

# Major Blues Plan Boosts Engagement & Cuts Costs with New Digital Experience



**2X**  
app users compared to prior year

**58%**  
subscriber adoption, an all-time high with 1M registered

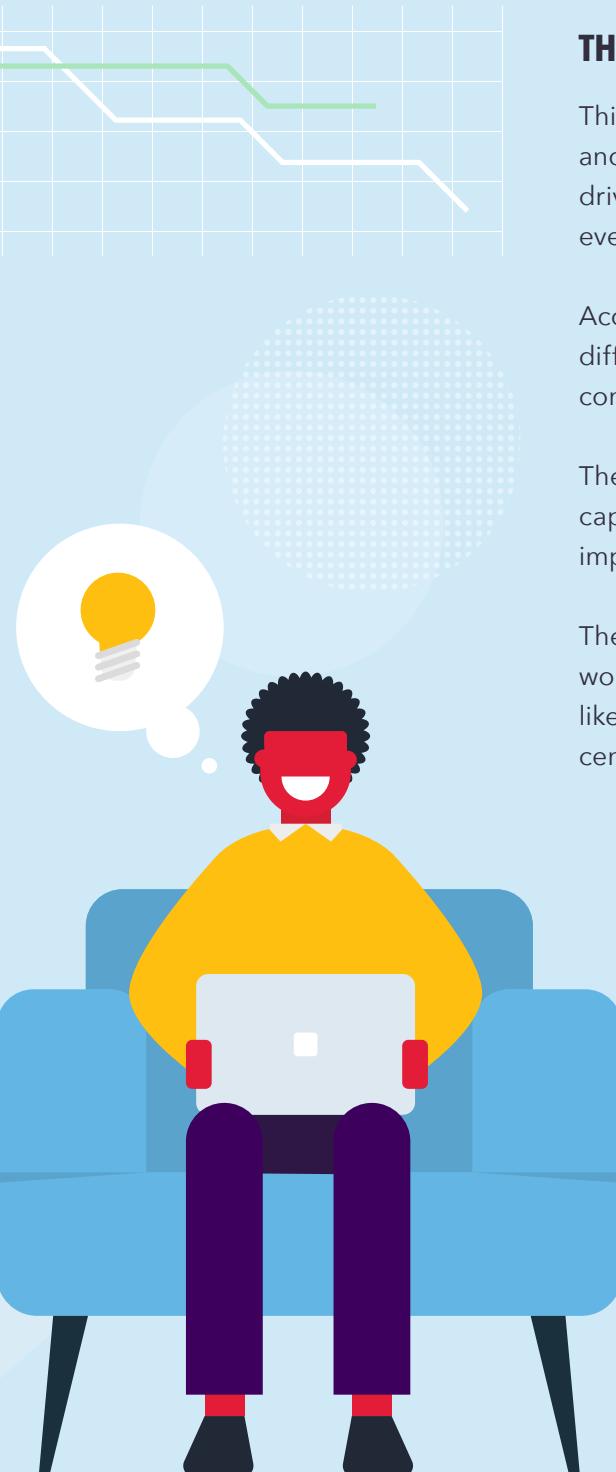
**4.4**  
star app rating on Apple store, 4.2 on Google

**51 NPS**  
Net Promoter Score, more than 2x average rating

**\$15M**  
reduction in administrative and medical costs

A large Blues Plan, which is the only association plan in their state, provides health insurance coverage to more than 3.8 million members across commercial, individual and family, Medicare, and Medicaid lines of business. The plan was juggling a disparate set of digital point solutions for member engagement, requiring multiple logins and making it difficult to target online engagement strategies. They sought a technology partner to create a better experience and increase online engagement with all available resources.

**zipari**



## THE OPPORTUNITY

This plan, like so many others, struggled with persistently low member portal and mobile app utilization rates. They sought a way to reverse this trend and drive significant adoption with an exciting, engaging experience that pulled everything together in one place.

According to this plan, low adoption was driven by having to market several different apps and portals, each with unique logins. This made it hard to connect members with available engagement programs.

Their ideal partner would also provide a holistic view of engagement and capture behavioral insights that would inform key business decisions and improve self-service adoption, reducing reliance on more costly support.

The challenge was to create a highly engaging member experience that would increase self-service actions and fuel frequent use of critical programs like telemedicine, nurse chat, and behavioral care - while reducing service center calls and costs and ultimately improving health outcomes.

## THE SOLUTION

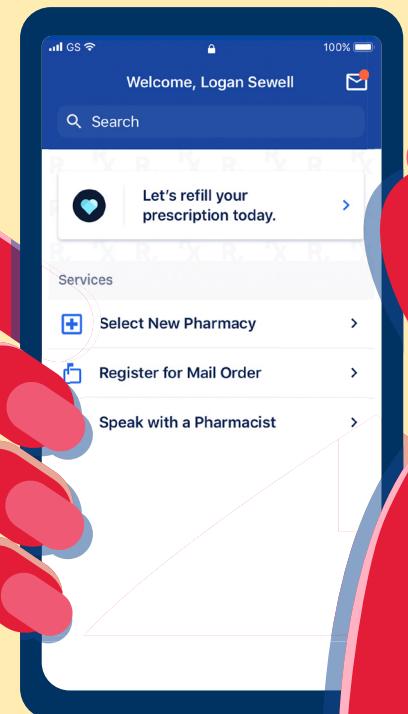
Before implementing a new portal and mobile app, the Blues Plan worked with each of their partner technology vendors to create Software Development Kits (SDKs) that would enable the integration and white-labeling of each vendor's program into the new mobile app and member portal, running on Zipari.

Together, Zipari and the major Blues Plan built a microservice architecture to pull fragmented data into a single API-driven interface, allowing them and their consumers to quickly and easily access all relevant information. By leveraging human-centered design techniques, this plan and Zipari established the desired end state including surveys, member journey mapping, and information architecture.

Everyone moved quickly to set up and implement both the app and portal. At the same time, their marketing team leveraged the now centralized digital experience as a way to drive adoption and engagement. Prior to this, their marketing was geared toward the household's financial decision-maker and at-risk population. By analyzing portal utilization data, they found that the ideal user is actually the household's healthcare decision-maker and likely to be female, 40-55 years of age.

- With the Zipari CX platform, the Blues Plan would be able to provide personalized recommendations based on engagement insights. This meant prioritizing and presenting member actions like HEDIS measures, CAHPS, care gap closure, and care management with digital engagement.

With Zipari's Superior Member Experience solution, the Blues Plan could be sure they had the perfect combination of vertical expertise, modern technology, and advanced products they needed, running on the only CX platform built exclusively for health insurance.



## THE RESULTS

Using their new and improved member portal and mobile app, this major Blues Plan enabled an easy-to-use online member experience. They have seen significant ROI and value, including a giant leap forward with adoption and utilization, a significant reduction in costs, boosts in program engagement, and a better experience validated by member ratings. ↗

### **Soaring Adoption and Utilization Rates**

- 2X increase in mobile app users compared to prior year
- 43% digital adoption rate with over 500K app downloads
- 58% all-time high subscriber adoption with nearly 1M registered users
- 51% boost in Medicaid online registrations compared to prior year

### **\$15M+ Reduction in Administrative and Medical Costs**

- 77% reduction in monthly service center calls (\$9M saved)
- \$6M savings with lower cost utilization channels  
(e.g., telemedicine, nurse chat)
- \$500k annual savings through electronic document delivery

### **Better Program Engagement**

- 60% increase in telehealth visits
- 56% increase in nurse chats
- 41% increase in behavioral health engagement

### **Breakthrough Member Experience**

- Achieved 51 Net Promoter Score, in the 100th percentile (average=24)
- Achieved 82% Customer Satisfaction Score
- Achieved 4.4/4.2 ratings on Apple/Google stores,  
one of the highest payer ratings

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Get in touch!