



CASE STUDY: HEALTH PLAN

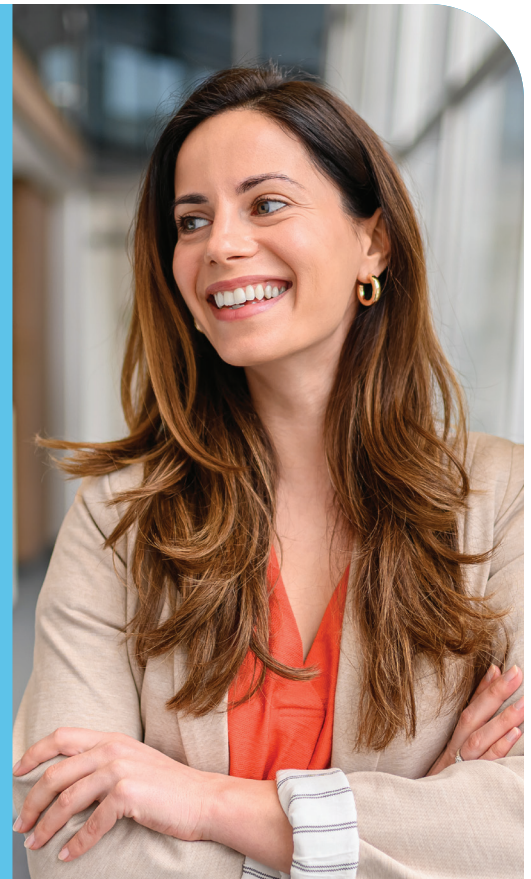
Health plan saves millions over three years—proven by RCT.

Client

Not-for-profit, regional, mid-sized health plan

SIZE CATEGORY: 200K+ fully-insured commercial and individual members

SELECTED FOR MOBE®: 25–50K members



Key Takeaway

A randomized control trial (RCT) proved MOBE's impact, prompting the health plan to double program eligibility.

Improved health outcomes led to lower utilization and costs, generating more than \$32M in savings, including \$19.1M in the most recent year.

Over Three Performance Periods

Claim-Cost Savings:

5.6%

vs. Projected Spend

Engagement Rate:

32.4%

The Opportunity

Like most, this health plan faced rising costs, and its organizational cost-of-care leader needed to accomplish measurable savings goals quickly while confidently demonstrating program attribution for skeptical stakeholders. Its patient-centered care resources were constrained to the highest-cost and highest-risk members, and its engagement efforts were narrowly focused, which limited its ability to maximize reductions in the total cost of care—especially with any speed.

How MOBE Helped

Partnering with MOBE addressed two critical challenges for the plan: program attribution and rising costs. MOBE's gold-standard RCT methodology and guaranteed cost-savings model eliminated risk, allowing the plan to count on savings up front.

Using proprietary AI analytics, MOBE identified a rising-risk, multi-chronic population, mid-tier claimants caught

in a cycle of system overutilization. These members were split into two groups: one receiving MOBE's personalized guidance and medication optimization, and a control group. Both had access to the same plan benefits, subject to the same system changes, with MOBE as the only difference.

The first performance period delivered such strong outcomes that 10,000 members were added to the performance group, eligible for MOBE. The result? 32.4% engagement and significant savings across three years.

MOBE's whole-person, cross-condition solution complemented the plan's existing offerings without competition or redundancy by focusing on a unique subset of continual care seekers—those representing untapped savings.



Read [Milliman's report](#) validating MOBE's methodology for measuring claims cost savings with RCT.

Year-One Outcomes

Health Transformed



41% of participants with weight-loss goals lost at least 5% of their starting weight.



65% of previously sedentary participants increased their daily steps.



71% of participants who previously slept fewer than 7 hours now regularly get 7–9 hours of sleep.



74% of participants improved emotional health. | **69%** are managing stress better.

Medications Managed



96% of MOBE Pharmacist recommendations were accepted upon follow-up.



97% participant satisfaction rate

Utilization Reduced



11.1% fewer ER visits



5.8% fewer opioid prescription fills



12.8% fewer hospital admissions

Claims-Cost Savings Across Categories



51.7% saved—inpatient claims costs

\$973 saved—per member on average in the most recent performance year

“For me to deal with a Doctor of Pharmacy, for her to give me information on each of our phone calls—I felt much, much better able to advocate for myself with my MD. I was able to get off some of my meds, too.” —Sarah, health plan member and MOBE participant

About MOBE

MOBE is a whole-person condition management company dedicated to helping individuals discover new ways to live healthier through personalized, evidence-based clinical and non-clinical interventions. Combining advanced data analytics, one-to-one health guidance, and digital tools, MOBE empowers individuals to optimize their physical health, mental well-being, and medication management. MOBE partners with employers and health plans to reduce health care claim costs by an average of 7.5% in the first year while enhancing participant satisfaction and well-being.

MOBE[®]

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

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