

Solution 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 in every stage of their healthcare journey.

Healthcare Navigation & Advocacy

The healthcare system's rising complexity and costs are overwhelming members and straining health funds. Plan sponsors need a dedicated approach to engage members and improve outcomes.

Our HealthActive solution combines human advocacy and data-driven healthcare navigation, resulting in real people connecting members to the right care or resources at the right time.

Human Advocacy at Our Heart

Our award-winning service model puts members first.

- **Dedicated Team of Advocates:** Every group has a direct phone number to their dedicated team of U.S.-based Advocates
- **Fast Access to Expert Support:** Members speak to a live Advocate in 15 sec. or less; no chatbots, call menus, or scripts
- **Ownership & Outbound Coordination:** Advocates take ownership of member issues, make outbound calls to directly coordinate care, follow through to resolution, and make a completion call back to the member
- **Meaningful Relationships that Foster Trust:** Personalized support and problem-solving from a dedicated team foster trust, which improves member engagement

Smarter, Simpler Healthcare Navigation

Advocates provide personalized support when members need us and proactive outreach when the data tells us they do.

HealthActive's technology platform, AdvocateIQ, syncs with claims, health assessments, and plan design data. Our technology ensures real-time support with Explanation of Benefits (EOBs), claims and billing resolution, prior authorization status, and network guidance.

AdvocateIQ can also identify members with gaps in care or elevated risk and generate next-best actions to follow. **Our Advocates proactively engage and educate these members, encourage recommended actions, and help guide informed decisions.**

Better service. Lower plan costs.

HealthActive identifies the right provider and site of care or resources for lower plan spend.

Drawing upon hundreds of clinical guidelines, our platform provides smarter navigation while ensuring continuity and appropriate care and usage of health benefits.

- 1. Site of Care Optimization:** We guide members to lower-cost, high-quality facilities and providers
- 2. Primary Care & Prevention:** We connect members to high-value primary care physicians, screenings, and care that closes gaps
- 3. Chronic Care:** We identify higher-risk members, drive enrollment in carrier programs and point solutions, and track performance
- 4. Pharmacy & High-Cost Rx:** We support specialty-drug access and adherence

1.2–2%
REDUCTION

of medical trend from
these four areas.

Proven to Deliver

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

90+

Member Net Promoter Score (NPS)

99.9%

Client Retention Rate after 20+ Years

3 Stevies

Stevie® Award Winner for
Customer Service ('26, '25, & '24)

Member Experience

“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**
Plumbers & Steamfitters Local 150

Connect with our LaborFirst advisors
to learn how HealthActive can improve
outcomes and member satisfaction.

LaborFirst



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