

Reclaiming Healthcare



A Five-Step Guide for Health Plans to Offer Member-Centric Care

"I love offering a tool like Amwell to my employees. I've heard so many positive reviews from staff that I'm almost excited to get sick to use it myself!"

– WEA Trust Customer

Challenge

WEA Trust was founded with a mission to take care of the public servants that take care of all of us. As traditional healthcare became increasingly inconvenient and costly, the health plan wanted to re-emphasize its mission. WEA Trust set out to reclaim healthcare for members and provide them with affordable, high-quality and member-centric care. The health plan also wanted to ensure that members took advantage of healthcare benefits, which is why it was critical to find a partner that could help them drive usage.

Solution

Offer employers a great new benefit in Amwell, and equip them with the appropriate marketing tools and knowledge to successfully encourage their employees to use Amwell. This was achieved by:

1. Gaining employer buy-in
2. Making Amwell cost effective for members
3. Building awareness with incentivized marketing
4. Targeting individual personas
5. Optimizing marketing based on results

Success

- Enrolled 10% of their membership—7,000 people—within 18 months of launch
- 30% of enrollees had a visit on Amwell
- Saved a total of \$316,000 in healthcare costs over the program thus far¹
- Saw incentive-based marketing strategies drive enrollments

¹ Calculation is based on WEA Trust claims analysis.

OVER 7K
members enrolled
in Amwell

30%
of enrollees
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\$316K+
saved in
healthcare costs ¹

**DOUBLED
SIGN-UPS**
with one-to-one
incentives

Challenge: Reclaim healthcare for their members by offering an affordable, high-quality and member-centric benefit

WEA Trust, a not-for-profit health plan based in Madison, Wisconsin, was in search of a new benefit for their members that met the goal of reclaiming healthcare. Founded in 1970 to serve public schools in Wisconsin, WEA Trust has since expanded its reach to serve all Wisconsin public employees. Since launching over 40 years ago, WEA Trust has always made it part of their mission to serve the public servants who serve us every day.

Public servants, particularly educators, have little flexibility to leave for a doctor's appointment during traditional work hours. Prep time is consumed with student meetings or calls with parents, and sick days necessitate additional lesson planning and prep work for the substitute.

WEA Trust sought to leverage technology to address these healthcare access concerns for their members. The solution needed to meet the following criteria—affordable, high-quality and member-centric. WEA Trust found that telehealth met all three. WEA Trust chose American Well as its telehealth partner for their experience in the industry, 24/7 platform, and ability to support service growth beyond just urgent care.

"We see American Well as a leader in telehealth, that allows our members to get care when and where they decide they need it."

- Dr. Tim Bartholow, Chief Medical Officer & Vice President, WEA Trust

Solution: Partner with Amwell to offer telehealth to their employers. WEA Trust followed five steps to drive the program's success:

- 1. Used a soft launch to gain employer buy-in.** WEA Trust launched Amwell in July 2015, but instead of ramping up marketing right away, they used the first six months to gain employer buy-in by educating them about the new service. During the soft launch, WEA Trust offered Amwell as a value-added, discounted service. This tactic was key to optimizing the program and learning more about general interest in telehealth.
- 2. Set co-pays at \$5 for their members.** For the broad January 2016 launch, WEA Trust included Amwell as part of their benefits plan as a covered benefit. They offered Amwell at a \$5 co-pay—lower than or equal to copays for in-person visits—and offered the service to all their members. As of July 2016, they have begun to offer Amwell at a \$0 co-pay and as a preferred option of care for their customers.
- 3. Incentivized marketing.** WEA Trust relied heavily on incentivized marketing campaigns to drive enrollments to Amwell—a tactic that proved effective. Here are two of WEA Trust's incentive campaigns:

Kinsa Smart Thermometer Giveaways

After making Amwell a covered benefit in January 2016, WEA Trust made their first big marketing push with a one-to-one incentivized campaign around Kinsa Smart Thermometers, an app-enabled thermometer that syncs with iOS devices to allow doctors on Amwell to see a patient's temperature information. The promotion gave a Kinsa Thermometer to every WEA Trust member who signed up for Amwell in that month. WEA Trust promoted this campaign mainly through email and in-person events, and more than doubled Amwell enrollments.



Kinsa Smart Thermometer

October Packers Promotion

Nine months later and in search of another incentivized campaign, the WEA Trust team asked themselves, “What do Wisconsinites love more than anything?” The answer: The Green Bay Packers. WEA Trust offered their members who enrolled in Amwell before November 1st, 2016, the chance to win two tickets to the Green Bay Packers game against the Seattle Seahawks at Lambeau Field. They promoted the raffle through a major direct mail outreach, and reinforced it with email marketing and a homepage promotion on the website. The Packers promotion increased Amwell enrollments by 20%, surpassing the goal of 15%.

After running these two successful incentive campaigns, WEA Trust found that raffles generate a 17% conversion rate, while one-to-one incentives, like the Kinsa Thermometer giveaway, doubled that conversation rate at 34%.

4. Targeted individual personas. In addition to the more traditional marketing initiatives, WEA Trust deployed tactics designed to reach individual personas. This included in-person meetings, also referred to as “Amwellebrations,” where they gave a product demonstration and then helped members sign up in person. This was effective for members who were not comfortable with technology and who needed extra help downloading and setting up the service.

Members who are technologically savvy were greeted by Amwell promotions while visiting the “Find a Doctor” section on WEA Trust website. The most popular place on the website, this tool allows members to find a doctor or check if a doctor is in network. If members were using the tool when traditional doctor’s offices were closed, a box pops up saying, “Looking for a doctor? Amwell is always available.” This box, which links to the Amwell site, has been instrumental in reinforcing the message that Amwell is not only convenient, but fast, and hits people when and where they are looking for care.

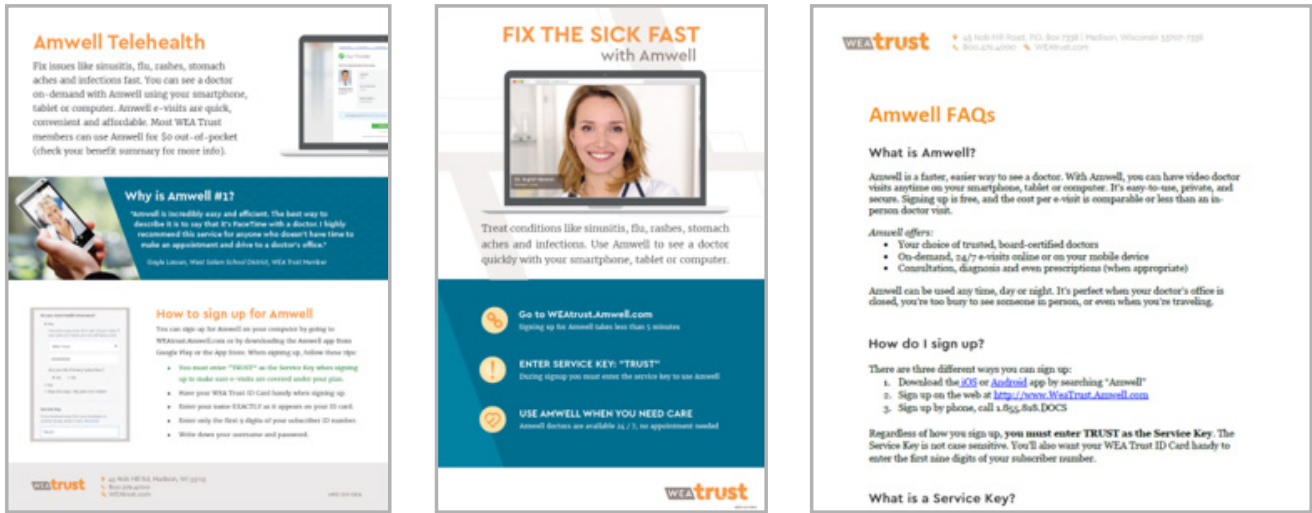
5. Figured out what works best and optimized. Based on a survey of WEA Trust members who have had an Amwell visit, WEA Trust found that while almost half said they used Amwell because of an incentive program, the same amount of members said it was because of an employer endorsement. Based on this feedback, WEA Trust began creating and providing their employer groups with Amwell promotion toolkits—which include a poster, flyer, email template and Amwell-branded magnets, as well as background on why it’s important to promote Amwell—to easily and effectively promote Amwell to their employees.

Figure 1: WEA Trust used direct mail to drive enrollments as part of the Packers Promotion



Pop-up box on the WEA Trust website

Figure 2: WEA Trust promotion toolkits made it easy for employer promotion



Flyer/Desk Drop

Poster

FAQs

Success: WEA Trust has enrolled more than 7,000 members in Amwell, and saved \$316,000¹

In December 2016, after only 12 months since the broad product launch, 10% of WEA Trust's members—or more than 7,000—had enrolled in Amwell and 30% of those members have had a visit. Compared to other health plans, WEA Trust performed well above average in terms of enrollments and visits, and had a much more engaged population due to its different marketing initiatives.

ROI To Date

Since launch, WEA Trust has saved over \$316,000 with Amwell.

High Employer & Employee Satisfaction

Patient satisfaction was high with the Amwell platform and the physicians who were caring for them. Employees gave Amwell an overall satisfaction rating of 4.4 based on a 5-point scale, and gave Amwell physicians 4.7 based on a 5-point scale.

Figure 3: Cost savings are based on where a patient would have gone if they hadn't used Amwell¹

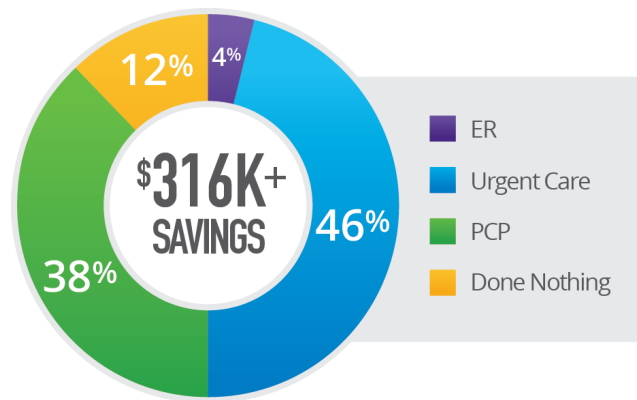


Figure 4: Employees were very pleased with Amwell physicians



Source: Calculation is based on WEA Trust claims analysis.

Patients across many employer groups raved about the service they received on Amwell:

“Amwell is an incredibly great tool. It’s fast, easy, and cuts your time and bill in half!”

- WEA Trust member

“At first, my hesitation was how long would it take and cost. After it only took ten minutes and it was only \$5—it was just great. They even send a follow-up email about what they prescribed and talked about. To have that at your fingertips is powerful.”

- WEA Trust member

“I was very excited to give Amwell a try because of cost and convenience. Leaving work for a doctor appointment is never convenient, nor do I enjoy sitting in the waiting room surrounded by germs. I was able to call from home, versus loading up my two children to head in to urgent care. The doctor was great to work with and made sure all of my questions were answered. I was able pick up my prescription 30 minutes after the appointment. ”

- WEA Trust member

Reclaiming healthcare: What’s next?

One of the many reasons WEA Trust chose Amwell as its telehealth provider was for its ability to expand its services. WEA Trust plans to expand the offering to psychology services under Amwell in 2017. Wisconsin, like many states, has a severe mental health professional shortage and WEA Trust believes Amwell is a key tool in improving access to mental health providers in the state. For WEA Trust, it’s all about harnessing technological innovations in healthcare and bringing more affordable, convenient and user-friendly care to its members.