

Standing Out:

How a supplemental benefit swiping program grew a health plan sevenfold



► Challenge:

Help a national health plan increase and retain its member base in a competitive and established market.

► Solution:

Offer InComm Healthcare & Affinity's OTC Supplemental Benefit prepaid card to the Medicare-Advantage population of the health plan.

► Results:

From 2015, when the OTC Supplemental Benefit Card was introduced, to 2018, the health plan's membership grew by 700 percent. The percentage of members who actively engaged in the program maintained at around 90 percent. In that same time span:

Card usage frequency grew by

2x



Total money loaded onto cards grew by

410%

(member spend averages around \$70 a month).

Total number of transactions grew by

270%



Retail purchases grew by

410%

(\$87,169,561 spent in three years).

What is it?

The OTC Supplemental Benefit Card gives health plan members fast and easy access to their supplemental benefit dollars and allows them to purchase CMS-compliant products at local retailers. This added value encourages members to make healthy purchases and take control of their wellness. It also helps engage current members and attract potential new members with a unique benefit offering.



Reaction:

“Standing out in the crowded healthcare marketplace is becoming more and more difficult. In our experience, the best way to push away from the competition is to offer members easy ways to gain more value from their plans. The OTC Supplemental Benefit Card is an elegant solution for that. With just a swipe, members can purchase CMS-approved items and take control of their wellness. A healthy, happy member is a member who sticks around. The addition of OTC Supplemental Benefit Card to our plan allowed us to engage a lot of happy members.”

ABOUT INCOMM HEALTHCARE & AFFINITY:

InComm Healthcare & Affinity helps health plans attract, engage and retain members with innovative benefits and rewards. By taking advantage of our proprietary payment platform, our health plan partners can provide easily accessible supplemental benefit and incentive programs to their members. Our innovative products, like our restricted-spend prepaid cards, retailer discount offering and bill payment solution, provide members with continuous positive experiences. Combined, these services increase member engagement and enhance brand awareness for a wide variety of health plans and affinity groups.

For more information, contact IHASales@InComm.com or visit www.InCommIHA.com.
