

CASE STUDY

Client reaches peak engagement and saves \$1.3M.

Client:

A Midwestern manufacturing organization

SIZE CATEGORY: 5–10K employees

SELECTED FOR MOBE®: 26% of total population

DEMOGRAPHIC: 57% male and 43% female (Employer-provided binary genders)

Key Takeaway:

Despite limited bandwidth, the employer was able to offer an innovative solution that delivered outstanding results.

Year-One Highlights:

Engagement rate:

34%

Satisfaction rate:

95%

Gross savings:

\$1.3M

Challenges:

Faced with a reduced benefits team and rising health care costs, the employer had little opportunity to engage employees in existing programs, which weren't delivering results anyway, let alone introduce something new. Impacting employee health and curbing costs felt out of reach.

- Rising health care costs causing financial strain
- Limited bandwidth due to benefits team reduction
- Minimal employee engagement in existing digital, broad-based wellness programs



**MOBE approaches condition management differently...
It truly gets to the root of what an individual is trying to manage.”**

— MOBE client, benefits leader

“A whole-person approach led by Guides and Pharmacists ultimately drives health outcomes and savings based on claims.”

—MOBE client, benefits leader

Solution:

By partnering with MOBE, the employer was able to offer an innovative, human-led program to employees navigating multiple health issues and still reduce health care costs. From the start, MOBE lightened the load for the benefits team by taking care of everything from onboarding and implementation to high-performing engagement campaigns and personalized, proactive outreach based on triggers for health changes. An established relationship between the payor's account management team and MOBE meant that a carrier data pipeline was in place to streamline data acquisition.

MOBE covered 100% of program incentives and fulfillment and handled all communications, which meant zero additional budget requirements, while a risk-free financial guarantee ensured MOBE would generate at least enough savings to cover program costs. Because MOBE's robust, ongoing reporting allowed the employer to gauge success across segments of their business, they could see it resonated across demographics. **The result was an impressive 34% engagement rate from employees and their adult dependents in the first year.**

Eligible employees and adult dependents embraced MOBE's personalized, whole-person, cross-condition approach, feeling supported and empowered to improve their health, **evidenced by a high Customer Satisfaction Score (CSAT) of 95% and Net Promoter Score (NPS) of 68.**

Year-One Results:

Employees were healthier and happier after participating with MOBE for a year, and the employer experienced a **gross savings of \$1.3M, an average savings of \$156.34 per-member-per-year for the MOBE-eligible group.**

HEALTH OUTCOMES

Driven by one-to-one conversations and/or app interactions with a MOBE Guide or Pharmacist:



34% of participants had weight loss goals and lost at least 5% of their starting weight.



58% of participants who were sedentary increased their daily steps.



64% of participants who previously slept less than seven hours now regularly get 7–9 hours.



54% of participants have improved self-perception of their emotional well-being, energy/fatigue levels, and their general health.



93% of MOBE Pharmacist recommendations were accepted by participants and providers upon follow-up.

CLAIMS-COST SAVINGS

were generated across multiple care categories, including:



23.4%
saved—inpatient
claims costs

11.9%
saved—outpatient
claims costs

4.6%
saved—pharmacy
claims costs



Achieve year-one savings with a personalized, whole-person, cross-condition solution.

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