Employer adoption of data-driven enrollment tool helps drive best-fit benefit choices—and savings
Truven Health Analytics® was acquired by IBM in 2016 to help form a new business, Watson Health™. Watson Health aspires to improve lives and give hope by delivering innovation to address the world’s most pressing health challenges through data and cognitive insights.

This university in the Midwest already had an excellent reputation as one of the best employers in the state.

Streamlining employee healthcare selection process

But as the healthcare landscape was becoming increasingly complicated, the organization wanted to help its more than 12,000 eligible employees make more informed choices when selecting their healthcare plans for the year.

The university recognized that employees were already given a great deal of information about their benefits, but perhaps it wasn’t the individualized guidance they needed to select the best-fit plan for their specific situations.

In addition, the organization sought to increase participation of tax savings plans and improve employee satisfaction in their healthcare benefits overall.

Custom decision support

To meet the challenge, the organization turned to myBenefitsMentor™ (formerly known as Informed Enrollment) from Truven Health Analytics®, part of the IBM Watson Health™ business. The solution’s addition to the organization’s benefit offerings included an online tool where employees could get an estimate of their total cash outlay under each of the medical plans offered.

Using the web-based solution, employees could view 18 months of their family’s summarized medical and prescription drug claims.

The myBenefitsMentor tool also utilized employees’ recent claims experience to estimate next year’s healthcare costs, while taking into account any coverage changes or potential services the employee included in the online estimation process.

Employees were also able to explore cost implications of changing to a new plan. They could then use that information to compare premiums, out-of-pocket expenses, available credits and more.

Overview

The need
This Midwest university wanted to provide employees with individualized guidance for selecting their best-fit healthcare plans.

The solution
The organization implemented myBenefitsMentor, which included an online tool to assist employees with estimated cash outlays for offered medical plans and allowed them to explore cost implications of changing to a new plan.

The benefit
Realized $1M potential estimated out-of-pocket savings, attained an 87% employee use of tool and achieved a 66% enrollment in health savings accounts (HSAs).
Employee outreach strategy

Individualized letters were mailed to employee homes in mid-October. Each letter provided an estimate of the employee’s costs under the university’s varying plan choices. The letter was also designed to match the university’s unique style and brand, so it was consistent with other enrollment materials.

The organization directed employees to a web portal, where they could view their medical plan choices in detail, along with estimated costs. The portal featured a healthcare history page, new healthcare services, healthcare usage and needs, health plan cost comparisons and spending account recommendations.

The three most accessed pages were new healthcare services, health plan cost comparisons and healthcare needs—each with more than 22,000 hits.

Goals, surpassed

By using Truven Health myBenefitsMentor to enhance the open enrollment experience, the university exceeded its goals for guiding employees into best-fit plans.

- Nearly 87 percent of eligible employees used myBenefitsMentor to select their medical plans and other healthcare benefits.
- Enrollment in the university’s two available HSA plans was 26 to 33 percent higher than projected, with 66 percent of employees enrolling.
- The organization and its employees are poised to benefit from being insured, with an estimated potential $1 million in savings in out-of-pocket costs versus premiums.

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Email paysolutions@truvenhealth.com, or call +1-866-263-1958

About Truven Health Analytics, part of the IBM Watson Health business

Truven Health Analytics®, part of the IBM Watson Health™ business, provides market-leading performance improvement solutions built on data integrity, advanced analytics and domain expertise. For more than 40 years, our insights and solutions have been providing hospitals and clinicians, employers and health plans, state and federal government agencies, life sciences companies and policymakers the facts they need to make confident decisions that directly affect the health and well-being of people and organizations in the US and around the world. The company was acquired by IBM in 2016 to help form a new business, Watson Health. Watson Health aspires to improve lives and give hope by delivering innovation to address the world’s most pressing health challenges through data and cognitive insights.

Truven Health Analytics owns some of the most trusted brands in healthcare, such as MarketScan®, 100 Top Hospitals®, Advantage Suite®, Micromedex®, Simpler® and ActionOI®. Truven Health has its principal offices in Ann Arbor, MI, Chicago, IL and Denver, CO.

For more information, please visit truvenhealth.com