

From underutilized to optimized:

How the state of Connecticut redefined member engagement

Challenge

Navigating healthcare complexity across a large population

The state of Connecticut needed a better way to manage healthcare benefits for **217,000 members**, including employees, retirees and local public sector small groups. Despite offering high-quality networks, local public sector small groups, preventive care incentives and innovative point solutions, members faced a fragmented experience that made benefits difficult to navigate. Employees and retirees struggled to find and use the right resources, leading to frustration and underutilized programs – both of which drove up costs.

Solution

A holistic, member-first approach

The state of Connecticut partnered with Quantum Health to streamline its benefits program, ensuring members had the support, guidance and expertise needed to make informed healthcare decisions.

Quantum Health's approach included:

- **One trusted point of contact:** A dedicated care team provides real-time, human-first support, giving employees and retirees a single, seamless resource for all their healthcare needs.
- **Guiding members to high-quality care:** Members are seamlessly directed to high-quality providers of distinction and centers of excellence using an advanced provider search tool powered by Embold Health, improving care quality and cost efficiency.
- **Targeted support for better outcomes:** Quantum Health's Healthcare Warriors® proactively advocate, guide and support members, resulting in a seamless experience and healthier workforce.
- **Stronger provider partnerships:** By collaborating directly with healthcare systems, Quantum Health helps align incentives, improve care coordination and enhance member outcomes.

Results

Higher benefits engagement, better outcomes and lower costs

Since navigation launched in April 2023, Quantum Health has transformed the state of Connecticut's benefits experience:

- 70%** of members engage with Quantum Health by phone, proving that human-first support drives stronger connections and better healthcare decisions
- 92%** of claims dollars are actively managed, ensuring cost-effective provider steerage and smarter benefits utilization
- 86** Net Promoter Score® ratings of **86** for providers and **72** for members reflect trust and value across the benefits ecosystem

4.4:1 Return on Investment

Once we looked at the marketplace, we ended up partnering with Quantum Health. And we're seeing great improvements. About a year in with Quantum Health, we're seeing NPS scores over 70. We're seeing the population becoming more comfortable with their benefits and understanding what's available to them and seeing that frustration come down.

Josh Wojcik – Director, Health Policy and Benefits Services Division, State of Connecticut

THE QUANTUM HEALTH EFFECT®

Contact us to learn more: connect@quantum-health.com