

## Engaging Members to Become Better Consumers of Health Care

Cypress Benefit Administrators believes a knowledgeable and informed individual will become a better consumer of healthcare. And, by giving them the tools they need to make better healthcare decisions, the result will be higher quality of care and a more affordable price. We seek out the most innovative products and services to bring to our clients with this belief in mind.

Recently, Cypress has partnered with HealthJoy to offer employer-clients a tech-savvy solution that will help employees navigate benefits and make better healthcare decisions while reducing health plan costs in the process.

Cypress believes in practicing what we preach, so we rolled out the HealthJoy service to our own employees after seeing everything it had to offer. It's been quite a success so far. And based on our utilization statistics, more than half of our employees are logging in and using HealthJoy in any given month. That's a pretty high usage rate for something so new to our team.

HealthJoy is an all-in-one healthcare guidance and engagement platform for employees that brings together online doctors, healthcare concierge, prescription savings and other cost containment strategies into an easy-to-use mobile app. Basically, it's a virtual assistant that combines the many resources members need to initiate a personalized, on-demand healthcare experience right from their smartphones. It assists with:

- Coordinating telemedicine consults
- Finding a provider or facility
- Scheduling appointments
- Identifying potential savings on prescriptions
- Reviewing medical bills

How does it work? The HealthJoy system incorporates artificial intelligence and some pretty advanced technologies on the backend – but for the user, it's as simple as sending a text message or interacting on Facebook. The app maps out an employee's benefits and provides real-time guidance in making care decisions ... it also reduces questions to HR departments by up to 30%. Plus, the HealthJoy platform integrates with even the most complex benefits packages and can typically be set up to launch within just 30 days.

HealthJoy is just one of many options we offer to help our clients engage members and control costs. We want to be able to offer programs that will fit our clients' corporate culture and have the greatest impact when offered.

For information on HealthJoy including a demo, or our other cost control programs and services, please contact your Cypress representative.

For more information on this and other industry topics or Cypress services, please contact:

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