



How XIFIN Engaged 70% of its Employee Population in Telehealth

“Our enrollment goal was 15% and now more than 70% of our employees have enrolled. It’s so easy and convenient. I always share Amwell information with our new employees during orientation and give them the word of mouth cards – many enroll on their first day.”

-Stacey Jameson, Senior Director, Human Resources, XIFIN Inc.

Background

XIFIN, a health information technology company with less than 500 employees, partnered with American Well to deliver a telehealth benefit to their employee population. Their goal was to have employees use Amwell, American Well’s direct-to-consumer telehealth service, when they were sick, ultimately reducing time away from work and lowering insurance rates. XIFIN began offering Amwell to its employees in 2016 and quickly saw employees engage with and use the service. In fact, in the first two years XIFIN exceeded its enrollment target by 55%.

Program Strategy

The benefits team at XIFIN took a proactive approach to promoting Amwell. They included slides about the Amwell service as part of their new hire presentation and distributed word-of-mouth cards telling employees how they could access the benefit. Amwell window clings were placed on bathroom mirrors and throughout the office, and XIFIN placed a great deal of energy around encouraging employees to use Amwell when they are sick.

Results

Before launch, XIFIN set an enrollment goal of 15% for Amwell. After two years, XIFIN surpassed its goal, enrolling more than 70% of its employees in the telehealth benefit. Of those who have enrolled in the service, 50% have gone on to have a telehealth visit.

XIFIN leadership believes that Amwell has been a true value-add for their organization. “My company uses Amwell and our employees are encouraged to use the app. It’s easy, saves time, and is great for minor colds,” says Tammy Lawrence, VP of Finance and Sales Operations, XIFIN.

Increased access to care was also a value-add for XIFIN leadership. Overall, the Amwell experience took employees an average of 10 minutes — from logging in to completing the visit. Approximately 70% of visits resulted in a prescription.

Employee Satisfaction

The benefits and executive teams at XIFIN are extremely happy with Amwell and so are its employees. XIFIN employees rate the Amwell experience 4.7 out of 5 stars and rate Amwell providers as 4.8 out of 5 stars.



“Amwell has been a fantastic alternative to a traditional doctor’s visit. I’ve been able to talk with a doctor literally minutes after opening up the app on my phone. And, with prescriptions sent directly to my local pharmacy, the hassle of traveling and waiting for medical care is one less thing I have to worry about when I’m feeling under the weather.”

- Tim Marcacci, Senior Marketing Specialist, XIFIN
