

Wisconsin Electrical Employees Benefit Fund Achieves 100% Member Engagement

About

The Wisconsin Electrical Employees Benefit Fund (Wisconsin Electrical), headquartered in Madison, Wisconsin, is a Taft-Hartley Fund with more than 10,000 members and participants. Wisconsin Electrical administers the health and welfare plan as well as two retirement plans for its members.

Challenge

Serving electrical workers throughout the state, Wisconsin Electrical needed a way to reduce healthcare expense by improving utilization and engagement among its members and dependents, especially for the high-cost claimants. Unfortunately, Wisconsin Electrical's medical management vendor had chosen to remove Utilization Management (UM) from its service offerings. Wisconsin Electrical needed to find a new partner with a robust UM solution.

Solution

After sending out requests for proposals, Wisconsin Electrical chose to partner with Conifer Health's Personal Health Nurse and Utilization Management programs. They made the choice based on Conifer's depth and breadth of service offerings which covered engaging high-cost claimants but went beyond that to include member education, member advocacy, and promotion of preventive care. Numerous client references and reviews validated this approach.

Wisconsin Electrical was also attracted to Conifer's approach to coordinating with other vendors to take advantage of lesser-known benefits such as virtual physical therapy for muscular skeletal conditions. Utilization of these benefits are more convenient for members and more cost-effective for Wisconsin Electrical. Through Conifer's Personal Health Nurse solution, members are assigned a Personal Health Nurse to help support them and hold them accountable.



"We're impressed with how much Conifer's nurses do in terms of employee education and advocacy. I've never heard of any other medical management firm that will extend itself to such a degree."

Becky Drews

Senior Consultant,
United Actuarial Services, Inc.
(benefits consultant for
Wisconsin Electrical)

“While it’s difficult to quantify member satisfaction, it’s priceless based on what we’re hearing from them. We often hear ‘My Personal Health Nurse saved my life.’ How do you quantify that?”

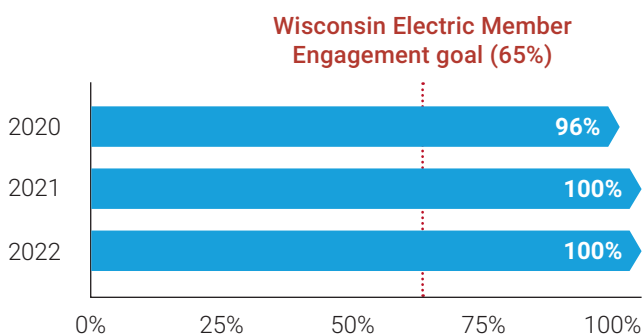
Bonnie DeLap

Fund Administrator, Wisconsin Electrical

Results

Wisconsin Electrical and its Board of Trustees were impressed with how quickly Conifer was able to get members engaged and keep them engaged. Conifer worked with Wisconsin Electrical’s partners to receive data. In addition to standard medical and pharmacy claims, Wisconsin Electrical also sent metabolic data to enhance the risk stratification.

From there, a Personal Health Nurse reached out to every member deemed a good fit for the program. The level of member engagement was beyond that of any of Wisconsin Electrical’s previous vendors. Through engagement, the Personal Health Nurse was able to tailor her support for each member. For example, members who identified as overweight were sent a scale to help measure progress in their weight loss journey.



100% MEMBER ENGAGEMENT RESULT REACHED IN 2021 AND Q1 & Q2 OF 2022

Lasting Success

Wisconsin Electrical was also pleased with the in-depth quarterly reports, which include member progress, reduction of risk factors, and data around the retention and engagement rates. Return on investment (ROI) was measured based on the high-cost care that was avoided which translates into quantified savings. Additionally, aversion of missed workdays provides unquantifiable opportunity cost.

Wisconsin Electrical is also happy with how smoothly the implementation went especially with the compressed timeframe. DeLap said, “Working with Conifer is so easy. We send an eligibility file and Conifer sends authorization data. There was no downtime and no issues at all.”

Wisconsin Electrical continually hears great feedback about Conifer from its members, many saying they wish the company had contracted with Conifer “a long time ago.” Others appreciate the follow-up calls from Conifer Personal Health Nurses and the assistance scheduling appointments and getting prescriptions renewed.

“I would recommend Conifer to be considered for my clients,” said Becky Drews, Senior Consultant for United Actuarial Services, benefits consulting firm employed by Wisconsin Electrical.

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