



The Challenge

A leading manufacturing company with more than 350,000 members recognized the importance of providing robust healthcare benefits.

However, when COVID-19 forced the country into a sudden lockdown in March of 2020, its employees no longer had access to many of the medical services it came to rely on. This highlighted a gap in the company's benefit offering, and it quickly recognized the need for a virtual healthcare service that was easily accessible. Timing was of the essence; with millions of people already quarantined, the company had to act fast to implement a virtual offering to address the ongoing challenges of the pandemic and beyond.

It also had to cater to a large and diverse group of employees, dependents and retired workers and find a solution that would be accessible, engaging and useful to parties across multiple generations, backgrounds and income levels. The company looked for a virtual healthcare solution that was:

- Accessible to its members
- Affordable for both employees and the company
- Rapidly and seamlessly implemented
- Responsive and innovative, adapting quickly to changes
- High-quality and able to address a variety of health issues
- Flexible to meet the company's current needs and long-term vision

The Solution

The company approached 98point6 to quickly implement a virtual, text-based, primary care service that allowed for uninterrupted care for its members.

As the gap in the company's healthcare offering was growing more critical by the hour, it wanted a powerful solution implemented as soon as possible. The 98point6 team delivered an agile and responsive text-based healthcare service within 30 days.

98point6 launched the service to all of the company's U.S.-based employees and dependents in early April, giving them a flexible care solution during a time when access to healthcare across the nation was extremely challenging. Through 98point6, the company's members were able to get support for diagnosing and treating common conditions, guidance and monitoring of chronic conditions like diabetes, asthma, heart disease, depression and anxiety, answers to health-related questions and orders for prescriptions and labs at no cost.* And the service was provided at a significantly lower healthcare cost for the company.



Text-based, digital health solution



Flexible contract



Implemented service in 45 days



Low-cost care solution to meet savings target

The Result

The company experienced early success as members began using and benefiting from the new service.

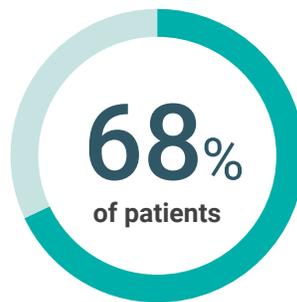
After only three months of the partnership, the company recognized the value the service brought to both its employees and its bottom-line and shifted the month-to-month agreement with 98point6 to a multi-year contract.

As the year progressed, it saw positive momentum across many key metrics. After 17,000 completed visits with 98point6, the Net Promoter Score, which measures employee satisfaction and willingness to recommend the service, was a healthy 64 and **the overall ROI for the company was at 45%**.

The initial challenge—the gap in its healthcare service offering—was resolved, but additional results were achieved through the implementation of this improved benefits offering:



were resolved in-app, which meant the company wasn't financially responsible for employees' expensive visits to traditional health care providers



used the app in lieu of a higher-cost provider, such as urgent care or a walk-in clinic



occurred during "after hours," from 4pm to 8am—a time frame when traditionally, only high-cost providers are available

The Future

While 98point6 has made significant progress with the company, there is still work to be done to adapt to employees' ever-changing, unique needs. In the future, 98point6 will continue to enhance its virtual healthcare offering for the company, particularly in the pediatric care and behavioral health areas, as well as improve outcomes, drive cost savings and increase access.

98point6 helped an established and large employer achieve a 30-day healthcare service implementation, bringing vital care solutions to members who were not able to access care through traditional channels.

COVID-19 has highlighted the need for a virtual care service that's accessible and convenient for organizations across the country, and companies are reaching out to 98point6 to learn how text-based care can benefit their employees. [Contact the 98point6 team today](#) to learn how a low-cost, on-demand, text-based primary care service can transform your healthcare offering.

**No cost for employees and dependents is due to the CARES Act, which runs through 12/31/21.*