



## CASE STUDY

# Helping Employees Make Better Health Plan Decisions



### Executive Summary:

Like many companies, the two clients in this case study were already offering HSA-eligible plans. They had three goals: reduce healthcare costs, avoid the upcoming ACA Cadillac tax, and keep employees happy. When launched by in-house HR staff, adoption of the HSA-eligible plans was slower than expected.

With the addition of Tango Decision Assist™, a comprehensive decision support and benefits communications solution that supports employees year-round, clients delivered dramatic results:

- At our Fortune 150 client, adoption increased from 16% to 52%, yielding over \$100 Million in savings.
- At our smaller client, adoption increased from 5% to 30%, yielding over \$1 Million in savings.



“For the first time in my 30+ years, we were able to reduce our year-over-year healthcare spend. With Tango, we’ve done it two years in a row.”

—Vice President, Fortune 150 Company with over 65,000 employees

# The Challenge: Helping Employees Make The Best Benefits Decisions

**Our clients, like many smart companies, knew that offering HSA-eligible plans could deliver substantial savings.** Yet they didn't want to harm their employees, pressure them or offer sub-standard health plans. They wanted employees happy, choosing and using the health care plan options that best fit their own family and lifestyle. Our clients wanted to encourage employees to be smarter healthcare consumers and to avoid negative consequences with their own coverage choices.

Both clients wanted to encourage wider adoption of HSA-eligible plans. Yet the higher deductible can be intimidating to an employee considering the switch. The employee rarely has the full amount of the deductible set aside in case of a major medical expense. This is

why some employees make the financially flawed decision to pay a higher per-paycheck amount to avoid exposure to a higher deductible. Of course, employers can buffer this with HSA contributions, but even these benefits are not obvious to employees.

Nobody wants to force a change — but they wanted a way to help employees make their best choices. Neither company had the extra resources to educate, custom tailor the offering and to support every individual employee's decision making process. In addition, our clients were facing economic impact from the "Cadillac Tax" in 2018 when the tax mandated by the ACA was scheduled to take effect.

## How does it work?

Tango works side-by-side with your team to provide a year-round, high-quality experience for every employee. Tango has the knowledge and experience to manage decision coaching for optimal results. Tango's tools provide employees with customized data to make smart decisions. We handle all aspects of decision support so you don't have to.



### **Outreach**

We offer client-branded communications throughout the year, customized with your plan offerings.



### **On-demand online training**

We offer client-branded professionally produced webinars and videos to educate employees on how to use HSA-eligible plans together with Health Savings Accounts prior to open enrollment.



### **On site enrollment meeting facilitation**

Our trained experts are your team. We determine, with you, the correct balance of onsite and remote presence. Our most successful clients allowed us to provide a portion of each open enrollment meeting at their offices.



### **Predictive modeling simulation tool**

We offer access to a decision facilitation tool prepopulated with each individual's past year claims data. The tool does NOT always recommend the HSA-eligible plan option, it recommends what is right for the employee's financial and medical situation.



### **Branded high-volume call-center**

Our trained Decision Assistant coaches are available via phone and email for one-on-one choice validation and support.

Important note: nearly every employee who voluntarily selected the HDHP plan, first placed a call to speak with our coaches.

## Our Clients

Tango's Decision Assist Program is a fully scalable turnkey solution. It works similarly for the very largest companies and for medium-sized ones. In this case study we are featuring two very different clients to illustrate how our solution can work for any medium-to-large company.

### Company #1

## Fortune 150 Company

Our client is a major U.S. defense contractor and industrial corporation with over \$20 Billion in revenues and more than 60,000 employees. Our client has a corporate policy that prohibits us from sharing their name in this format. However, they are happy to provide live references to peer companies interested in Tango's services.



*"We needed more resources and a better way to educate our diverse workforce to understand the benefits of High Deductible Health Plans. Tango's program helped us make exponential improvements in high-deductible health plan adoption. I wish everything was this simple and effective.*

*Our employees were able to see the value and benefits of the plans they chose. Tango provided onsite training, live customer service support, a choose-your-plan tool —pre-populated with individual employee data— and all the collateral we needed."*

*—VP of Fortune 150 Company*

**The Details:** During the 2014 open enrollment period Tango's Decision Assist Program offered a wider range of healthcare options and the ability to see which plan best fit their own family and lifestyle. Tango created client-branded customized education materials. These materials included print collateral, online resources and presentations. Tango also provided in-office communications using flat-screen monitor displays at offices around the country. In addition to the remote presentations, the Tango Decision Assist coaching team made 30 visits to 25 locations to provide on-site learning. Finally, Tango assigned a live dedicated Decision Assist team of experts to be available to address employees' questions and concerns by phone or email.

Based on over 29,000 scenarios in which the company's employees entered their own expected health spending data into the planning tool, HSA-eligible plans were recommended only 77% of the time. Tango's tools are designed to give the employee the best alternative for them.

The results showed that over 60% of the company's eligible employees made an active enrollment decision, leading to a 115% year-over-year jump in CDHP selection.

- In 2014, 16% of employees chose a HSA-eligible plan, in 2015 it rose to 30%, **and in 2016 it reached 52%**
- Our client saved \$35 million in reduced benefits expenses in 2015 and **an additional \$71 million savings in 2016.**
- Employees saved money too! **They saved over \$15 million in 2015 and over \$25 million in 2016.**
- The company's exposure to the Cadillac Tax dropped **by \$4.8 million.**

## Company #2

# Bank of Oklahoma Financial

Our client, BOK Financial, is a \$28 Billion regional financial services company with 4,800 employees.



*“During the 2014 benefits open enrollment period, we needed a better way to interact with employees and educate them on the value and benefits of the plan. With Tango, we were able to reach our diverse workforce and deliver a powerful, easy to use tool. They helped us make an exponential improvement over the previous year.”*

—Total Rewards SVP

**The Details:** During the 2014 open enrollment period Tango’s Decision Assist Program supported a wider range of healthcare options and the ability to see which plan best fit their own family and lifestyle.

- Tango helped 30% of employees, **up from 5% the previous year**, voluntarily choose HSA-eligible plans.
- BOK Financial employees began engaging with their Health Savings Accounts. They saw an increase in usage **from 250 in the previous year to 1,500.**
- BOK Financial saw considerable cost savings impact on earnings. **Insurance premiums were reduced by \$880,000.**
- BOK Financial also estimates that **they saved \$192,000 in taxes.**

Tango encourages every prospective client to request our credentials and references.

## The Countdown Is On—Start Planning for Decision Support and Open Enrollment Now

Employees who make the best decisions are the most informed. Inspiring informed employees is a year-round initiative. Educating employees over time empowers them to make better decisions during open enrollment and as they utilize their benefits throughout the year.

Did you know that this entire process can be outsourced? Select an outsourced solution now for a customized implementation. Many employers don’t start planning for open enrollment until August. Choosing an outsourced solution like Tango now will give us time to develop a custom communication, implementation and support plan for you and your employees.



**Call us today 512.468.2646  
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