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Success Stories From Buck Consultants

Consumer-Driven Health Care Communications Achieving outstanding enrollment

“We were thrilled by the exceptionally high results that our CDHC plan generated and thank Buck for helping us successfully communicate the messages to our employees.”

– Craig L. Drake, Vice President,
Total Compensation

CLIENT ISSUE

Laboratory Corporation of America, Inc. (LabCorp), a leading national laboratory services company had, for many years, faced the challenge of delivering affordable, high-quality health plans to 26,000 employees while managing escalating health care costs. As a result, the company decided to implement a new consumer-driven health care (CDHC) program called LabCorp Health Care Solutions. Realizing that this program was a departure from more traditional plans and that employees would be unfamiliar with the

CDHC concept, the company partnered with Buck Consultants to help create a successful communication rollout strategy.

The goals of the communication campaign were to:

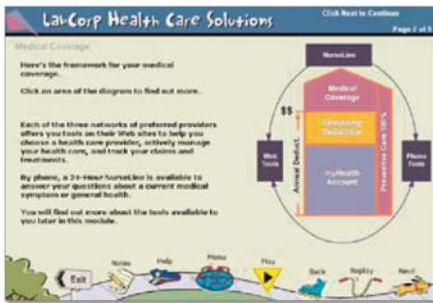
- Enroll 12 to 15 percent of eligible employees in LabCorp Health Care Solutions
- Encourage employees to adopt healthy behaviors and participate in companysponsored wellness efforts
- Increase usage of LabCorp’s benefits intranet site and reinforce its role as an employee knowledge center
- Encourage employees to take a more active role in managing their health care and their medical expenses

SOLUTION

To prepare employees for the rollout of this comprehensive health and wellness program, Buck and LabCorp crafted key messages for dissemination before the program launched. These communications explained the different types of CDHC plans, how they worked, and why they were popular with consumers.

Employees were introduced to LabCorp Health Care Solutions approximately six weeks before annual enrollment. The monthly benefits newsletter and the benefits intranet (designed, built, and maintained with Buck’s assistance) were the main communication vehicles.

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The intranet features links to:

- A health risk assessment
- A search engine that determines whether employees are in the service area for each of the three preferred provider networks
- A DocFinder search engine to the three networks' provider directories
- A newsletter explaining the new program and the rationale behind it
- A Web Tools and Resources/FAQ document
- Three interactive eLearning modules explaining national trends (health care costs and unhealthy behaviors), how to use LabCorp Health Care Solutions, and how to enroll for benefits

RESULTS

The communications campaign was a tremendous success. After annual enrollment concluded, the effectiveness of the launch campaign was measured and resulted in:

- Approximately 59 percent of employees enrolled in LabCorp Health Care Solutions, surpassing the original goal by 50 percent. This enrollment was achieved despite the existence of another health care option: a well-established exclusive provider organization (EPO) plan.
- Traffic to the benefits intranet site increased 50 percent in three months.
- Compared to the previous nine months, Web hits to this intranet site increased:
 - By 68 percent for the number of unique visitors, and
 - By 63 percent for the number of visits to the benefits intranet site.

For year two, Buck and LabCorp transformed the launch campaign into an educational campaign. Using the same communication channels, messages continued to explain the program, reinforce wellness messages, and promote resources and tools. This strategy contributed to an outstanding year two enrollment of 69 percent in LabCorp Health Care Solutions. Again, this enrollment was achieved despite an EPO option.

CONTACT US

To learn more about this CDHC program or other successful communication campaigns, contact Kasey Kirschner at kasey.kirschner@buckconsultants.com or call 770.916.6030, or Cathy Hagin at cathy.hagin@buckconsultants.com or call 770.916.4185.