

Major telecom's partnership with Abett revitalizes stalled incentive program, shepherds transformational change.

A groundbreaking incentive program stalled by poor vendor performance

In August 2022 the benefits team at major telecom company took one of its primary vendors off a major initiative. Only months before the vendor — a navigation solution — had been tagged to launch and manage an innovative new incentivization program and the vendor's success seemed all but assured: the firm was publicly traded with a 15-year track record in managing programs on behalf of large employers and was deeply engrained in the telecom's benefits ecosystem.

But the sophistication of the program proved too much — it tracked a variety of activities over time, accounted for activity sequence and frequency, and, if implemented correctly, would lead to truly better health outcomes.

Unfortunately, the vendor began to stumble almost immediately, and the benefits team faced a familiar set of frustrations: denied requests, slow implementations, and little progress against key employee health metrics — primary care provider visits and sick days among them.

The telecom's benefits team knew the data it needed and how to incentivize employees, but program success would require a partner who could:

- 1. Collect** claims and participation data from plan administrators who were reticent to provide data
- 2. Clean** and standardize multiple streams of dirty data into a single source of truth
- 3. Enable** the telecom team to share data with other partners in the benefits ecosystem

A data-first approach

The telecom's VP of Benefits had recently learned about Abett's ability to ingest and standardize healthcare data from HRIS, TPMs, disability administrators, and other sources with Lockbox, a data management tool designed to help benefits teams answer their thorniest questions. He suspected Abett might be able to kick-start his stalled incentive program and met with the company to describe his goals and challenges.

OVERVIEW

- ▶ **Top 5**
Global telecom company
- ▶ **100k+**
employees
- ▶ **\$80B+**
in revenue
- ▶ **40+**
years in business



From there Abett's team of legal experts, healthcare economists, and implementation pros took over. Abett met with nine vendors (EyeMed, Cigna Dental, Nox Health, Weight Watchers, Hinge Health, Included Health and others) and set timeline commitments for legal agreements, data delivery, and more.

Once the data had been delivered to the client's Lockbox, Abett cleaned and standardized the data across all incoming feeds and ensured the out-bound reports would be complete for the new program administrator, Alight Mobile Health, to administer incentive rewards for the program.

Five months to revitalize the incentive program and improve data security

On January 1, 2023 — just five months after the first meeting between Abett and the telecom — the new program went live. All told, nine eligibility and participation data streams went into the telecom's Lockbox and 21 reports went out to Alight Mobile Health.

The newly structured data allowed the telecom to send only the necessary data to Alight Mobile Health. Previously, Alight had received full claims data, but under this new, more secure model, Alight received only seven fields.

Benefits team reaps rewards of controlling its data

Abett's agility and ability to add new data feeds quickly to the Lockbox have helped the telecom's benefits team become more nimble. The partnership has helped the team upgrade reporting, improve modeling, and grow its influence with cross-functional colleagues. Best of all, members receive money for their activities within days of completing an activity.

After the incentivization program was stabilized, the telecom's team moved more and more data into its Lockbox, including data from six plan administrators that provide medical, dental, pharmacy, and other services.

The telecom can now control, analyze, and transfer data rapidly which has changed the power dynamic it has with administrators and vendors. The benefits team, for the first time, has the knowledge necessary to manage its programs, spend responsibly, hold vendors accountable, and improve life for its members.



Abett envisions a world in which everyone has access to high quality, affordable, and timely healthcare. Our mission is to deliver solutions to our clients that produce transparency and accountability. Those solutions will put power into the hands of healthcare consumers, who are the world's most innovative companies.

Lockbox™ by Abett is a secure data management platform that serves as an employer's system of record for benefits and healthcare data by giving employers complete access to and control over their benefits data.

Learn more about Lockbox at abett.com