Crossover Health Partners with Clients to Successfully Drive Member Engagement Among Hourly Manufacturing Employees
**Situation:** Lower than optimal awareness and engagement among hourly manufacturing eligible employees

Hourly manufacturing employees account for approximately 40% of Crossover Health’s member population. Building awareness of—and engagement with—health and wellness benefits among this employee segment are known employer struggles. This employee segment does not rely on a laptop or desktop to do work which means engagement strategies beyond the dominant modes of employer communications such as email or chat must be considered and leveraged. Crossover was challenged to create a strategic, repeatable approach to build awareness of our Primary Health model among our hourly eligible member population, and to increase ongoing engagement with Crossover’s in-person or virtual care model.

25% engagement from eligible members within the first year  
25k member registrations from onsite events and onsite kiosks  
3,500 appointments scheduled within seven days of initial communication
Solution: Omni-channel marketing and communications approach to drive engagement

Crossover partnered closely with clients to develop and execute an integrated, multi-touch member engagement strategy for this unique employee population. The strategy used client insights and member engagement data to inform messaging, creative, and communication channels. Crossover also considered client capabilities and available client resources to develop the integrated plan and made it as easy as possible for clients to partner with Crossover to drive engagement via their internal channels.

The omni-channel approach featured a combination of ongoing virtual and in-person touchpoints, including:

- **Monthly, multi-touch proactive email outreach strategy designed to:**
  - Drive initial engagement in care
  - Encourage re-engagement following a lapse in care, including direct outreach from a member’s care team
  - Educate members on health-related topics and provide self-care tools and resources

- **Customized marketing and educational materials for account registration, scheduling appointments, and accessing care that were made available on company intranet and at work sites, including:**
  - Digital screens
  - Posters
  - Brochures or one-pagers for team huddles
  - Templated leader communications for clients to easily repurpose

- **Onsite, in-person employee engagement at work sites including:**
  - New hire orientation sessions
  - Onsite, Crossover Health-hosted registration events aligned with employee hours
  - Onsite self-serve kiosks with access to Crossover’s online platform
  - Onsite health education sessions featuring Crossover providers
  - Wellness events for flu shots and other national recognition days
  - Employer-led raffles that incentivize member account registration

- **Dedicated Employee Support Center to help answer employee questions, activate accounts, and schedule appointments**
Results: The multi-touch, omni-channel engagement strategy achieved a 25% engagement rate among eligible employees within the first year

Member Registrations: ~25k Crossover member registrations from 1k+ face-to-face events in one year and onsite self-serve kiosks launches in first six months

Health Center Appointments: ~3.5k appointments scheduled within seven days of one monthly email campaign sent to engage and re-engage members

QR code scans: ~5.2k QR code scans for member registration from fliers and other materials placed in break areas and from supplemental badges and pocket cards given directly to employees

Other wellness benefits: Crossover’s care team also worked with the client to refer into the employer benefit ecosystem to help drive employee engagement with other benefits that support their overall health and wellness.
About Crossover Health

Crossover Health is a leader in delivering value-based hybrid care. The company’s national medical group delivers – at scale – Primary Health, a proven care model driven by an interdisciplinary team inclusive of primary care, physical medicine, mental health, health coaching and care navigation. With a focus on wellbeing and prevention that extends beyond traditional sick care, Crossover builds trusted relationships with its members and flexibly surrounds them with care – in-person, online, and anytime – based on the member preference.

Combining a sophisticated approach to data analytics that incorporates social determinants of health, Crossover delivers concrete results and measurable value for employers, payers and most importantly, members. Together we are building health as it should be and engaging a community of members to live their best health.

To learn more, visit crossoverhealth.com or follow us on social media @crossoverhealth.

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