

Taking the Proven Path to Success

What does it look like when one of the world's most influential healthcare and pharmaceutical companies introduces a new pharmacy benefit for its employees? In a word: Perfect. That was the case when McKesson launched Rx Savings Solutions to offer **immediate relief from rising out-of-pocket prescription costs, while reducing the plan's pharmacy spend at the same time.**

But perfection doesn't come without preparation—or collaboration. McKesson's success story has plenty of each and a strategic launch plan that engaged employees right off the bat.

Background



Off-cycle Launch: This March kickoff was further proof of the success clients can find when implementing RxSS outside of their open enrollment period.



Contact Info: With qualified email addresses for 75% of McKesson employees, RxSS was able to utilize its proven launch campaign to reach members and educate them on the new benefit.



Plan Offerings: McKesson employees chose from two high-deductible health plans in 2021 and could also select a PPO option starting in 2022. RxSS' patented technology syncs up to each plan design.



RxSS knows how to get their members engaged and keep them engaged. From the launch emails to savings alerts, our employees get the information they need to make better decisions and save money.”

McKesson employee

GLOBAL 500 EMPLOYER CASE STUDY



MEMBERS:
40,000



LAUNCH:
March 2021



3.02:1

Lifetime ROI
at 7 months



\$239

Average total
savings per fill



40%

Registered primary
members on maintenance
medications



88.5%

Savings suggestions
are therapeutic
alternatives

Textbook Launch

Benefit programs only work if people understand what they are and how to use them. That's why McKesson's HR Benefits team got involved from the beginning and partnered with RxSS to make sure employees got a clear message about how to access this new resource and the prescription savings it could bring them.



Early Promotion: McKesson garnered buy-in quickly with an internal memo, followed up by a custom welcome message and demo, created by RxSS, integrated onto the corporate benefits platform.



A Little Incentive: Employees were awarded wellness points through Vitality for registering their RxSS account within the first two months of kickoff.



Best Practices: McKesson put their trust in RxSS' time-tested launch strategy, including a four-part email campaign targeting eligible employees to drive awareness and account activation.



Immediate Results: A truly collaborative approach and sticking to the plan led to quick success. Activation, engagement and savings rose sharply from the beginning and saw sustained growth in the months that followed.

The Start of Real Savings

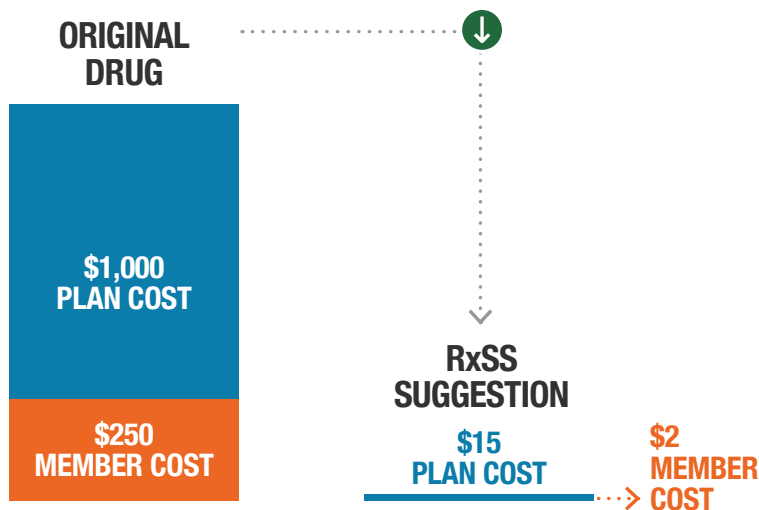
After a successful launch campaign, McKesson employees began receiving personalized RxSS savings alerts based on their individual claims and communication preferences.

Plenty of member savings stories have come since—here's just one:

\$1,000 Annualized Member Savings

Disease state: Migraines

Savings suggestion: Dose Form Change



Well Received

McKesson members give RxSS a **47 Net Promoter Score**

“Excellent resource for managing prescription costs and to discover cheaper options that a doctor may not suggest.”

McKesson employee



28%

Primary member registration 2 months after launch