



Case Study: Southern Company transforms health outcomes through comprehensive sleep care

CLIENT OVERVIEW

Company: Southern Company

Industry: Utilities

Program: SleepCharge by Nox Health

Partnership Launched: 2016

CONCLUSION

Through consistent communication, Nox built a lasting partnership with Southern Company to achieve superior results. An effective sleep care management program helps members prevent and treat sleep disorders, while enhancing whole-person health for the entire population.

\$6.2M

In the total cost of care annually

20%

Lower total healthcare costs

NEXT STEPS

Given the successful program outcomes and exceptional member experience, Southern Company planned to implement a preferred provider approach to direct members to SleepCharge, as well as an exclusive carve-out of all sleep services for pre-65 retirees.

CHALLENGES



It can be challenging to find a sleep health solution that works for members with various needs, work schedules, and sleep habits. Southern Company members were concerned about their sleep, but also their overall health, including their risk of chronic conditions.

SOLUTIONS



Nox implemented a value-based, member-centric approach to meet the diverse needs of Southern Company members, including:

- **Easy-to-schedule appointments** and testing within 48 hours
- **Continuous support** from a clinically integrated team
- **Member-centric experience** delivered via a multifaceted, omnichannel engagement strategy
- **Measurable outcomes**, analyzed using third-party validated methodology
- **Value-based design:** employers pay for outcomes, not services

RESULTS



1

Clinical Outcomes

84% adherence to sleep therapy in the first year and **92% annual persistence** to therapy in the second year and beyond - **95% reduction** in OSA symptoms

2

Economic Impact

20% lower total healthcare costs for members with multiple chronic conditions - Each member enrolled in SleepCharge saved an average of **\$3,089 PPPY** - Southern Company saved **\$6.2 M** in the total cost of care annually