

HealthActive Overview

HealthActive, a LaborFirst solution, provides healthcare navigation and advocacy to active employees and pre-65 retirees. HealthActive can be offered standalone or combined with our RetireeFirst solution to serve members at every stage of their healthcare journey.

Healthcare Navigation and Advocacy

The healthcare system can be complex, and many members feel overwhelmed by their benefits, which can lead to poor outcomes. Our solution is customized to align with each client's unique benefits, strategies, and goals. We educate members on their benefits and available resources, helping them make informed decisions early to promote wellness and better outcomes.

Human-Centric at Our Heart

Our award-winning service model builds trust, increases engagement, and leads to healthier and happier members.

All members have fast access to a real person with no call menus. **The average speed of answer from a live Advocate at LaborFirst is under 15 seconds.** Unlike a call center, we don't measure first-call resolution. We value call quality over quantity. On average, **Advocates make almost twice as many outbound calls vs inbound calls** to proactively resolve issues on the members' behalf. Whether it's calling providers, pharmacies, or insurance carriers, each case is handled by a single Advocate with a completion call at the end to close the loop with the member.

With each positive interaction, our Advocates prove themselves as knowledgeable and reliable guides. This is reflected in **our industry-leading 0.58% call abandonment rate**—far below the 5–8% average.

AdvocateIQ: Our Service Platform

AdvocateIQ uses proprietary technology that empowers our Advocates to proactively navigate members to the right care and resources early, leveraging data-driven next best actions to boost engagement, improve outcomes, and maximize plan ROI. Our platform enables Advocates to quickly assist members with services such as Explanation of Benefits (EOBs), claims and billing resolution, prior authorization status, and network guidance.

Maximizing Savings and Delivering ROI

HealthActive identifies key cost containment opportunities from day one.

1. **Members without a primary care physician (PCP)**—we guide members to value-based providers in network
2. **High ER utilization**—we guide members to a nurse line and virtual tools
3. **Site of care optimization**—we guide members to lower-cost, high-quality facilities
4. **Musculoskeletal (MSK) spend**—we guide members to virtual physical therapy
5. **Unmanaged chronic conditions**—we guide members to carrier programs or point solutions

Point Solution Integration

We partner with point solution providers and utilize data from claims and health assessments to identify members who can benefit from these programs. Advocates guide members through a sign-up process step by step for a seamless experience. Our goal is to increase utilization leading to better outcomes for members and plan sponsors.

Proven to Deliver

No organization understands labor union benefits better—with the results and retention to prove it.

90+

NPS from Member and Client Surveys

99%

Client Retention Rate after 20 Years

Two

Gold Stevie® Awards for
Customer Service (2025 & 2024)



Member Perspective

“My Advocate, Khrystyl, showed great care while reading through our benefits plan and researching answers to my various questions. Her approach helped ease my anxiety and made me feel truly cared for. Khrystyl is great at what she does, and I am so very grateful for her help.”

— Active Member at Local 150

Connect with our advisors to learn how HealthActive can maximize savings and improve outcomes.

LaborFirst



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