CLIENT *SUCCESS* STORY

MIAMI UNIVERSITY

Background: Miami University serves approximately 25,000 students annually. Like most campuses, Miami requires all full-time students to provide proof of medical insurance. When students do not have adequate medical coverage, the burden falls on the entire community. Recognizing the importance of adequate health care and the need for action by students each year, Miami began working with HORAN in 2015 to build a process that reduced burden on the University and community, while creating value for the students. Since 2015 Student Insurance enrollment has increased over 300% through new technology, communication and University collaboration.

Benefits Goal: To offer low cost, high value student insurance plan; create awareness of services and health resources available to the students through the Health Center and Miami Resource Centers; and reduce the administrative burden to the university.

Client Info: Miami University is a public university located in Oxford, Ohio, with regional campuses in Hamilton, Middletown, West Chester and the European Center in Luxembourg. Miami has roughly 17,327 students, 2,607 graduate students and 4,664 students enrolled at the regional campuses.

Reduce Administrative Burden

Implemented an enrollment appeals process with panel review for Plan Year 2019/20. Negotiated **on-site coordinator** for Plan Year 2020/21.

Enrollment Climb on Student Health plan

Since 2015, enrollment has soared from 1,900 students in Plan Year 2015-16 to 5,265 students for Plan Year 2019/20.

Decreased Cost to Student Population

By leveraging market bid, reduced annual premium by over 5%, estimating an annual cost savings for the student population of over $440,000

[Actions to Drive Results]

Leverage Funding

- o Leveraged market bid
- o Implementing carrier funded:
  - Onsite administrative coordinator
  - CVS Kiosks for OTC vending
 - Gamified technology platform
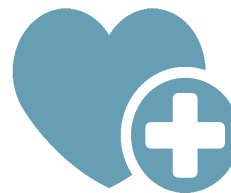
Improve Health

Implemented a gamified technology platform to deliver students a personalized, highly effective learning experience across a broad range of health topics to improve health literacy.

Ease Administration

Implementing Onsite Coordinator to streamline waiver site administration, reduce errors and increase accuracy. The coordinator will be located in the Health Center and attend orientation meetings.
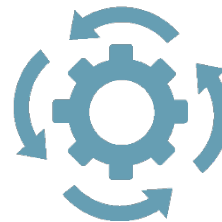
Enhance Efficiency

Implementing CVS Kiosks on all Miami campuses that dispense normal over the counter items.

SUMMARY

Miami University student population receives a decrease in cost and an increase in support, through an onsite coordinator, CVS Kiosks and an educational technology platform

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