

CASE STUDY

How Valenz Bluebook Guided Smarter Care Choices for a 2.6x Program ROI

A grocery chain partnered with Vālenz Health® to guide smarter care choices through a comprehensive member engagement strategy. By educating employees on in-network price variances and high-value care options, Valenz Bluebook delivered higher utilization and stronger cost containment in the program's first year.

Challenge

A grocery chain with a large workforce of hourly employees (many of whom only spoke Spanish) sought creative ways to control growing medical spend without shifting too much of the financial burden to employees.

Solution

Using **Engagement Rewards**, Valenz Bluebook created a direct mail campaign tailored to each employee demographic.

Employees received postcards and open enrollment packages demonstrating the simplicity of the “green-yellow-red” methodology, highlighting the high-value, low-cost care options available within the members’ network.

Detailed analytics allowed for real-time reporting on changes to healthcare shopping behavior.

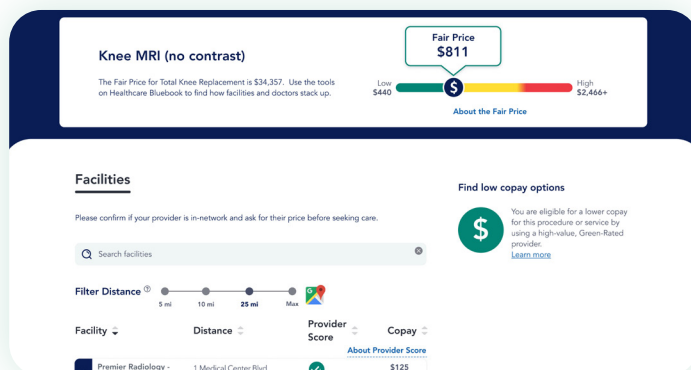
Result

As employees learned to use Valenz Bluebook, more chose care from “green”-labeled providers, resulting in direct savings for members and the plan.

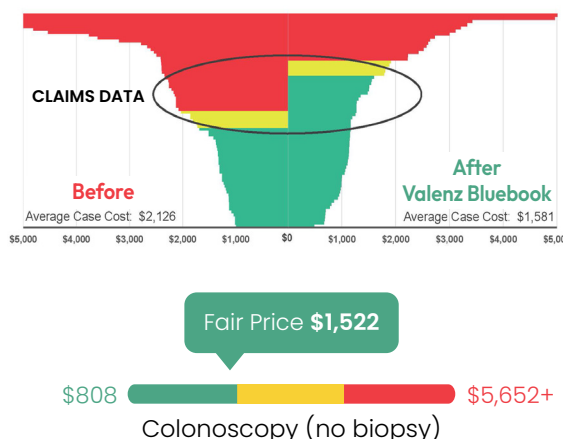
In the first year of implementation, Valenz Bluebook boosted average member utilization rates to 10%, supporting smarter care choices that ultimately delivered a **2.6:1 return on investment**.

2.6:1 ROI

10% average monthly utilization



Movement of Cases from High-Cost to Low-Cost Providers Colonoscopy (no biopsy)



Ready to optimize your healthcare strategy? Contact us today.
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