

CASE STUDY

Flex Technology Group improves the healthcare experience for its growing population

Summus' multi-channel employee engagement drove strong results



GOAL: Help employees access the best medical care with simple technology

Founded in 2005, Flex Technology Group (FlexTG) provides managed print service solutions to national and regional companies. Like many growing organizations, FlexTG faces the challenge of attracting and retaining high-performing employees. Accordingly, the company places a premium on tech-based, scalable solutions that prioritize a strong user experience and can help the company differentiate itself.

FlexTG's employee population is very diverse and faces a wide range of health concerns. FlexTG sought to reduce the risk associated with high-cost, complex health issues such as oncology and musculoskeletal health concerns. The company also wanted to give its growing employee base personalized medical guidance to help lower stress and get families the care they need quickly.

STRATEGY: Integrate Summus into FlexTG's broader benefit communication efforts to drive high utilization

FlexTG chose Summus to provide its employees with access to the most experienced physicians for clinical guidance on any health question—from children's allergies and chronic back pain to mental health concerns and more complex conditions, including cancer.

IMPACT AT-A-GLANCE

17%

ACTIVATED MEMBERS

8%

CLINICAL UTILIZATION

9.4

MEMBER SATISFACTION

113%

RETURN ON INVESTMENT

The company values Summus' easy-to-use technology platform, encouraging employees to go to Summus whenever they have any kind of health question or concern. Summus' web and mobile experience make it simple for employees to share their concern and be connected quickly with the Member Experience team, with a Summus MD or a specialist as needed.

Summus serves as a trusted guide through the complicated healthcare landscape, providing hands-on clinical navigation support, helping employees pull together health records from across systems, and preparing employees and their loved ones for consultations with medical experts. By continuing to promote Summus to employees as a single point of entry for health concerns across marketing materials, benefit fairs, and internal communications, FlexTG's utilization of Summus continues to grow.

RESULTS: High utilization and happier, less stressed employees

FlexTG has seen multiple positive impacts from its partnership with Summus. Member activation and clinical utilization rates have increased steadily over time, in large part due to positive word-of-mouth among employees and because of Summus' ongoing communications plan, which spans digital marketing via email, webinars, and custom landing pages as well as print collateral and in-person engagement events.

FlexTG employees are extremely grateful for the help and guidance they receive from Summus, giving Summus a 9.4 average satisfaction score. From a business perspective, Summus is a top-used benefit, with 17% of eligible members activated, 8% using Summus' clinical services, and the overall investment delivering a 113% return on investment.

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The partnership we receive from the Summus team is yet another example of going above and beyond. Our employees are shocked when they find out what Summus offers them, which is why we're grateful for the additional communications support!”

Terri Pattillo,
VP of Human Resources