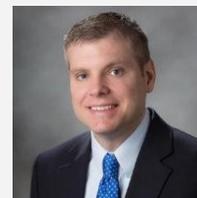


A BENEFITS EXECUTIVE'S PERSPECTIVE

Outcomes from selecting a healthcare advocacy solution

Prior to joining Accolade as vice president of field operations, Matt Eurey led the benefits programs at two employer organizations, where he was responsible for the strategy, design, administration, compliance, and execution of the company's benefits and total rewards programs, and managed annual spends of \$500 million and \$1.1 billion, respectively. Matt shares insights and outcomes from selecting Accolade as a healthcare advocacy solution.



MATT EUREY
SVP, Business Development

As a benefits leader, Matt's main goal was to attract, retain, and motivate the right talent, while also bending the cost curve. He started with a clear definition of what stood between him and his goal. This included looking at his current solutions, studying the data and outcomes, and acknowledging that they weren't working. Problems included an unsustainable healthcare cost trend, limited utilization of existing programs, and an overall unsatisfactory employee experience. Matt worked with Accolade to start tackling those issues.

9%

COST SAVINGS IN
YEAR THREE

90%

HIGH-COST CLAIMANTS
ENGAGED IN FIRST YEAR

98%

MEMBER SATISFACTION

In healthcare it's somewhat of a black box, so regardless of your background, socioeconomic or other factors, everyone needs help. So we were interested in finding that connector to get folks the help that they needed.

1. Cost Trend

Challenge: We saw the healthcare cost rising at unsustainable levels within both of my prior organizations. We were being hit with some pretty significant cost overages year over year. The 7-10% trend wasn't palatable, so we were looking for ways in which we could combat that element, and remove any cost fat from the continuum.

Collaborative outcome: We worked with Accolade to track program utilization, claims data, biometric data, and feedback from point solutions, among other things. Accolade found gaps with existing programs, and collaborated with us to define a plan for next steps based on our findings. For example, in one of the organizations I worked for, Accolade helped identify costs caused by diabetic individuals who were not taking their readings regularly, leading to significant usage of high-cost treatment supplies. We worked together to introduce a point solution in the diabetic community, improving health and reducing cost. Tracking the spend every step of the way enabled us to show an average 5% reduction in employee healthcare costs in year one, and average 9% reduction by year three.

2. Program Utilization

Challenge: Our various datasets showed there was really poor employee engagement. Employees were confused, they were lost in that healthcare journey, and despite our heavy investment with a number of partners, they continued to make what we considered to be poor decisions. We also had some really hard to reach pockets of our organization, so we knew we needed an approach that was a little bit different than the traditional approach. We needed someone who those hard to reach employees would consider trustworthy.

Collaborative outcome: Driven by data, Accolade uncovered areas of the organizations that were not engaging. Our teams met on a regular basis to look at the data and uncover ways in which we could more effectively engage with disengaged and high-cost populations. Together, we identified segments of the population that needed full-scale marketing campaigns, or additional preemptive outreach from Accolade Health Assistants. For example, Accolade found that there was a problem with the maternity incentives, so new mothers were not taking advantage of the benefits available to them. Accolade helped my team approach things a bit differently, and found a way to get mothers to more effectively engage early in their first trimester. As a result, in our first year, we engaged 90% of high-cost claimants (individuals who spend greater than \$100,000 annually), and engaged 80% of those who spend between \$50,000 ad \$100,000 per year.

3. Employee Satisfaction

Challenge: We wanted to improve our relationship with our employees, to make them feel even more valued. If they weren't worried about healthcare decisions, and making missteps in benefits, there was greater likelihood they were going to be focusing in on their job, which is exactly what we needed them to do.

Collaborative outcome: Accolade Health Assistants provided compassionate, personalized support to our employees. Employees finally felt taken care of, and their feedback proved it. On a bi-weekly basis, Accolade sent out three question surveys to a random sample of about 700 members who had communicated with their personal Accolade Health Assistant the prior week. The questions asked how likely individuals were to recommend Accolade to a friend or colleague. The results of this survey produced a Net Promoter Score (NPS) of 70 or above, which is about 10 times greater than the industry average. Additionally, Accolade earned 97% and 98% member satisfaction in the organizations I worked for, based on an online survey that further asked members to share their feedback. My greatest takeaway from that experience was that for the first time in my career, I received unsolicited feedback from all segments of our workforce, via phone, email and intranet postings. They loved the service and the instant connection they felt with their personal Health Assistant. That's when I knew we had made the right choice in selecting Accolade.



Engage clients proactively and address future needs



Health Assistants measured on client relationships and removing barriers



Early and ongoing engagement over time to build long-term relationships



Continuity of care over time

Accolade is a single point of entry to personalized health and benefits for employers, health plans and their members. We dramatically improve the experience, outcomes and cost of healthcare by connecting health and benefits data and programs, engaging people in their health, and influencing decisions at every stage of care.