CASE STUDY

Over 7:1 ROI Through MyPHA Activation

How a manufacturing employer reduced high-risk healthcare costs through proactive member engagement

THE CHALLENGE

Healthcare costs were becoming harder to control for this manufacturing employer. Leadership was seeing medical spend rise drastically, and they needed to understand and address where the cost was coming from.

The 2024 data showed the scale of the issue. The high-risk population included **880 members** with an average cost of **$14,509 PMPY** and an average risk score of **70.6**. That translated to **$205.51 PMPY per risk point**, giving a baseline for measuring cost relative to member risk.

That baseline gave MyPHA a clear test for 2025: engage high-risk members and determine how effectively dedicated human support could reduce cost per unit of risk.

Before MyPHA	2024 avg. cost	Avg. risk score
880	**$14,509**	**70.6**
High-risk members	per high-risk member per year	in 2024

THE APPROACH

Converging Health used Whole Person Risk Score™ (WPRS™) to identify high-risk members and understand what was contributing to their cost trajectory. The analysis looked beyond claims totals to factors such as clinical complexity, care gaps, medication patterns, and how members were engaging with care.

Those insights shaped the MyPHA outreach strategy. Personal Health Assistants focused on members who could benefit from earlier guidance, more consistent follow-through, and help navigating the healthcare system.

Once engaged, PHAs worked with members on the practical steps that influence cost and outcomes: understanding benefits, connecting with appropriate providers, completing recommended care, addressing medication issues, and resolving barriers before conditions escalated.

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THE RESULTS

The 2025 MyPHA-engaged high-risk cohort showed a clear improvement, resulting in **$1,031,143** in risk-adjusted savings and over a **7:1** ROI on high-risk members.

Metric	2024 High-Risk Baseline	2024 PHA Engaged High Risk	2025 MyPHA Engaged High Risk
Members	880	615	731
Average Risk Score	70.6	67.2	69.8
Average PMPY	$14,509	$15,701	$12,934
PMPY Per Risk Point	$205.51	$233.65	$185.30
Risk-Adjusted Savings			$1,031,143

Members also saw value in the experience. In feedback, they described their PHAs as responsive, knowledgeable, and easy to work with.

> "[My PHA] has been pleasant to speak with. He's been attentive and follows up with any action items quickly and accurately. Genuinely seems to care about my health and well being."
>
> "[My PHA] was very attentive and knowledgeable. He gave several suggestions to help manage my health."
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> "[My PHA] was able to get my question answered extremely fast! Very impressive and valuable service provided."

THE BOTTOM LINE

MyPHA activation delivered measurable results for this manufacturing employer, reducing cost per risk point from **$205.51** to **$185.30**, generating **$1.03 million** in risk-adjusted savings, and achieving an ROI of over **7:1**.

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