

EMPLOYER TELEHEALTH

SUCCESS STORY

How Adecco engaged employees and saved more than \$230,000 with Amwell.

"We have exceeded—in a big way—all goals we set with Amwell. Financially, we will continue to see a savings as employees continue to opt for Amwell."

- Brian Evans, Vice President of Human Resources, Adecco Group

Challenge

Adecco was in search of a benefit that would decrease costs, while delivering employees convenient medical coverage that offered a superb customer experience.

Solution

Offer telehealth through Amwell and highly engage employees through marketing:

- Made Amwell a part of the annual enrollment strategy
- Highlighted Amwell through emails, direct mail, posters, videos
- Created a direct mail member card to educate and remind employees

Success

- 44% of eligible employees enrolled and of those who enrolled, 98% had a visit (55% of the enrollees had 1 visit, 19% had 2 visits, and 24% of enrolled employees had 3 or more visits)
- Stellar customer experience, with an average 4.8/5 star rating
- Saved a total of more than \$230K

44%

Of employees enrolled in Amwell

45%

of enrolled employees have had 2 or more visits

\$230K+
in total savings

Challenge: Deliver employees a convenient, affordable healthcare benefit

Adecco Group, the world's leading provider of HR solutions, was in search of a benefit that would decrease costs, while delivering employees convenient, affordable medical coverage. As a company of over 6,000 employees, many of whom travel for work, Adecco's top priority was having the ability to provide this coverage no matter where and when their employees may need it—immediate care from anywhere. Adecco selected Amwell as their partner based on its track record of delivering high-quality care at a low cost, while ensuring an excellent experience for employees.

Solution: Engage employees with telehealth through marketing outreach

Adecco's marketing campaign consisted of three notable tactics:

■ Ongoing Communication

In addition to introducing Amwell as part of the annual enrollment communications strategy, Adecco spotlighted Amwell several times throughout the year as a "special and unique benefit." One of the many ways they did this was by awarding gift cards to employees who had downloaded the Amwell app.

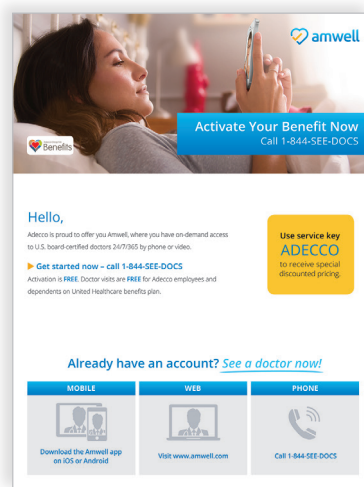
■ Multichannel Approach

Adecco highlighted Amwell's value through emails, direct mail campaigns, posters, videos and testimonials. "We had fun with our employees while getting the word out about Amwell," said Brian Evans, Vice President of Human Resources for Adecco Group.

■ Direct Mail Member Card

Adecco's direct mail campaign was highly successful, and reached its broad, geographically dispersed group of employees and dependents. The direct mail piece educated employees, but also contained a wallet card that employees could retain to remind them how to access their telehealth benefit long after they received the collateral in the mail.

Adecco's direct marketing pieces were simple, yet engaging.

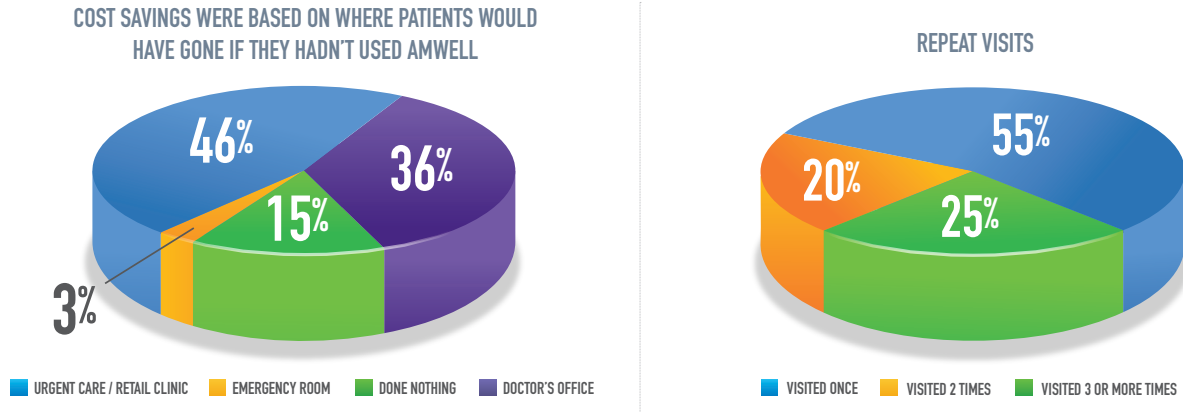


Repeat Visits

As of June 2018, 44% of Adecco's employee population has enrolled in Amwell. Exceeding their 15% enrollment goal. Of those individuals who went on to enroll, 55% of members had 1 visit, 19% had 2 visits, and 24% had 3 or more visits.

ROI to date

Since launch, it's estimated that Adecco has **saved over \$230,000** with Amwell. These estimates are based on patient feedback provided after each visit that detail where they would have sought care if they were not able to use Amwell.



Substantial time savings

Adecco employee video visits lasted an average of 6:05 minutes. Adecco employees were able to have a visit with a doctor in less than 6 minutes, compared to an estimated 121 minutes for in-office doctor's visits.

"Excellent" employee experience

Adecco employee satisfaction with Amwell was "Excellent," with an average overall experience rating of 4.6 based on a 5-point scale. Employees were also highly pleased with the treatment and professionalism of the physicians on Amwell: overall, the average patient rating of providers is 4.8 based on a 5-point scale.

