

WHITEPAPER

Redefine Employee Engagement with Healthcare Navigation

A better grasp of your ROI can help optimize benefits offerings and engage your employees.



An effective suite of benefits can be a critical recruitment and retention tool for employers. They're also expensive — particularly healthcare costs, which tend to make up a large proportion of employer HR budgets. Getting the most use out of these healthcare benefits is critical, but these benefits can be difficult for employees to understand and access. Better engagement with healthcare benefits requires solid communication among all of the entities involved in employee health — patients, providers and payers. For overburdened HR departments only tangentially involved in this line of communication, driving high levels of employee engagement can be a struggle — if they can even measure engagement effectively in the first place.

In the summer of 2024 — on behalf of Quantum Health — Arizent (parent company of Employee Benefit News) surveyed executives/benefits professionals at organizations that provide healthcare benefits to employees. The survey investigates how companies and benefits professionals are prioritizing, driving and evaluating employee engagement with their health and healthcare benefits. Results suggest many employers lack employee-level data about interactions with the healthcare system that could better help them understand which benefits are working well and which need to be improved or replaced.

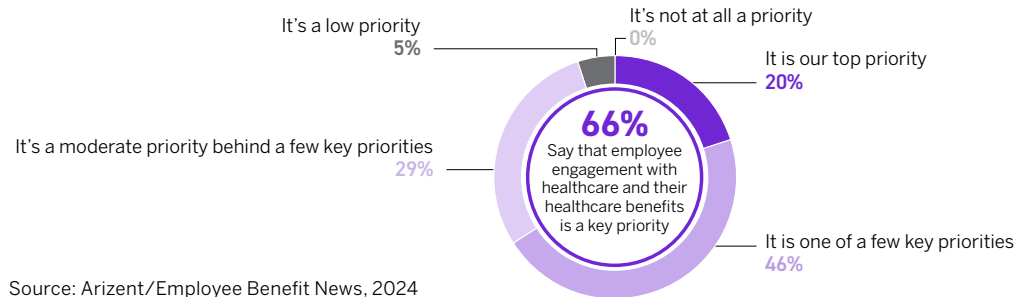
Employee engagement is a key priority for benefits managers

The right benefits produce meaningful business value for the organizations that offer them. For nearly three in four HR teams (72%), retention and recruitment are a top priority. Organizations support this priority by selecting and renewing the right mix of benefits for their employees (47%) and managing benefit costs (28%). Driving employee engagement with benefits is another key piece of the puzzle, particularly when it comes to healthcare (see Figure 1).

Benefits are only valuable if employees actually make use of them. When employees need benefits but are unable to use them or unaware they exist, nobody wins; employees don't get the help they need and employers can't leverage the benefits to optimize employee retention. This makes engagement a high priority, but only 20% of survey respondents say most of their employees are engaged with their healthcare and healthcare benefits at anything near ideal levels.

Figure 1: Employers Prioritize Engagement with Healthcare and Healthcare Benefits; 20% Report It as Their Top Priority

How much of a priority is employee engagement with healthcare and healthcare benefits for you and your broader HR team?



Source: Arizent/Employee Benefit News, 2024

What's inhibiting engagement efforts for employers?

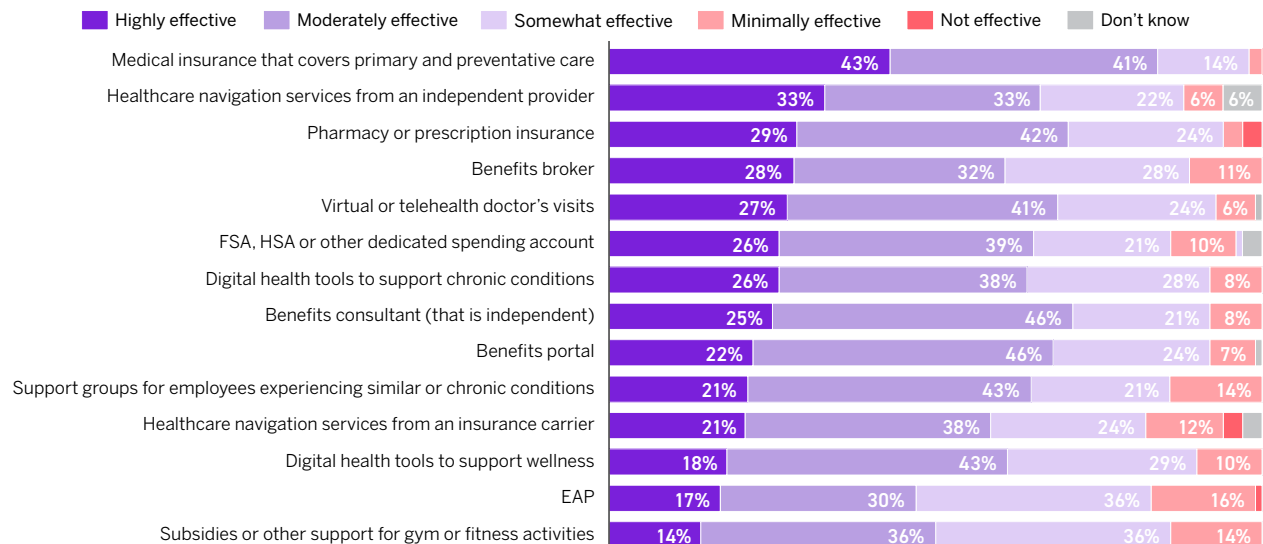
For benefits professionals, a best-case scenario includes employees who are well-educated about their benefits (35%) and actively interested in improving their health (19%). They would expect to see this level of engagement in metrics such as utilization (21%) and use of preventive care (15%). Most employers report shortfalls in one or more of these areas. Most commonly, they cite barriers to prioritizing employee education and engagement efforts, including a lack of time or bandwidth. They also cite a lack of employee understanding about what benefits they actually have at their disposal. Without addressing these barriers, it's difficult to have any impact on utilization metrics.

The right navigation brings technology and proactive care coordination support together to improve engagement

There are effective tools available to increase or support employee engagement with their healthcare and healthcare benefits (see Figure 2). Providing medical insurance that covers both primary and preventive care is a clear and obvious prerequisite for engagement. Connecting employees to this care effectively is another matter. Of the organizations that use independent healthcare navigation services to drive engagement, 66% find them moderately (33%) to highly effective (33%). These programs tend to be effective because they help ensure employees know about the solutions they need when they need them. In other words, they fulfill the education and communication components that are often lacking at the critical point in time they're most needed.

Figure 2: Effectiveness of Various Employee Engagement Methods; Healthcare Navigation Services from an Independent Provider Shown to Be Highly Effective

How effective are the following tools as a method to increase or support employee engagement with their health and their healthcare benefits?



Data labels are not shown for values less than 4%

Source: Arizent/Employee Benefit News, 2024



In an ideal world, each employee would be able to meet with a dedicated onsite representative to help them navigate their healthcare benefits, including ensuring they are engaged with the various programs that meet their and their families' needs."

— Benefits leader at company with 5,000 to 9,999 employees

Independent navigation programs that provide a dedicated representative and single point of entry to the healthcare system can simplify engagement from the employee's point of view and drive utilization. Having "one place to contact," provides that dedicated representative and makes it easier for employees to get to the care they need, when they need it. This approach can, among other things, improve access to preventive and primary care, increasing utilization and leading to better health outcomes and overall healthcare program cost savings (see **"How Quantum Health Navigation Is Different,"** below).

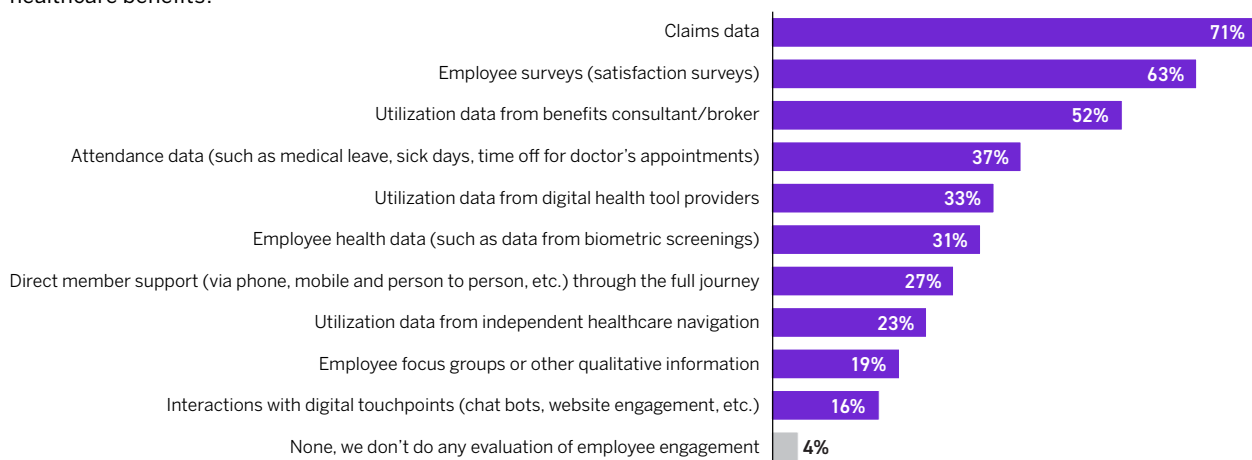
The power of deep engagement data

But benefits professionals aren't just looking to improve engagement and produce a better employee experience. They also need access to engagement data to help them manage the cost of benefits for both employees and employers. Navigation programs that provide the right data can help accomplish that task.

While most employers lean on transactional claims data provided by carriers to measure employee engagement (see Figure 3), Quantum Health goes deeper to measure more meaningful interactions through a comprehensive examination of member and provider interactions, utilization, point solutions data and more to drive a more holistic understanding of the member journey. Claims data, employee surveys and utilization data alone cannot provide the same meaningful engagement levers as independent healthcare navigation.

Figure 3: How Organizations Measure Engagement with Healthcare Benefits

What metrics does your organization make use of (to any degree) in your evaluation of employee engagement with healthcare benefits?



Source: Arizent/Employee Benefit News, 2024

Unfortunately, the nature of healthcare benefits complicates efforts to track the return on investment organizations achieve. Results from proper mental health or preventive care usage can show up in a number of places, including productivity data or overall cost savings. With the proliferation of point solutions, tracking ROI across offerings has become even more difficult. Many solutions and apps lack built-in ways to demonstrate their value outside of raw utilization numbers.

"Claims data are important, but they only tell part of the story," says Veronica Knuth, chief people officer at Quantum Health. "To measure the value of all healthcare benefits, employers need 360-degree data at the employee level — something that's uniquely available from independent navigation services that track employee interactions across all healthcare touchpoints. Quantum Health engagement is a meaningful interaction with a member, their provider or a point solution partner that creates opportunities to impact the member's healthcare journey and deliver better health and financial outcomes. Quantum Health is helping to usher in a new way for employers to view and measure employee engagement by recognizing the value and importance of all touchpoints and approaches. This includes engaging all members, providers and ecosystem partners throughout the engagement cycle."

Independent navigation solutions can see where these tools fit in employees' larger health journeys. Because they offer a single point of access and provide both claims and utilization data, these providers can help HR departments understand how employees actually use tools in context. This allows navigation solutions to work with employers to determine which digital health tools and point solutions can activate engagement and utilization across an entire employee population while also delivering clear ROI. Rather than simply measuring transactions, these data points can help track the depth of engagement with tools among the employees who truly need them. As a result, HR can demonstrate the efficacy of an organization's offerings. They can also prioritize adoption of digital tools by implementing a way to measure their ROI and vet them properly, helping avoid point solution fatigue down the road.

"There is no one-size-fits-all option when it comes to healthcare applications," says Knuth. "Employers need a flexible platform that focuses on the employee's experience to drive engagement and utilization at scale — something independent navigation is uniquely positioned to do."

By harnessing navigation tools to deliver a better healthcare experience from the employee's point of view, employers have an opportunity to focus their offerings in ways that drive real value for their employees and achieve their overarching business goals.

How Quantum Health Navigation Is Different

Not all independent navigation platforms offer the same degree of support and flexibility to drive utilization and measure hard ROI. Navigation with Quantum Health offers a single entry point and the ability to engage at the earliest possible moment in a healthcare journey via our proprietary Real-Time Intercept®(RTI) capability. This often allows us to shape healthcare journeys before key decisions are made. Driving metrics in key categories such as utilization of preventive care and increased access to primary care typically results in increased member satisfaction, better health outcomes and sustained cost savings.

This approach brings members, providers and partners together to make a meaningful impact on a member's healthcare journey. Last year, alone, Quantum Health's RTI® capability supported 104 million member interactions, helping ensure members got the personalized support they needed. We also engage with members, their providers or both to inform and guide utilization on 89% of all medical claims costs incurred across our entire membership base. This helps employers mitigate the price pressures that come with additional utilization.

Methodology

This research was conducted online by Arizent (parent company of Employee Benefit News) during June and July 2024 among 100 qualified respondents. To qualify, respondents must work in an executive or benefits role at an organization with at least 250 employees that provides healthcare benefits to employees.



About Quantum Health

Quantum Health celebrates its 25th year as the industry-leading consumer healthcare navigation and care coordination company that delivers an unparalleled consumer experience to its members, as well as validated claims savings and high satisfaction rates for its self-insured employer clients. Quantum Health's proprietary Real-Time Intercept® model identifies opportunities for early intervention in a member's healthcare journey, resulting in better engagement, outcomes and cost efficiencies.

Founded in 1999 and based in Dublin, Ohio, Quantum Health has earned numerous awards and honors, including being named among the Fastest-Growing Private Companies by Inc. 5000, a Great Place to Work by FORTUNE Magazine and Entrepreneur Magazine, and one of FORTUNE'S Best Workplaces in Healthcare. The Women Presidents' Organization has also ranked Quantum Health as one of the 50 Fastest-Growing Women-Owned/Led Companies for over 15 years.

To learn more about the company, visit Quantum-Health.com, and connect with us on [LinkedIn](#) and [Twitter](#).



About Arizent Research

Arizent delivers actionable insights through full-service research solutions that tap into their first-party data, industry SMEs, and highly engaged communities across banking, payments, mortgage, insurance, municipal finance, accounting, HR/employee benefits and wealth management. They have leading brands in financial services including American Banker, The Bond Buyer, Financial Planning and National Mortgage News and in professional services, such as Accounting Today, Employee Benefit News, and Digital Insurance.

For more information, visit arizent.com.