

Enhancing Engagement in Health & Wellness Programs With Clinical Advocacy

THE CHALLENGE

Our client came to us with rising medical expenses due to increased circulatory diseases and metabolic disorders. Despite having health programs for diabetes, hypertension, and high cholesterol, many eligible employees were not participating. The HR Director wanted to close this gap, providing necessary support while reducing avoidable healthcare costs.



+178
outreach contacts

THE SOLUTION: CHC'S CLINICAL ADVOCACY

CHC enhanced workforce engagement by using claims data analytics to identify employees with chronic conditions. We provided personalized, one-on-one support, directing employees to vendor programs and removing barriers to care, ensuring timely access to the right resources.

Q4 2024:

109

Proactive outreach contacts with the diabetes vendor



Q1 2025:

287

Proactive outreach contacts

THE RESULT

Outreach increased by 163%, leading to a **50% increase in program utilization**. By incorporating advocacy into the vendor strategy, CHC helped the client enhance participation, improve employee health outcomes, and manage long-term medical costs.

"I'm enrolled in the diabetes program. I love it. Having my counselor, Emily, is wonderful—she's been so supportive and encouraging. Not having to worry about where my medication comes from is a relief. Having the Dexcom is great, and it's been a tremendous help. I would never have been able to afford it on my own." — **Member Testimony**