

CASE STUDY

The best benefit plan is the one employees **want to use.**

One mid-sized tech company found theirs. Here's how their benefits lead turned Revive's whole-person care experience into her company's most-used benefit, and a measurable line item at renewal.



INDUSTRY

Technology

EMPLOYEES

235

FOOTPRINT

Across the U.S.

CHAMPION

Liz, Benefits Lead

THE PROBLEM

The option that **looked good** on paper.

Liz's team already had a comprehensive care option. It checked the box, but her people weren't using it. When a fever, an infection or a prescription refill came up, employees defaulted to urgent care instead.

A benefit no one uses creates no value — not for employees who need care, and not for the company paying for it. Care was too complex, too expensive and too impersonal. Liz needed something her people would actually reach for.



Low utilization of the existing option



Rising urgent care usage



Premiums climbing year over year

WHY REVIVE

The healthcare experience employees **want** and use.

When her broker introduced her to Revive, Liz wasn't looking for another option that looked good on paper. She was looking for something her people would actually want to use. Three things stood out.

01 Always on care.

Care at no cost to employees, available whenever they needed it, delivered by providers worth returning to. No copays. No waiting weeks for an appointment. No impersonal experience that made people feel like a number.

02 Doctors members know and like.

Revive's proprietary network meant employees could see the same doctor, follow up directly, and build a real relationship with their care team. That continuity is what turns a benefit into a habit.

03 Engagement-driven from day one.

Revive didn't hand Liz a benefit and walk away. From launch, her Revive team partnered with her to drive awareness and activation, so her people knew about it, understood it, and had every reason to reach for it first.

HOW THEY MADE IT WORK

Liz didn't add Revive to the guide and **hope** for the best.

She made sure her people knew Revive existed, and knew why it was worth using.

01

All-hands meetings

Liz introduced Revive company-wide, giving employees the full picture from day one.

02

Intranet promotion

Ongoing visibility kept Revive top of mind between open enrollment and renewal.

03

Employee success stories

Real stories from real coworkers became the most powerful marketing tool of all.

"Nothing builds trust in a benefit faster than a coworker saying, this worked for me."

WHAT CHANGED

Numbers Liz could bring to the C-suite with **confidence.**

Within the first plan year, utilization stopped being a hope and became a result.

85%

of eligible
employees enrolled

\$447

saved per
employee per year

\$4.5M

potential annual savings for
a 10,000-life population*

***"When employees actually use their benefits,
it shows up in the numbers."***

— LIZ, BENEFITS LEAD, MID-SIZED TECH COMPANY

Liz believes Revive is directly influencing her company's medical renewal rates. **Utilization isn't just a metric. It's the leading indicator for everything benefits leaders are trying to achieve.** Her people are seeing the same doctors, refilling prescriptions without a second thought, and reaching for Revive on a Tuesday afternoon instead of sitting in an urgent care waiting room.

GET STARTED

Ready to see what Revive
looks like for **your group?**



See what Revive can do.
REVIVEHEALTH.AI

