

Targeting the Employer Channel

A strategic initiative to increase comprehensive contraception coverage

Situation

Precision for Value has partnered with a leading women's healthcare product manufacturer as its payer agency of record since 2010 in support of the company's broad portfolio of contraceptive options for women. Early on in that relationship, Precision identified employers as a target customer audience for the franchise for several reasons:

- 60% of women of childbearing age obtain their primary coverage through employer health plans
- Nearly half of all US pregnancies are unintended and often result in substantial medical, absenteeism, and productivity costs to employers
- Under the Affordable Care Act (ACA), US employers are required to cover the dependent children of their employees up to age 26—a population with a higher-than-average rate of unintended pregnancies

Several months post-initiative, 7 major national health plans began offering the company's top 2 brands at \$0 out-of-pocket to the patient

Challenges

Awareness of key influential facts was low among employers and their consultants. These included:

- Comprehensive contraceptive coverage includes long-acting reversible contraceptives (LARCs)
- Higher adherence and fewer unintended pregnancies may result from providing comprehensive coverage across contraceptive modality choices, justifying the investment
- Many employees were not getting the value of their employer-provided contraceptive benefit: While birth control pills were well covered, IUDs often had high co-pays—LARC value may be better captured through improved benefit design, clarity of summary plan design, and education

Solution

To inform the creation of a convincing rationale for employers to offer comprehensive access to contraceptive products for women, Precision conducted primary research with employers, plans, and employee benefits consultants (EBCs). Resulting recommendations included:

- Developing a core value proposition for offering this coverage
- Creating resources to assist Account Managers (AM) in delivering the value proposition and raising awareness of LARCs as well as the benefits of offering contraceptive choices
- Branding to reflect the franchise approach of providing contraceptive choices
- Producing an Employer Toolkit to provide a consolidated way of sharing multiple informational pieces with customers, including:
 - A quick-reference guide describing the types of contraceptives available (including those beyond the company's product lines), along with the risks and benefits of each method—customizable with a partner employer logo
 - A flashcard to drive traffic to an unbranded website where educational information is provided to help women make the contraceptive choice that best meets their needs
 - Reprints of key supporting reports, including *Milliman's Cost of Contraceptive Coverage and Pregnancy Care: an Actuarial Analysis* (2010)

The toolkit rollout and training included an AM implementation guide that provided:

- Targeting employer profiles
- An overview of the ACA and its implications to these customers
- A quick-reference guide to the suite of tablet presentation and printed leave-behind tools available for use with employer customers, including direction on which tools to use with the 3 primary customer profile types, key messages, and talking points

Results

The Comprehensive Contraception Employer Toolkit provided the necessary resources for the company's AMs to have fruitful discussions about the impact of the ACA, the importance of gaining a better understanding of their LARC benefits, and how to maximize on the investment in comprehensive contraception coverage. Several months post-initiative, 7 major national health plans began offering the manufacturer's top 2 brands at \$0 out-of-pocket to the patient. The success of this tactic led to continued investment by the organization in the employer space, as AMs became trusted sources of information for their customers and needs grew for updated tools to support discussions on current issues facing employers in the area of women's health.



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