incentives for non-smokers and was looking for a program that could support the member transition from smoker to non-smoker. The Benefits team reviewed several solutions, but selected Pelago for its superior user experience and high touch model, when compared to competitors.

WHY THEY SELECTED PELAGO

- Mobile app with unlimited 1:1 coaching
- Connected carbon monoxide breath sensor
- Customized course plan depending on type of nicotine and frequency
- Personalized Cognitive Behavioral Therapy journey
- Library of in-app content and interactive exercises
- Ability to expand into alcohol and opioid solutions, for future benefits

The Pelago Clinical Care Model

There are six key components of the Pelago program



PHYSICIAN-LED CARE

As a healthcare provider Pelago has a network of licensed physicians and nurse practitioners who provide telehealth consultations through the platform.

LICENSED DRUG + ALCOHOL COUNSELORS

Counselors and coaches deliver highly personalized behavioral therapy via in-app message, voice and video sessions. Access to the coaches and counselors is unlimited.

MEDICATION FULFILLMENT

To support Medication-Assisted Treatment, Pelago fulfills prescriptions directly and discreetly to the member's home. Existing pharmacy benefit managers can also be integrated.

COGNITIVE BEHAVIORAL THERAPY

Members are delivered a personalized CBT journey based on their unique triggers which they complete on-demand and in between counseling sessions.

SOCIAL SUPPORT

Counselors and clinicians provide invaluable social support as well as tools and resources for participants and family members to aid in the recovery journey.

REMOTE MONITORING DEVICES

Pelago measures adherence and outcomes through connected breathalyzers and at home drug testing kits, objectively measuring the success of the program and delivering aggregated, anonymized valuable insights.



Org + Pelago Implementation & Rollout



Pelago is available to employees and spouses on the organizations medical plan. Employees self-attest at enrollment if they are a tobacco user and are given information on the Pelago program. Employees that participate in the contingency management program engage beyond the minimum requirements, demonstrating engagement levels equal to the engagement levels of non-incentivised employees.

KEY RESULTS

- **13%** Enrollment rate of eligible population
- **39%** Program completion rate of enrolled members
- **60%** of enrolled members quit smoking (at least 4+ weeks tobacco free)

ENGAGEMENT

- **61%** of members used personalized Nicotine Replacement Therapy (NRT – gum patches or both)
- **18** average number of quit coach interactions per member

4:1 = Healthcare ROI

A Meaningful Benefit that Reduces Healthcare Costs Through a Healthier Population

MEMBER QUOTE

“I’ve been recommending the Pelago program to my co-workers. I was off last week, and when I came back to work, my coworkers asked what I did. I said, I quit smoking! Since 90% of my coworkers are smokers, they were amazed and wanted to know how I did it. Some asked for the name of the App.”

Employee



EMPLOYER QUOTE

“Pelago has been an important benefit offering that has helped our employees return to a healthier version of themselves. We’ve been extremely happy with the program and are planning discussions on other programs with the potential to expand our Pelago benefit offering.”

Sr. Manager, US Benefits

Pelago

Everyone Deserves Access to Effective Substance Use Treatment

ABOUT PELAGO

Pelago is revolutionizing substance use management. To date, Pelago has helped more than 750,000 members manage their substance use and improve their lives. The company is on a mission to break down barriers to substance use care that works, delivering its virtual clinic to employers, health plans and members.



FEATURED CUSTOMERS

Over 750k Lives Improved

100+

Employers utilizing Pelago

2.5M+

Covered lives

100%

Client retention



Visit www.pelagohealth.com to learn how we can support you in addressing substance use in your organization, or email sales@pelagohealth.com