

# Case Study:

## Former client returns to Premise Health to boost wellness center utilization and member satisfaction



A telecommunications company based in the Midwest that serves as one of the nation's largest wireless carriers transitioned from Premise Health to a competitor to offer healthcare services to their population in 2018. After only four years, however, the organization saw a significant decline in utilization and decreased access for their 22,000 members, and soon began seeking new ways to put care within reach of their dispersed workforce.

### The Challenge

In line with their mission to connect their customers nationwide, the organization had initially partnered with Premise in 2006 to expand healthcare access to all their members.

However, after the employer transitioned away from Premise in 2018, the new vendor's focus on acute care and inability to accept walk-in appointments made it more difficult to get care, especially for members in remote locations.

Looking to increase access for their members, they rejoined Premise with three goals in mind:

- 1 To **provide easy access to care** available to members across the country
- 2 To **boost utilization** by delivering an exceptional member experience at their wellness centers
- 3 To **work with a strategic thought partner** that could grow and evolve with them long-term

## The Solution

In January 2023 the employer reopened their first onsite wellness center with Premise, offering primary care through the patient-centered medical home (PCMH) model. The center also gave members access to behavioral health counseling, physical therapy, COVID-19 support, travel medicine, radiology, lab services, women's health, care management, and flu vaccines, all available on campus at their headquarters. By implementing a wellness center that's exclusive to their members and able to schedule same-day and next-day appointments, the employer was able to make it faster and easier to access care.

## The Outcome

### INCREASED UTILIZATION

Since reopening at the beginning of 2023, over 2,400 unique members have received care at the onsite wellness center, with more than 8,000 total visits.

### CARE ACROSS THE SPECTRUM

47% of members who have visited the wellness center have used multiple services at the site, with primary care, physical therapy, and behavioral health among the services with the most appointments.

### EXCEPTIONAL MEMBER EXPERIENCES

In the first eight months of operation, the average NPS for the wellness center was 91 – an exceptional result when compared to the median score of 57 across the healthcare industry,<sup>3</sup> demonstrating the organization's focus on providing high-quality, whole-person care while meeting members where they are.

## Keys to Success

### Walk-In And Same-Day Appointments

Americans wait 26 days on average<sup>1</sup> for a primary care appointment. Providers at the reopened wellness center offer hybrid access to care via same-day in-person and virtual appointments that make it more convenient for local members to get the support they need.

### Proactive Member Communications

Engagement starts with education. To keep members in-the-know about their onsite health benefits, the organization made information readily available on employee intranet and sent home mailings to local members.

### Digital Care Roadmap

The employer worked with Premise to develop a robust digital care roadmap to meet the needs of their dispersed populations and increase access for employees and dependents in *medical deserts* throughout California, South Carolina, Florida, and Missouri.

### A medical desert (or healthcare desert)

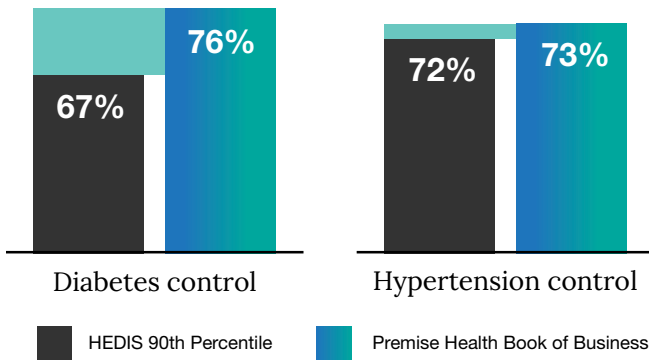
*is an area where the population lacks access to healthcare resources, including primary care, mental healthcare, or pharmacies, in addition to more specialty care.<sup>2</sup>*

“This is the best experience I have ever had at a doctor's office. Usually, I feel rushed out of my appointments because the doctors are on a tight schedule, and many of them do not want to talk through goals with me but would prefer to give me a quick fix. **[My Premise provider] took the time to listen to me and my questions.**

– Member in Kansas

## Whole-person Care

With highest quality care delivery as the cornerstone of supporting the client population, **Premise Health is able to exceed the 90th percentile of HEDIS** quality metrics for their members with diabetes and hypertension.



Since switching back to Premise as their direct healthcare partner, the telecommunications company has been able to meet their goals of boosting utilization and providing outstanding member experiences at their wellness centers with a wide range of services from primary care to physical therapy. And together with Premise, they'll continue to innovate new ways to connect even more employees across the nation with best-in-class healthcare benefits.

<sup>1</sup>“Survey of Physician Appointment Wait Times and Medicare and Medicaid Acceptance Rates 2022.” AMN Healthcare, Merritt Hawkins, 2022.

<sup>2</sup>Chakroborty, Barnini. “Medical Deserts: What They Are, Where They Are, and Who They Affect.” Washington Examiner, 22 Aug. 2022, <https://www.washingtonexaminer.com/policy/healthcare/medical-deserts-what-where-explained>. Accessed 11 Aug. 2023.

<sup>3</sup>CustomerGauge, The State of B2B Account Experience™: B2B NPS® & CX Benchmarks Report, <https://customergauge.com/ebook/b2b-nps-and-cx-benchmarks-report>. Accessed 11 Aug. 2023.



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