

INTERMOUNTAIN HEALTHCARE

Plan design approach leads to 33% CDH adoption

Challenges

- Increase adoption
- Increase awareness of CDH/HSA option
- Communication and education to the team
- Influencing right plan design changes to increase CDH adoption

Solution

- Plan design considerations like reducing OOP max, adding HSA matching contributions, seeding the HSA in January
- Partner with an experienced HSA Administrator
- Educate and communicate using scenario-based stories
- Let participants do the talking

Results

- Over 96% retention rate in CDH
- Participation has risen from 1.5% to 33%
- 46% increase in average HSA balance from 2011–2012
- CDH plan cost control

Quick stats

- Industry: Health care
- U.S. Team Members: 32,000 employees
- Current HSA Enrollment: 8,000

Intermountain Healthcare is an internationally renowned, nonprofit health system with 22 hospitals, 800+ physicians, and a broad range of clinics and health care services. Additionally, they offer health insurance plans through SelectHealth (an insurance subsidiary). Their mission is to provide clinically excellent medical care at affordable rates in a healing environment that is as close to home as possible. With 32,000 employees they represent one of the largest employers in Utah.

As a people-friendly employer, when employees requested a consumer driven health (CDH) plan option, Intermountain Healthcare responded by offering its first CDH option in 2006. The CDH option remained largely unchanged until 2009, when steps were taken to make the plan more appealing. By 2011, a concerted effort was made to further improve the value and attractiveness of the CDH plan. These efforts yielded an impressive participation rate of 33% (from 1.5% at inception) among those enrolled in health insurance. In conjunction with this dramatic increase in adoption, Intermountain Healthcare has also seen a positive trend in premium cost control for this plan.

Several factors have contributed to Intermountain Healthcare's success to this point. First, plan design enhancements made a meaningful difference in the financial attractiveness of the CDH plans. Second, improved education and communication efforts increased employee awareness of the CDH plan. Finally, choosing an experienced health account administrator, HealthEquity, significantly boosted loyalty among the CDH users. This loyalty has translated into positive "hallway talk" about the CDH plan and the associated HSA.

"The HealthEquity team brought the expertise, support and superior product delivery to the table that directly impacted our success in exceeding our adoption rate goals."

—Mark Tenney, Health and Wellness Benefits Director, Intermountain Healthcare

Plan design enhancements

In 2009, the CDH plan out-of-pocket maximum was reduced to a level comparable to that of the traditional plan offered. In 2010, an HSA matching contribution of up to 20% of the deductible was offered. This worked so well that in 2011, Intermountain Healthcare increased the matching contribution to 50% of the deductible. Finally, in 2012, one-half of the HSA contribution was made as a seed contribution for new enrollees in January, making funds available on the first pay check of the year. This up-front employer contribution helps employees feel less vulnerable to unanticipated health care expenses early in the year. These plan design changes demonstrate how employees win financially with the CDH plan.

HealthEquity

15 W. Scenic Pointe Drive, Ste. 100
Draper, UT 84020 | www.HealthEquity.com

ENHANCED PLAN DESIGN = ADOPTION

Improved education and communication

Since CDH concepts are not altogether new to Intermountain Healthcare employees, education and communication efforts were focused on providing a variety of real life, personal scenarios to illustrate the potential risk and reward of this plan type. Ongoing education is provided to HSA account holders by HealthEquity's certified member services team 24/7/365, via the member portal and newsletters. Topics covered are access to preventive care, HSA contribution strategies, and maximizing the value of their HSA. Online tutorials are introduced where members learn how to use the platform and tools. Together, these teachable moments help employees better save and spend their health care dollars.

Choosing an experienced health account administrator

The positive outcome of Intermountain Healthcare's CDH plan adoption can be largely attributed to partnering with a health account administrator with a successful track record in supporting nationwide customers of varying sizes and types. HealthEquity's experience and best practices contributed to the chosen plan design and helped to execute an education and communication campaign. Success can also be traced back to the effect that employees' opinions and testimonials had on their colleagues. Sharing their positive experiences with the CDH plan and HSA contributed to increased adoption.

HealthEquity's innovative member portal integrates member's medical claims with the HSA, making their experience simple, intuitive and engaging. These exceptional experiences build trust and loyalty which are key to delighting employees with their health care benefits. This consistently positive experience of CDH participants resulted in more than doubling the adoption rate year over year.

What's next?

Intermountain Healthcare's goal is to increase CDH plan adoption in the coming years. Plan design will continue to be reviewed annually to ensure it is meeting the needs of employees. Recent requests will likely result in offering another CDH option that allows for out-of-network care and broader in-network coverage. Creative education and communication ideas will be implemented, such as associating employer contributions with wellness objectives. In the end, positive changes will occur that make the CDH plan and the accompanying HSA increasingly more valuable to both the employee and to Intermountain Healthcare.



About us

HealthEquity empowers Americans to build health savings by providing powerful tools for health savings accounts (HSAs) and other health financial services. We manage \$2.5 billion in deposits, which makes us the largest dedicated health account custodian in the nation. Our convenient solutions serve 1.5 million health savings accounts, owned by individuals at one of 27,000 companies across the country. With member support available every hour of every day, our team provides around-the-clock insight to maximize health savings.

Discover how a partnership with HealthEquity can benefit your company and its employees.

Contact HealthEquity today at:

866.346.5800 (toll-free)

salesupport@healthequity.com

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