

CASE STUDY

Believe in something better

How we helped GBS bring benefits innovation to their clients

GBS is driven by its mission to "provide the easiest to implement solutions that benefit people's lives." Improving the member experience is central to this mission. Always on the leading edge, GBS looked to technology for a solution to keep pushing the limits of what an employee benefits experience can achieve.

Here's how we help GBS bring benefits to a mobile-first, on-demand world.

CHALLENGE

GBS has solidified a reputation as one of the most innovative brokers in the West. They've made a habit of bringing new solutions to clients years before they become standard. For 30 years, they led the charge with products like telemedicine, advocacy, and data-driven clinical outreach, rolling out these offerings before they were mainstream. While these solutions improved the benefits package, their siloed nature meant that the realized value was always far below their potential.

In line with their goals to lead the industry in innovation, GBS leaders knew they had to focus on improving the employee benefits experience.

Most brokers spend their energy on the days surrounding open enrollment; GBS wanted to improve the benefits experience year-round. They knew that focusing on a complete 365-day experience would have wide-reaching implications for clients.



SIMPLIFYING THE COMPLEX

The standard employee benefits package has over ten different products with separate member experiences. The minute that GBS founder Rick Fielding saw HealthJoy's holistic approach to benefits, he knew it was a game-changer.

HealthJoy is a first-of-its-kind benefits experience platform helping companies save money while improving employee satisfaction. HealthJoy integrates a client's existing benefits to deliver each employee a personalized digital benefits wallet that keeps benefits top-of-mind. Employees also gain on-demand access to online medical consultations, live healthcare concierges, Rx savings, and much more.

In the summer of 2018, GBS partnered with HealthJoy to launch its centralized benefits experience platform and recommended HealthJoy as part of their standard plan design for all clients.

A FORWARD-THINKING APPROACH

Through its partnership with HealthJoy, GBS is able to offer clients a streamlined and rewarding benefits experience.

"The forward-thinking approach and organizational rigor of GBS make them the ideal partner. Our teams have worked closely to provide a seamless sales, implementation, and launch experience to clients," said Doug Morse-Schindler, President and co-founder of HealthJoy. "The results speak for themselves. Their client performance has been excellent."

The average GBS client now sees a 67% activation rate and 171% ROI. Clients average a 23% telemedicine utilization rate, an astounding number compared to the 5-6% typically seen with the leading provider.

"Not only are clients seeing a great ROI, but member response to the program has been extremely positive. HR is benefiting too, reporting significant reduction in benefits-related questions from employees. Through our partnership with HealthJoy, we are redefining the consumer healthcare experience for our clients."



RICK FIELDING, GBS

GBS STATS

67%

ACTIVATION

171%

ROI

MEDIAN MONTHLY GBS CLIENT SERVICE UTILIZATION

1%

CARRIER WEBSITE

4-7%

LEADING PROVIDER

44%

HEALTHJOY

MEDIAN MONTHLY GBS CLIENT ANNUALIZED TELEMEDICINE UTILIZATION

1-2%

CARRIER OFFERING

4-7%

LEADING PROVIDER

23%

HEALTHJOY

Find out how we can help guide your employees' healthcare journeys.

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