



Success Story

**Creating truly, connected care:
How Nielsen reached 90%
household registration
with All-Included Care™**



Nielsen is a global leader in audience measurement, data, and analytics, shaping the future of media.

At a glance

Industry:

Software development

Eligible employees:

4,100+

Total members:

7,800+

Partner since:

2016

Product:

All-Included Care™,

a combination of inclusive healthcare navigation with comprehensive, accessible virtual care, integrated therapy and psychiatry for all ages, expert medical opinions, and more.

The impact of personalized, all-in-one healthcare:

90%

of households registered

100%

member satisfaction for culturally affirming services

83%

increase in connections to top quality providers

80%

of high-cost members engaged



Background

Nielsen is a leading media intelligence company that operates in 45 countries and generates over \$3 billion in annual revenue. Their data underpins essential transactions that propel the buying, selling, and creation of media. Through Nielsen's understanding of people and their behaviors across all media channels and platforms, they empower their clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. Every voice is heard, all stories are told, and everyone is represented in Nielsen's data, which is why the company takes a similar methodological approach to its holistic benefits strategy.

Nielsen's benefits strategy is driven by their core values of inclusion, courage, and growth. They are deeply committed to improving lives through health and wellbeing and ensuring that their benefits offerings are inclusive and equitable for all employees. To attract and retain top talent, Nielsen continually evolves its strategy to better meet employee needs.

In 2015, Nielsen sought an innovative partner to help address the following challenges:

- Steering members to high-quality providers
- Creating a single “front door” for members to access benefits
- Driving engagement in Nielsen benefits





Included Health partnership

Supporting members with complex, high-cost conditions

Nielsen's partnership with Included Health began in 2016 with the implementation of **Expert Medical Opinion** for their U.S.-based medically enrolled population. This service allows members with complex, high-cost conditions to receive an expert review of their diagnosis or treatment plan from leading specialists at top institutions nationwide. Unlike most other second opinion programs, Included Health also provides members with referrals to high-quality, in-network, local physicians to follow through on treatment recommendations. Nielsen chose to implement this service due to Included Health's commitment to:

- Driving engagement across a diverse population
- Taking a data-driven approach to outreach and insights
- Creating a user-friendly platform and member-centered team
- Focusing on innovation and optimization of services

Utilization of the service was high from the start, with more Nielsen members completing expert opinion or referral cases in the first month than the prior 12 months with their previous vendor. During the first year, the majority of expert opinion cases targeted high-spend conditions, with over half of the cases focusing on musculoskeletal conditions. After receiving an expert opinion, many members also leveraged Included Health to help find local providers to assist with their care. As a result of these referrals, Nielsen's members were able to access local physicians who were, on average, 66% higher in quality. Recognizing the value Included Health provided to their complex, high-cost members, Nielsen sought opportunities to deliver value for their broader population, leading them to implement Included Health's Navigation service.



66%
increase in
average physician
quality score





Increasing utilization and quality through navigation

In 2019, Nielsen added **Navigation**, providing their members with a “front door” for all of their healthcare needs. Through Included Health, Nielsen employees and their families are now more aware of available benefits, can lean on advocates for administrative or financial issues, and have a convenient, trustworthy self-service platform to find high-quality local care. The service simplifies the healthcare experience for members, improves their health, and delivers cost savings for Nielsen.

Member engagement

36%

increase in registrations

4x

increase in utilization

Financial impact

\$395K

savings back in members' pockets through claims advocacy

2.6:1

ROI

Within the first six months of launching Navigation, Nielsen saw a 36% increase in registrations. Utilization more than quadrupled in the first quarter of 2019 compared to the last quarter of 2018. Adding Navigation also had a tangible impact on member experience, clinical outcomes, and costs. By 2021, Nielsen achieved 92% member satisfaction and a 98% increase in visits to top quality providers. Financially, Included Health saved Nielsen's members \$395K collectively through claims advocacy services, while Nielsen saw a 2.6:1 ROI.





Delivering additional value beyond engagement

All-Included Care has not only driven strong engagement but also resulted in high member satisfaction, strong clinical outcomes, and reduced costs for the company. Nielsen is excited to continue to partner with Included Health to raise the standard of healthcare and provide access, answers, and advocacy for all members of their population.

Member engagement & satisfaction

90%

of households registered*

89%

of households engaged*

91%

member satisfaction **

100%

member satisfaction for culturally affirming services

Member feedback



"I never had service like this before. Included Health's [service] and the people have changed what's been many many years of distrust and poor medical care...Thanks Included [Health] and team."

— Nielsen member

Clinical outcomes

83%

increase in connections to top quality providers

41%

of engaged members have used a clinical service

Financial impact

45%

of members who used Included Health's virtual care would have otherwise gone to the ER or urgent care

80%

of high-cost members engaged

Client feedback



"As the 'front door' to Nielsen benefits, Included Health is essentially an extension of our internal team. Whether it's a quick clarification question or support navigating a complex diagnosis, Nielsen employees have come to trust Included Health to support them with all of their benefit needs time and time again. Building on this foundational trust we continue to partner with Included Health to innovate and bring forth creative solutions that will support the holistic wellbeing of our employees and their families.



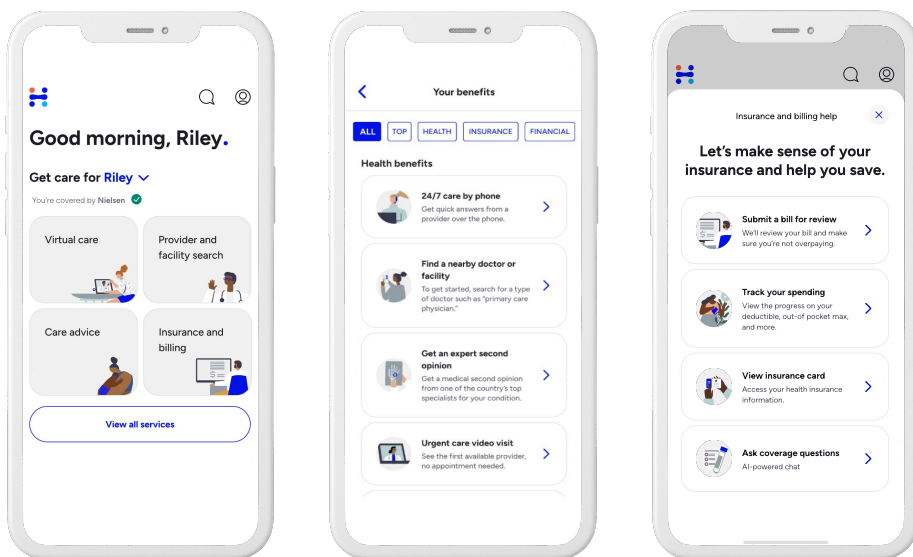
Tom Moran
VP, Global Benefits and Mobility
Nielsen

Results from CY2023.
*From launch through June 2024.
**From January 2024 through June 2024.



Expanding impact with All-Included Care

Recognizing the cumulative value of Included Health’s services, Nielsen expanded their offerings to include Primary Care, Everyday & Urgent Care, and Communities. With these additions, Nielsen’s members now have access to Included Health’s most comprehensive solution, **All-Included Care**. By combining guidance, advocacy, and care delivery on a truly connected platform, Nielsen is seeing better member engagement, improved health outcomes, and lower downstream costs for their members’ care. The expanded offering also enables Nielsen to address health disparities by increasing access to high-quality care for all members, particularly those who have been traditionally underserved.



Driving strong engagement

Two years after launching All-Included Care, Nielsen achieved an impressive 90% household registration and 89% household engagement. This success was driven by:

- Listing Included Health on member ID cards
- Adopting Included Health’s full suite of broad and targeted member communications
- Including a reference to Included Health in the benefits teams’ email signature lines and out-of-office email notices
- Highlighting Included Health in their member guides on various topics (e.g., back-to-school guide for parents, cancer support guide)
- Hosting regular, well-attended webinars on popular health topics led by Included Health clinicians
- Featuring Included Health on panels about key health topics (e.g., Black maternal health) alongside other benefits partners
- Inviting Included Health to regularly attend Business Resource Group meetings

About Included Health

Included Health is a new kind of healthcare company that delivers personalized all-in-one healthcare to millions of people nationwide. We provide healthcare access, answers, and advocacy through a modern experience designed to treat people better—mind, body, and wallet. It's all included: comprehensive virtual and in-person care, system-wide navigation and care coordination, and 24/7 support for every clinical and administrative need. Our members see better doctors, experience better outcomes, and have more healthy days, all at lower cost.



Learn more

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includedhealth.com/betterbenefits