



Case Study

Employee Benefits in the UK

First in market on-demand, text, video and prescriptions.



Challenge

A leading employee benefits platform needed to drive innovation in a market saturated with virtual GP services. Post-COVID, rising utilisation rates were pushing up renewal costs, making affordability a growing concern for both insurers and employers.



Solution

Abi replaced the traditional 'book and call' model with an on-demand service that integrates text and video consultations (including prescriptions). This approach increased utilisation while reducing costs, which enabled them to deliver more value and forgo rate increases.



Impact

- **34% increase in utilisation, while reducing overall costs by >25%**
- **Users choose text over video for 80% of consultations**
- **User Rating 4.7 (out of 5)**