

Best Doctors Client Case Study

About The Company:

A global food and beverage leader providing consumers with delicious, affordable, convenient and complementary food and beverages.

Why They Partnered With Best Doctors:

This company wanted to lower costs relating to elective surgeries for 8 specific conditions.

Year 2 Engagement Strategies:

\$500 surcharge applied to elective surgery co-pay - if Best Doctors service is not utilized (8 identified conditions)

Communication strategy included multiple mail, web and internal channels

Targeted monthly mailings from data analytics

Proactive letters and calls to members on pre-certification file

Integration Strategies:

Strong vendor integration strategies with health and wellness partners

Pro-active referral from health plan during pre-certification intake

Centers of Excellence (COE) integration - processes clearly outline referral to Best Doctor and referral back to COE's

Key vendors report on referral activity

Integration and Engagement Activity

36% Cases referred from Health Plan Nurse Team

50% increase in utilization when surcharge was applied

Financial Return on Investment **above 2:1**