

CASE STUDY

How we helped Instructure's tech-savvy employees find answers, ASAP

Too many benefits questions, no easy answers

Instructure employees understand the power of online education. As the makers of the Canvas Learning Management Platform, the most widely adopted learning management system in North America, they simplify online learning for millions of students and teachers across 70 countries every day.

Yet Instructure employees struggled to learn about their own employee benefits. Senior Benefits Manager Alli Mauss and her team were losing hours each week to employee questions, adding up to an estimated week or two every year. They hoped their company intranet would provide answers.

"Initially, that helped a little bit, and then I kind of felt like we were just back to square one," Mauss said.

The intranet wasn't mobile, so it didn't solve all employee problems. They couldn't grab their insurance card from the intranet while waiting at the dentist, for instance. But they could call Mauss's team, and so the requests still poured in.

Mauss knew they needed a centralized solution to keep benefits support within easy reach; something that was mobile-ready and met the expectations of Instructure's on-the-go workforce.

We were just answering a lot of the same questions over and over. Sometimes it felt like that movie Groundhog's Day."



SENIOR BENEFITS MANAGER ALLI MAUSS

LIGHTNING-FAST ADOPTION AND ANSWERS

After implementing HealthJoy, Instructure's employees quickly learned to love the mobile app.

Once they've downloaded HealthJoy, we never hear benefits questions from our employees again. It's like a one-stop-shop; it was like a switch.



SENIOR BENEFITS MANAGER ALLI MAUSS

HealthJoy helps employees get answers quicker and gives them more access to virtual healthcare and mental health support. With HealthJoy at their fingertips, employees can access their benefits cards, insurance plan details, and even online medical appointments.

They also benefit from the help of a live, expert healthcare concierge team. That means that when Instructure employees have questions, they can take them to HealthJoy instead of HR.

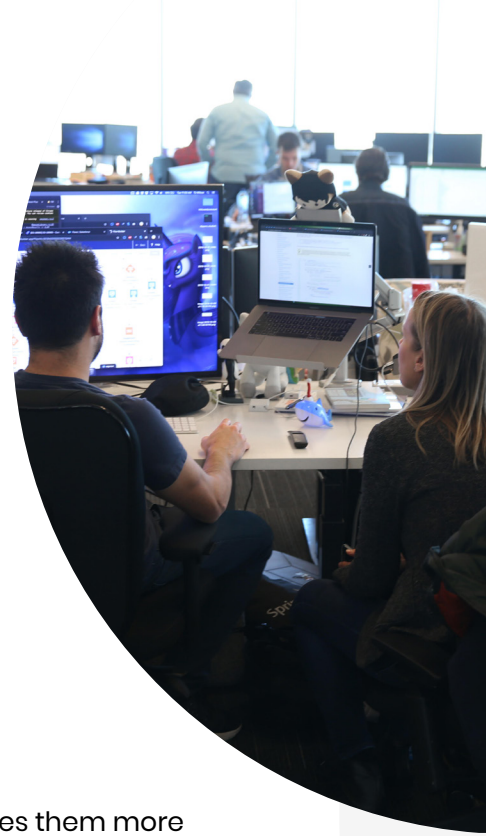
Mauss's team has seen a significant reduction in benefits questions and gained back hours every week. That's especially crucial while they juggle the HR complications of the coronavirus pandemic.

"HealthJoy is a lifesaver," Mauss said. "My team can get so much more done because we're not constantly answering questions."

"AN ESSENTIAL BENEFIT"

Mauss admits that before implementation, Instructure wasn't sure HealthJoy was worth the investment. HealthJoy quickly proved its value just in terms of time saved, Mauss said.

"We review our entire plan design every year. Whenever HealthJoy is on the table [to be eliminated from our benefits package], our management team is the first to say, "no, we are not getting rid of that," Mauss said. "We've seen such a benefit for our employees, and the administrative burden on the team is so much less."



82% OF INSTRUCTURE EMPLOYEES HAVE DOWN-LOADED AND ACTIVATED HEALTHJOY.

Since implementation, 82% of Instructure employees have downloaded and activated HealthJoy. Mauss's team successfully drives activation by routing all benefits questions to the HealthJoy app.

"Ninety percent of the time, if they're asking a question, it's because they just haven't downloaded the app," Alli explained.

Instructure employees turn to HealthJoy's telemedicine offering at a rate well above typical carrier offerings. About 28% of Instructure employees used HealthJoy telemedicine last year. Instructure's high employee adoption resulted in a cumulative savings of \$359,854 since implementation. Productivity savings total \$94,516, resulting in a total savings of \$454,370.

\$359,854 CUMULATIVE SAVINGS SINCE IMPLEMENTATION.

We consider HealthJoy an essential benefit



SENIOR BENEFITS MANAGER ALLI MAUSS

Find out how we can help guide your employees' healthcare journeys.

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