

Relay's Value in Action

Increased engagement improves medication compliance, patient lifetime value, and can also reduce the cost to serve. Here are samples of specific business outcomes that our clients—similar to you—have achieved after they deployed the Relay Feed™

90%

increase in overall digital footprint by clients using Relay

89%

of your members' mobile numbers validated by Relay

50%

reduction in outbound calls

20%

increase in switch rates from brand name to generic Rx

130%

increase in web portal registrations

42%

lift in medication compliance vs. members who are not engaged

87%

Increase in engagement rate with refill messaging

35%

faster refills for at-risk patients

45%

increase in calls to health coaches who educated members

11%

increase in preventative screenings

21%

increase in telehealth adoption

Forrester Research conducted a Total Economic Impact™ study of Relay. Through these interviews with our current clients, Forrester found our clients had achieved:

600% ROI OVER 3 YEARS

33% CLV INCREASE

