

Growing with Included Health from Expert Medical Opinions to Navigation

CASE STUDY | 2021

Objectives

Drive higher engagement and better outcomes

Salesforce partnered with Included Health to achieve its top benefits priorities, including:

- Reducing costs and improving member outcomes by connecting members with high-quality providers
- Optimizing access to benefits and other resources
- Improving the member experience and increasing member satisfaction

Solution

Enhanced Navigation

Salesforce first implemented Core Expert Medical Opinions in 2017. After seeing strong results, they decided to expand their partnership with Included Health to provide support for the whole population through Enhanced Navigation. Salesforce implemented Included Health's quality match platform, benefits routing tool, advocacy services, and financial toolkit to provide a single place to go for all healthcare needs.

At A Glance

Employer

Salesforce

Members

70,000

Customer Since

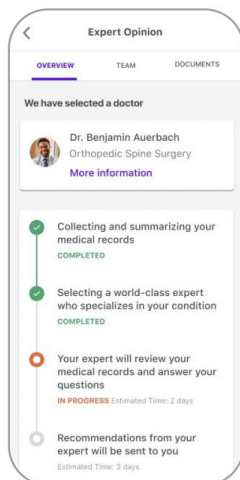
May 2017

Solution

Enhanced Navigation

Opportunities

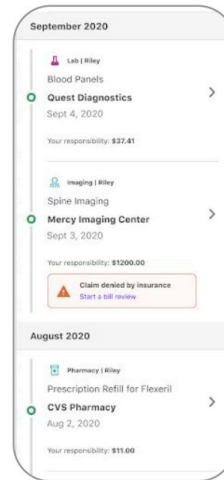
- Reduce healthcare spend
- Improve quality of care
- Improve member experience



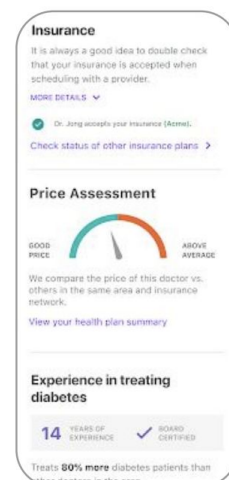
Complex case review with world-class experts



Matching to high-quality doctors and appointment scheduling



Ability to track claims and care spend



Guidance on costs associated with receiving care

Results

We measure the success of our navigation program through three important results: superior **clinical outcomes** driven by connecting our members to clinical guidance and quality care; improved **member satisfaction** enabled by our seamless experience; and reduced **costs of care** as a result of connecting members to high-value, appropriate care.

Clinical Outcomes

20ppt

Quality improvement among members who see recommended physicians

60%

Of expert medical opinions resulted in a medication change recommendation

Member Satisfaction

82%

Member Satisfaction

~33%

Of new clinical cases were converted from a previous non-clinical case

Costs of Care

2:1

Return-on-investment

30%

Of surgeries recommended for cancellation or delay after an expert medical opinion

Note: Results for 1/1/2020-9/30/2020



Real Member Story: Tyler, 33, difficulty breathing

How we helped: Tyler was looking for a specialist to help with a deviated septum and sinus issues. Included Health helped Tyler find a reputable surgeon in his network, better understand his out-of-pocket expenses, and provide detailed estimates on his financial responsibility prior to surgery. Tyler felt relieved under Included Health's guidance and caring support.

"Thank you for finding my doctor, scheduling appointments, and reviewing my billing – I can now breathe easier thanks to Included Health!"

