

Client: SCL Health | Good Samaritan Medical Center

Communicating Mail Order Pharmacy Services to Associates & Staff

The Challenge

SCL Health associates and their covered dependents can order prescriptions through a mail order pharmacy service no matter where they are located. The service has been available to associates since January 2014 and became mandatory in January 2015 for those with CIGNA PPO and CDHP insurance plans. By using this service, associates can take advantage of medications at a lower cost through SCL Health's non-profit purchasing program.

Key Business Goals

- Lower costs for SCL pharmacy benefits.
- Decreased out-of-pocket expenses for associates and dependent's prescriptions.
- Improved quality of service provided to associates.

Communications Goals & Tactics

Strategic Communications Goals: to inform associates about the service, how to use it, answer questions, and indicate that it is mandatory for those enrolled in CIGNA PPO or CDHP insurance plans.

- Strategic internal communications tactics
 - ✓ Site Leadership Huddle
 - ✓ Letters from CEO (associates, staff, community leaders)
 - ✓ Q & A Talking Points for Leaders
 - ✓ Collateral materials: brochure
 - ✓ Summit Meetings for Associates (town hall meetings)
 - ✓ Electronic (employee portal, email, newsletter)

Results

- Approximately 3,084 mail order prescriptions filled by associates during four-month communication campaign. Met target for the four-month period.
- High cost savings realized for associates versus using retail pharmacies.
- Continued volume discounts for pharmacy department with anticipated increase in demand for the service in future.
- Communication support for business development efforts to align key goals with outcomes.