

Wright State University

Providing Plan Stabilization Through Insurance Requirement Implementation

HUB Campus Health Solutions partnered with Wright State University in the summer of 2020. Faced with decreasing enrollment and increasing plan rates in their student health insurance plan, Wright State University worked with HUB to implement an insurance requirement for the first time and achieved the desired result.

Client Profile: Public University in Dayton, Ohio with approximately 11,000 students

THE OUTCOMES

↑ 221%
Increase in enrollment
on the student health
insurance plan

Enrollment Numbers by School Year
2020-2021: 727
2021-2022: 1,084
2022-2023: 2,335

↓ 36%
Decrease in
premiums
for students

Student Premium by School Year
2020-2021: \$2,806
2021-2022: \$2,064
2022-2023: \$2,064

THE WORK

HUB's Role

- Through fact-finding, strategic planning, and collaboration with the University, HUB identified two goals: **expanding access to quality health insurance for all students & lower plan premiums**
- HUB conducted a carrier RFP, recommended a new insurance provider, and secured a **substantial wellness credit** for Wright State through their new carrier for wellness initiatives on campus
- For the 2022-23 school year, HUB worked with stakeholders within the University and the carrier to implement an insurance requirement for the first time
- A robust communication plan was designed for students and their families to advise them of the new requirement and support them through the process of enrolling in or waiving coverage
- Regular connects coordinated between Wright State's Marketing, IT, Student Life, and International office ensured staff also were informed and supported during the implementation

Wright State University made the decision to partner with a benefit consultant for the first time and chose HUB Campus Health Solutions. Wright State University wanted to ensure their students had access to quality, affordable healthcare while pursuing their degree.

Through HUB's **stakeholder coordination, communication planning, and implementation support**, Wright State successfully instituted an insurance requirement that provided plan stabilization and secured robust benefits for current and future generations of students.

THE WHY