



CASE STUDY

How Highmark Health & League partnered to create a multi-year strategy for digital transformation



Market
Payer



Partner
Google Cloud Platform



Highmark Health is an industry-leading blended payer and provider health organization that was looking to create an innovative and truly differentiated member experience. They partnered with League to significantly accelerate digital transformation, bring their Living Health strategy to life, and make it easier for members to connect to the right tools and resources when and where they need them.

1 platform, multiple business lines

6 months to initial release



THE OPPORTUNITY

Highmark Health sought to deliver a personalized, differentiated, and cohesive member experience to support member navigation across many lines of business.



THE CHALLENGE

They needed a consumer experience platform that could help them get to market quickly, drive sustained and continuous engagement, and help them make their vision of an interconnected care experience a reality.

THE PROBLEM

The need to bring together valuable resources in an innovative way to differentiate and engage members.

Highmark Health already offered a vast array of high-value solutions and services to support their members. However, they recognized the need for a more unified digital experience that would bring all those resources together, and in the right context so members could more easily find and leverage what was available to them. Not doing so would result in member frustration, poor benefits utilization, and attrition, as clients and members struggled to recognize the value of these services and left to pursue other emerging digital solutions or brands.

As a healthcare innovator, Highmark Health was deeply invested in cloud transformation with Google, and decided to strengthen that investment by partnering with League to enhance the member experience.

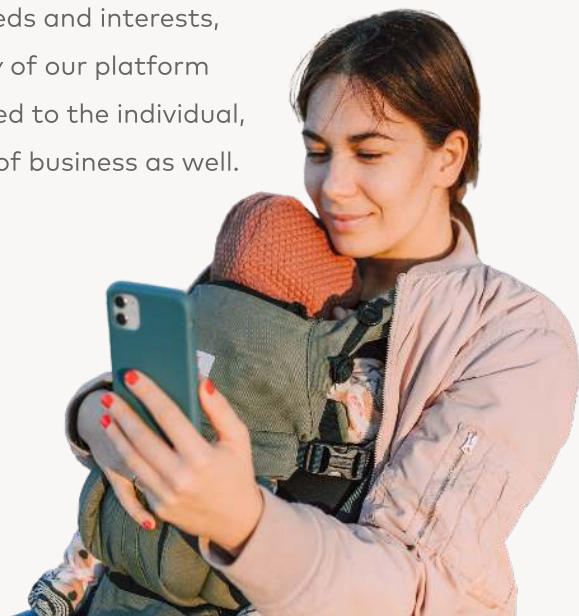
THE SOLUTION

A personalized digital navigation experience that puts each individual member at the center.

The primary goal in jointly designing a new consumer experience was to make it easier for Highmark Health members to find and use the incredibly valuable solutions and benefits to which they're entitled. That's why Highmark Health leveraged our platform to launch experiences that help members find the most relevant resources and guide them along a personalized health journey based on their most pressing health needs and goals.

The solution marries point solution aggregation with an intuitive navigation experience that drives engagement and benefit utilization. Working in tandem with Highmark Health and Google Cloud Platform to liberate and better use Highmark Health's back-end data, we're able to personalize recommendations for each member based on self-reported health needs and interests, eligibility, claims data, social drivers of health, and more. The flexibility of our platform allows Highmark Health to deliver experiences that are not only tailored to the individual, but that incorporate the unique capabilities offered by different lines of business as well.

The result is, and will continue to be as we add capabilities over time, an experience that surfaces the most relevant next best actions to each individual, increasing engagement, satisfaction, and the ability to impact health outcomes.



THE VALUE

A solution that benefits everyone.

Creating a new digital experience with all stakeholders in mind was incredibly important to Highmark Health. Together, we designed solutions that are differentiated in the market, set up for long-term success, and truly beneficial for all parties.

Highmark Health

- ✓ Set the foundation for long-term digital health transformation
- ✓ Launch a digital navigation experience within 6 months
- ✓ Win new business & increase revenue opportunities
- ✓ Maintain competitive differentiation & drive member satisfaction
- ✓ Benefit from the built-in, ongoing innovation of League's CX platform to reduce business risk

Their commercial customers

- ✓ Integrate employer-specific benefits to maximize utilization & return on existing investments
- ✓ Incorporate their employer brand within the experience to increase employee value perception & satisfaction
- ✓ Offer a personalized experience with the power to impact employee health

Members

- ✓ Have access to an intuitive and deeply personalized experience
- ✓ More easily locate & understand all available programs & resources
- ✓ Get the most from their health coverage
- ✓ Meet their goals and achieve better health outcomes

PARTNERSHIP EVOLUTION

A multi-year growth strategy for continued impact.

Highmark Health's Living Health strategy brings together payers, providers, tech innovators, and community organizations to build a health ecosystem that's better for everyone. They partnered with League because they trust us to help them deliver on this vision, and we've worked together to form a multi-year roadmap to do so.

2022

Launching the partnership with a focus on bringing together existing resources for a cohesive digital navigation experience as well as a buy-up solution for ASO accounts.

2023

Strengthening native capabilities to deprecate multiple legacy assets and introducing an integrated rewards layer for increased engagement and satisfaction.

2024+

Continuing to innovate with a focus on areas like increased access to care, connectivity between the plan and providers, and financial transparency, and deepening integration capabilities for even more seamless access to partner resources.

INITIAL RESULTS

First release within six months with near-immediate new revenue streams.

With our strong partnership in place and through the power of our CX platform, we were able to launch the first release of our joint solution within six months. We worked closely with the Highmark Health team to create marketing and enablement materials, conducted joint training sessions, and offered ongoing support to bolster their launch and ensure continued success.

Within months, Highmark Health began to win new business, expand existing relationships, and re-engage past accounts, leading to significant additional revenue each year and thousands of new members with whom they can engage and drive better health outcomes.

This early and rapid success underscores the demand for cohesive digital experiences that combine powerhouse health plan offerings with personalized journeys. With the help of League, Highmark Health continues to strengthen their place in market and create meaningful health experiences for their members. The best part is that we're only getting started.

"League's been the ideal partner for us to work with because of their expertise in customer experience, particularly in the healthcare space."

KAREN HANLON

Executive Vice President & COO
Highmark Health



Ready to learn more? Email letschat@league.com.

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