



# Case Study

TouchCare helps media giant address wasteful costs and improve employee experience.

GateHouse Media is the largest publisher of locally-based media in the US. Operating over 600 daily and weekly newspapers, its publications reach more than 22 million people weekly in nearly every state. Their workforce is geographically distributed and rapidly growing. As a self-insured company with rising health insurance costs, they needed a solution to improve engagement and the bottom line.

*Discover how TouchCare's healthcare concierge improved employee experience and reduced medical costs by millions through changing consumer behavior.*

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# The Challenges

Rapid growth and a workforce that spanned 44 states, made it difficult to provide a unified message around benefits. Additionally, GateHouse Media needed a solution that addressed the diverse needs of their employee population across all locations. The service needed to be accessible and easy for all demographics to understand and use to ensure value.

**To address the needs of employees and ballooning healthcare costs, GateHouse Media wanted a solution that met the following key business objectives:**



Reduce Healthcare Costs



Increase Productivity



Enhance Employee and Member Experience



Improve Employee Benefits Knowledge

Employees knew they had benefits, but they didn't know how to be wise healthcare consumers. Key metrics identified in the claims data illustrated the following opportunities to reduce healthcare spend at GateHouse Media:



Over-utilization of  
the ER



Over-utilization of  
Out-of-Network  
Providers



Lack of  
"Shopping" for  
Services



Overall Better  
Understanding of  
Employee Benefits

Ensuring all employees had a better experience and learned to be better consumers was a top priority for GateHouse Media. HR knew that concierge services had the potential to meet many of their healthcare objectives, but this approach would only work with high utilization and meaningful engagement. GateHouse Media decided to implement TouchCare to engage their employees to be smart consumers of healthcare.

For GateHouse Media, the flexible, partner-driven approach of TouchCare helped reduce administrative burdens, while also impacting wasteful medical costs by decreasing visits to the ER and out-of-network providers. As a complement to GateHouse Media's current healthcare offering, TouchCare was able to work with HR and employees to deliver a great experience.



## The Solution:

*A healthcare concierge service that reduces costs while enhancing employee experience and benefit utilization.*

# The Results

## The Numbers at a Glance:

**\$530**

Annual average savings per employee

**57%**

Reduction in annual out-of-network costs

**90**

Fewer total ER visits per year

**65%**

Increase in benefits knowledge

**2.5**

Hours saved per member interaction

## Overall Benefits Knowledge

After using TouchCare, members report a **65% increase** in their overall benefits knowledge. Armed with better knowledge and the right tools, members were able to make better healthcare decisions. Key areas of opportunities were identified as over-utilization of the emergency room and reducing out-of-network claims.

## Reduced ER Visits

### SAVING THE ER FOR EMERGENCIES

It's estimated that 70% of ER visits are unnecessary. When employees know their healthcare options, they make more cost-efficient choices.

Improved understanding and better utilization of benefits reduced ER visits.

GHM had 8 fewer visits per 1000 members. Translation? Roughly 90 fewer total ER visits per year. With the average cost of an ER visit at \$2K, GHM saw \$150-200K in annual savings.



5% decrease in overall ER visits



average 90 fewer ER visits



estimated Impact

**FEWER VISITS TO THE ER ACCOUNT FOR UP TO \$200K IN SAVINGS**

## In-Network Savings

### THE PAY OFF OF STAYING IN NETWORK

We guides members to in-network providers with the goal of reducing unnecessary costs.

Healthcare navigation advice helped reduce out-of-network spending.

In 2016, before introducing TouchCare, Gatehouse Media incurred over \$1 million of spending to non-participating providers. Over the course of 2017 and 2018, GateHouse Media and TouchCare were able to increase in-network utilization for hundreds of thousands in savings:

2016	\$1,092,729	
2017	\$468,324	Savings: \$624,405
2018	\$704,024	Savings: \$388,705

**GATEHOUSE MEDIA REDUCED OUT-OF-NETWORK COSTS BY \$1,013,110**



# \$530

Average savings per  
employee per year

GATEHOUSE MEDIA  
OVERALL REDUCTION IN COSTS

In 2018, GateHouse Media saw their average  
cost per employee per year drop to \$10,599,  
compared to of \$11,129 in 2017.



A healthier understand of healthcare.



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# The Results

## Overall Reduction in Costs

### THE TOUCHCARE EFFECT ON SAVINGS

Proper guidance regarding healthcare benefits helped employees achieve substantial member savings.

## TouchCare services helped reduce overall per employee costs.

Since launching TouchCare services in 2017, GHM has seen their annual average savings per employee drop \$530. The cost has been rising since 2016 to a high point in 2016 of \$11,129. In 2018, the first full-year with TouchCare, GHM saw their average cost per employee per year drop to \$10,599.



### REDUCTION OF \$530 PER EMPLOYEE PER YEAR

## Labor Savings

### RELIEF FOR YOUR HR DEPARTMENT

Utilization of TouchCare helped reduce HR burden and provided an unbiased advocate for GateHouse Media employees.

## Improved HR efficiency by reducing time spent on complex benefit issues.

Over the course of 2018, TouchCare engaged with employees of GateHouse Media 1,989 times. The average time savings per interaction was 2.5 hours. Given healthcare providers and insurance companies are open at the same time as most businesses, employees would likely be handling these issues during work hours. This translates to \$135K in productivity savings.



**2.5**

hours saved per interaction



employee engagement



**\$135K**

estimated productivity savings

### FEWER HOURS SPENT ON COMPLEX EMPLOYEE BENEFIT ISSUES

## Smarter Consumers

Consumerism happens when members shop for services and understand how to best use their plans. By creating smarter consumers, TouchCare was able to help GateHouse Media members achieve healthcare savings and spend less time navigating complicated healthcare-related issues.



# From The Members

Our goal was to help GateHouse Media's employees better understand and utilize their healthcare benefits package, all while reducing costs and unnecessary spending. In the process, we achieved a **98% satisfaction rate** and also facilitated some amazing members stories.

**At TouchCare, we strive to ensure that all members receive the very best medical care, for the best price available.**

Here are just some of the testimonials we've received from GateHouse Media employees.

*"I'm glad you sent this rating request. This was my first time using your service, and it was invaluable. Specifically, Colleen was incredibly professional, courteous and helpful. It was such a relief not having to chase down this issue myself."*

**GateHouse Media employee who saved over \$15k on an incorrect bill.**

*"With what we are going thru, this was one thing I did not need to try to find the answers to. TouchCare took that off my shoulders. I thank you very much for the help you provided. When a family is going thru something - anything from a broken finger nail to severe medical conditions - it is great to know there is a company that can get answers for you. Thank you"*

**GateHouse Media Employee**

*"You can't improve on perfection! You all are fantastic to work with and, on the two occasions that I have reached out for assistance, I have been helped beyond my expectations."*

**GateHouse Media Employee**

*"You all have saved me a lot of money. I am very appreciative of that."*

**GateHouse Media Employee**

*"The quality was exceptional. Seth, Lanie and the other team members at TouchCare are truly caring and responsive. You know that they will do everything possible to resolve your issues. I am truly appreciative. I have dealt with TouchCare at least twice and know that before I even call, I will be in good hands. Kudos to all of you for your hard work."*

**GateHouse Media Employee**

*"Ethan did a great job of following up and helping me out with my case. Thank you Ethan. I really appreciate your help and you going above and beyond to get this fixed for me. Cheers!"*

**GateHouse Media Employee**



**Reach out today to see how TouchCare can help your employees better understand their benefits.**

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