

# Best-in-class employer uses Enhanced Navigation to deliver exceptional care

## Objectives

### Deliver exceptional care and member experience

Since 2017, we have partnered with Salesforce to help achieve the company's top benefits priorities:

- Ensuring the entire Salesforce population can find high-quality care, no matter where a member lives
- Helping members make the most of Salesforce's rich ecosystem of benefits and other resources
- Delivering an exceptional, seamless member experience that supports Salesforce's brand as a best-in-class employer

## Solution

### Enhanced Navigation

Salesforce launched Core Expert Medical Opinions for complex conditions in 2017. Based on early program success, Salesforce extended navigation support to the entire population. With Enhanced Navigation, members gained access to our quality-driven provider match platform, benefits routing, advocacy services, and financial toolkit. Now, employees and their families have a single place to go for all healthcare needs.

## At a Glance

### Customer

Salesforce

### Members

30,000

### Customer Since

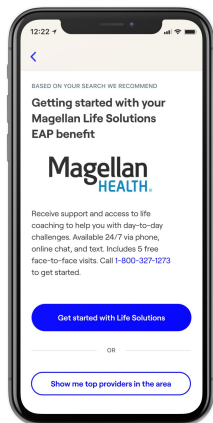
May 2017

### Solutions

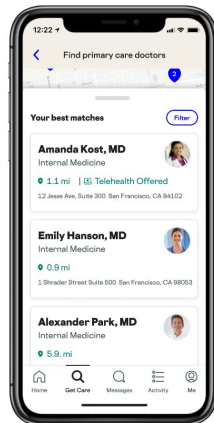
Enhanced Navigation

### Challenges

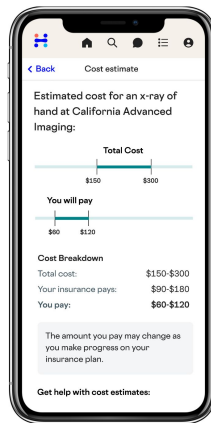
- Distributed workforce saw care of varying quality
- Rich benefits ecosystem can be confusing to navigate
- Competitive talent marketplace



Personalized nudges to benefits that can help



Matching to high-quality doctors and appointment scheduling



Insight into the cost of care

“We view Included Health as a strategic partnership – you understand our business intimately, know our culture, and bring solutions that help meet our needs.”

Gina Hanrahan  
Senior Director, Benefits

## 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 ensuring that members receive high-value, appropriate care.

### Clinical Outcomes

**50%**

Increase in visits to top quartile providers after a referral from us

**70%**

Of expert medical opinions resulted in a treatment change recommendation

### Member Satisfaction

**82%**

Member satisfaction

**1,500+**

Personalized benefit referrals across Salesforce's ecosystem

### Costs of Care

**2.4:1**

Return-on-investment

**\$670**

Average direct savings to members who utilized claims advocacy services

*Note: Results for 2/1/2020–1/31/2021*



### 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. We 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 our guidance and caring support.

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

## About Included Health

Included Health is a new kind of healthcare company, delivering integrated virtual care and navigation. We're on a mission to raise the standard of healthcare for everyone. We break down barriers to provide high-quality care for every person in every community – no matter where they are in their health journey or what type of care they need, from acute to chronic, behavioral to physical. We offer our members care guidance, advocacy, and access to personalized virtual and in-person care for everyday and urgent care, primary care, behavioral health, and specialty care. It's all included.

## Contact us

Email: [connect@includedhealth.com](mailto:connect@includedhealth.com) | Website: [includedhealth.com/employers](https://includedhealth.com/employers)

