

Miami University

Leveraging Carrier Resources to Bring New Services to Campus

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 HUB in 2015 to build a process that reduced burden on the University and community, while creating value for the students. Since 2015, Student Health Insurance enrollment has increased over 300% through new technology, communication and University collaboration.

THE OUTCOMES

Decreased Cost to Students

Reduced annual premium by over 5%



Enrollment Climb on Student Health Plan

Since 2015, enrollment increased over 300%

Reduced Administrative Burden for University

Implemented enrollment appeals process with panel review & negotiated Carrier-funded support programs

THE WORK

Leverage Funding

- Leveraged market bid
- Carrier funded:
 - ✓ Onsite administrative coordinator
 - ✓ CVS Kiosks for OTC vending
 - ✓ Gamified education technology platform

Improve Health

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

Ease Administration

Secured Onsite Coordinator to streamline waiver site administration, reduce errors and increase accuracy. Created a student-focused communication and engagement program for Health and Wellbeing.

Enhance Efficiency

Proposed implementing Carrier-funded CVS Kiosks on all Miami campuses that dispense normal over the counter items to increase access for the students and community.

THE WHY

A Partnership with Shared Objectives

1. Offer low cost, high value student health insurance plan to MU students
2. Create awareness of services and health resources available to the students through the Health Center and Miami Resource Centers
3. Reduce the administrative burden for the University