



Case Study: AT&T Tackles Chronic Condition Care Through Sleep Health

Client Overview

Company: AT&T
Industry: Telecommunications
Population: ~250,000 members
Program: SleepCharge® by Nox Health
Case Study Time Period: 2022-2024

Conclusion

Sleep is a key lever in chronic condition care. AT&T's results show that when sleep is addressed proactively, it improves outcomes, reduces costs, and enhances the member experience. With Nox, AT&T created a repeatable, scalable model that aligns clinical rigor with measurable value.

4:1 ROI

Over three year period

\$3,400

Net savings per participant, per year

Next Steps

Based on strong results, AT&T expanded the program, positioning Nox as the exclusive sleep care provider for pre-Medicare retirees in 2025. First year metrics show high satisfaction, minimal friction in the transition and 150% growth in enrollment.

CHALLENGES



Like many large employers, AT&T was facing increasing healthcare costs and a growing burden of comorbid, chronic health conditions. Internal data revealed a high prevalence of comorbidities tied to sleep disorders—but fragmented pathways and low awareness prevented employees from accessing effective care. Traditional models required 14+ steps and 3–5 months to initiate treatment, creating high drop-off and limited impact.

SOLUTIONS



AT&T partnered with Nox to deploy SleepCharge, a clinically integrated, virtual-first program built around ease of access, behavior change support, and a value-based payment model. The goal was to make sleep care simple, measurable, and scalable across their entire population.

Key components included: - Virtual screening and telehealth by a board certified sleep physician, home-based testing and therapy initiation within 30 days - Clinical integration as AT&T's Sleep Center of Expertise - Proactive coaching and data-driven engagement - Value-based pricing tied to therapy adoption and outcomes.

RESULTS



Clinical Outcomes

1

Sleep apnea treatment rates **doubled** vs. traditional health plan - **95% reduction** in AHI (apnea-hypopnea index) - **5/5 clinical effectiveness scorecard** on internal program evaluation

Engagement Outcomes

2

Higher participation from **high-risk and medium-risk** employees - **2x higher adherence rates** vs. traditional models - Participants describe the program as “easy, fast, and life-changing”

Economic Impact

3

4:1 ROI over most recent 3 year period (~\$3,400 net savings per participant) - Reduction in **ER visits, inpatient admissions, and overall healthcare spend**