



CASE STUDY:

Education

Empowering Educators: How a School District Focused on Elevating Healthcare Literacy to Improve Benefits Navigation

Workforce 800 employees

CHALLENGE

This school district, recognized as a National Blue Ribbon School, a John Irwin School of Excellence, and a recipient of the Governor's Distinguished Improvement Award from the Colorado Department of Education, is committed to fostering an environment where employees feel respected, successful, and valued. However, when they noticed that staff were either underutilizing or not using their benefits programs at all, they sought guidance from Optavise.

To address this, the HR team embarked on a journey to enhance benefits engagement by implementing Optavise advocacy. This included providing year-round access to experienced advocates and raising awareness of the available benefits. The goals of this initiative were to:

- ▷ Increase utilization of benefits and programs,
- ▷ Reduce claims costs,
- ▷ Improve the overall employee experience with benefits, and
- ▷ Enhance employees' understanding of healthcare.

OPTAVISE SOLUTIONS

To enhance the employee experience with company benefits, the client partnered with Optavise to actively engage employees in choosing and using their benefits effectively. Employees now have year-round access to experienced advocates who assist with general benefits inquiries, resolve claims and billing issues, and research costs for specific healthcare procedures to help them make informed decisions about their care.

Sixty percent of cases were benefits-related, 20% involved cost comparison reports, 19% were for claims and billing, with the rest for ID cards or election questions. 92% of cases were initiated by a call to an advocate, 5% via chat/web, and 3% by email.

Members reported being "very satisfied" with the advocates' knowledge, expertise, listening skills, and responsiveness, leading to Optavise earning an impressive NPS score of 87.

RESULTS



\$136,500
member savings
from choosing a cost-effective care option



60%
of cases
were benefits-related



92%
of cases
were initiated by a call to an advocate



87
nps score
from members



"My advocate went above and beyond to help me with a specialized procedure I needed. She provided me with three different options to choose from, ensuring I had the best possible choices. I truly appreciate the extra care and attention she gave to my situation."

- William, Member