



Case study

The power of care guides



Problem – A large national financial services organization had low utilization with their former advocacy program. They needed a high-touch solution that could provide real impact for their employees at scale.

Additionally, the organization needed the high-touch solution to be implemented quickly since it was removing one of its medical carrier options, meaning employees who had to transition carriers needed an extra level of support.

Solution – Since the organization had already been partnering with apree health for navigation and well-being, they turned to us to add an elevated level of support for their employees.

Our solution was to add Care Guides to the organization's existing set of services, which allowed them to capitalize on the familiarity employees already had with apree health and our Castlight navigation platform.

Care Guides play a critical role in a range of healthcare services. They collaborate closely with members to provide support for all health journeys—whether it's finding a primary care provider, working to dispute a medical claim, or avoiding high-cost venues of care. Adding Care Guides to apree digital boosts program engagement and can add to medical savings. Customers with Care Guides typically realize an additional 9% increase in monthly active users and up to 13% increase in clinical visits.

9%

increase in monthly active users

13%

increase in clinical visits

Outcomes

We rapidly implemented Care Guides for the employees transitioning to a new carrier, then launched them for all employees three months later.

The results were impressive:

9,601

total cases in the first year of Care Guide functionality

19,999

total services, averaging 2.08 services per case

30%

of the users interacted with Care Guides multiple times

Most importantly, employees who were defined as "at risk" and "high/very high risk" (two groups that dramatically increase the costs for employers) accounted for the most cases at 21.8% and 24.3%, respectively.



Examples

Here are some stories about members who benefited from the help of Care Guides, and how they feel about the Care Guide process.



The traveler



Reason for employee contact

The employee contacted a Care Guide via chat within the Castlight app. She was traveling and in need of quick help but wanted to avoid going to urgent care or an out-of-state provider.



Care guide actions

The Care Guide confirmed Primary Care Provider (PCP) would not prescribe medication without seeing the employee in-office first. After the PCP determined the employee didn't need medical attention given her level of pain, the Care Guide educated the employee about her telemedicine options and gave her instructions on how to register.



Outcome for employee

The employee successfully registered for telemedicine and had an appointment with a healthcare provider within a few minutes. That provider was able to order the appropriate medication to a nearby pharmacy.

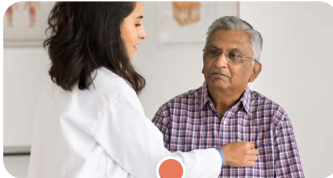


What the employee had to say

"Thank you so much. I have been at this since 6 a.m. and just spoke with the doctor. He sent me the meds! I just want to say thank you so much."

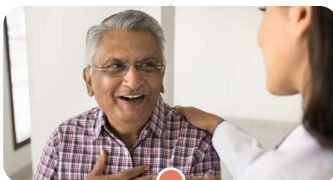


The COVID recoverer



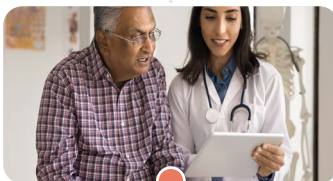
Reason for contact

A member was experiencing multiple symptoms, including heart palpitations, fatigue, shortness of breath, and nerve pain – all of it post-COVID.



Care guide actions

Based on a symptom assessment, the employee was directed to urgent care and then scheduled a next day follow-up with his PCP. The Care Guide continued to follow up with the employee and reinforced the directions from the PCP, and they educated the employee on diabetic neuropathy.



Outcome for employee

The employee successfully registered for telemedicine and had an appointment with a healthcare provider within a few minutes. That provider was able to order the appropriate medication to a nearby pharmacy.



What the employee had to say

"My Care Guide was absolutely phenomenal! I was so impressed, touched even, at how thoughtful and thorough she was at getting some concerning issues resolved. I have nothing but positive things to say about her and would recommend apree health based on her character and high-quality service."

Take a deep dive into key aspects of health navigation and health advocacy solutions with our free guide.

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