



ACTIVISION® BLIZZARD®

Company Name

ACTIVISION BLIZZARD

Location

SANTA MONICA, CALIFORNIA

Number of Employees

6,000+ GLOBAL

Industry

INTERACTIVE ENTERTAINMENT

"We knew from raw claims data that we were over-spending by close to \$2 million just on outpatient procedures ... Implementing a cost transparency tool, out of the gate the ROI is there."

Milt Ezzard

Vice President of Global Benefits



THE COMPANY

Activision Blizzard, Inc. is the world's most successful standalone interactive entertainment company.

With 6,000+ employees and a portfolio of some of the strongest franchises in interactive gaming history, Activision Blizzard has consistently been selected as one of Fortune's "100 Best Companies to Work For®."

THE CULTURE

The work-hard-play-hard culture is common in the tech industry where high energy permeates an environment of hard-driven innovation.

"We have studios that work around the clock before a game launch. They work so hard they're almost into burn-out mode by the time they're finished ... a very hard-working fun group." Milt Ezzard

THE BENEFITS

The company provided a conventional benefits package that included a free healthcare plan, HMO, HSA and wellness program. Benefits were carefully selected based on real value to employees that would positively impact their work performance.

CHALLENGE

Employees weren't using many of the generous benefits provided; as healthcare costs continued to rise, the company took a closer look at its benefits strategy.

SOLUTION

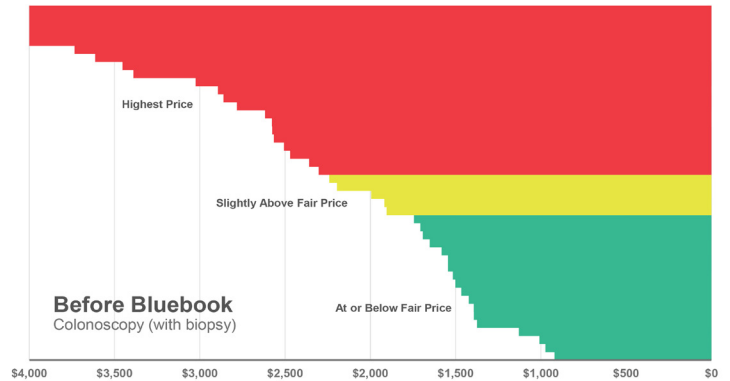
Once Activision Blizzard learned that facilities, not physicians, drive healthcare costs, they worked with Healthcare Bluebook to eliminate waste by teaching employees the importance of choosing high-value care.

THE PROBLEM

Employees weren't taking advantage of many of the rich benefits offered. After Healthcare Bluebook analyzed a portion of medical claims from enrolled members, the company discovered that many were choosing some of the highest-priced providers.

“There’s no question that more will be saved by cutting out waste than it costs to implement a product. It makes people happier because they’re spending less out of pocket; the employer is better off financially because they’re not spending much on waste. It’s truly a win-win. Milt Ezzard

Activision Blizzard Claims Data

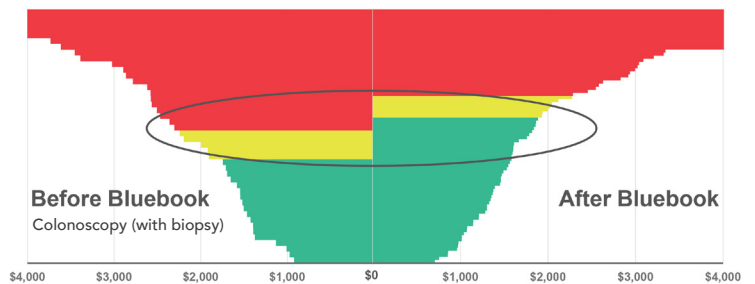


THE PLAN

Activision Blizzard implemented several of Bluebook's best practices, like interactive games and optimized emails, to boost utilization. As employees learned to use the tool, they began identifying and scheduling care with high-value providers.

Bluebook analyzed a select group of medical claims to track movement from yellow or red providers to green providers to demonstrate the associated savings with changes in employees' shopping behavior.

Bluebook measures cases from high-cost to low-cost providers



THE RESULT

By teaching employees how to shop for care, in year one the company began eliminating waste in the benefits system and lowered out of pocket expenses. **According to Ezzard, the message to employees was clear:**

“We’ll share in the savings with you if you shop for healthcare in the right way using this resource and remind your doctor that, ‘Hey, I don’t want to go to this facility, I want to go to that facility because it’s going to save me a lot of money.’



1.8:1 YEAR ONE ROI



16% YEAR ONE AVG MONTHLY UTILIZATION

Lower medical spend by teaching employees how to shop for high-value healthcare