

Making Benefits Stick: How Extra Space Storage Drove Engagement Across a Dispersed Workforce

Client Snapshot

Extra Space Storage

Self-Storage/Real Estate Industry Trust

8,000

Employees

Large, dispersed, hourly workforce

Client since

2025

Programs Offered

Find Care, Benefits Wallet, Rx Savings, CareGLP

The Challenge

Reaching Employees Who Are Always on the Move

Extra Space Storage is one of the largest self-storage companies in the United States, with a large and widely dispersed hourly workforce spread across hundreds of locations nationwide. While the company offers a robust benefits package, employees often didn't know what they had access to or where to find it. Benefit cards get lost. Finding an in-network provider meant wading through carrier PDFs. And in a competitive labor market, benefits that go unnoticed can't help attract or retain current talent.



Member Story

A member needed cataract surgery urgently and asked HealthJoy for an Ophthalmologist recommendation. HealthJoy identified a Board-Certified specialist with top patient ratings and immediate availability from a curated shortlist of 5-10 local providers.

Outcome

\$4,828 in estimated medical cost savings + 2.5 hrs of independent search time returned to the member.

HR was fielding a steady stream of one-off questions like, "Can you send me my insurance card?" that consumed time better spent elsewhere. What Extra Space Storage needed was a single, intuitive place where every employee, regardless of role or location, could access, understand, and use their benefits with confidence.

HealthJoy As The Solution

HealthJoy gave Extra Space Storage exactly what they were looking for: one mobile-first platform where employees could access their digital benefit cards, find in-network providers, compare prescription costs, and get real-time answers at any hour of the day. In an industry where workers live on their phones and schedules vary widely, the app-based experience removed the friction that kept employees from using their benefits. With HealthJoy, understanding coverage became as easy as checking a message.

Results At A Glance

68%

Employee Activation Rate

Source: Extra Space Storage, Medically Enrolled Population Data, 1/1/25-5/8/26

11,177

Administrative Hours Saved

Source: Extra Space Storage, Medically Enrolled Population Data, 1/1/25-5/8/26

8,876

Provider and Facility Recommendations

Source: Extra Space Storage, Medically Enrolled Population Data, 1/1/25-5/8/26

88%

Member Satisfaction

Source: Extra Space Storage, Medically & Non-Medically Enrolled Population Data, 1/1/25-5/8/26

The Launch

From Launch to Long-Term Engagement

Extra Space Storage went live with HealthJoy on January 1, 2025 — a clean start to the year that set the tone for a structured, momentum-building rollout. The launch began with a targeted email campaign spanning several weeks, guiding employees who hadn't yet activated through the onboarding process. But the most impactful channel turned out to be personal: HR leadership got managers directly involved, equipping them to champion HealthJoy in their own conversations with team members.

That grassroots approach paid off: by year-end 2025, 67% of medically enrolled employees had activated HealthJoy. Activation wasn't just a number to track, it became a personal goal that HR championed throughout open enrollment season and beyond.

For employees, HealthJoy became the go-to for moments that used to create friction: lost insurance cards, questions about in-network coverage, or the scramble to find a specialist on short notice. Rather than hunting

through PDFs or waiting on HR to respond, employees could open the app and get answers immediately, even after business hours. HR made it a point to direct employees to HealthJoy at every touchpoint: "Go to HealthJoy — you can find your cards there. Go to HealthJoy — they'll help you find a doctor and schedule the appointment."

The platform also surfaced benefits employees didn't even realize they had like zero-cost telehealth at exactly the moment they needed them. Employees searching for a provider would be guided toward virtual care options before spending money on an in-office visit. This kind of real-time benefit steerage drove **1,110 total steerage interactions and \$154,835 in client steerage savings in the program's first year alone.**

What's Next

Extra Space Storage recently expanded their partnership with HealthJoy with the launch of CareGLP, providing employees with more affordable access to GLP-1 medications. As the partnership grows, so does the value delivered to their workforce.

“When you hear about HealthJoy from somebody you know — your manager, a coworker — you're more likely to download the app. That's what we wanted: managers reaching out personally and saying, 'This is a great tool. Please use it.'”

Brooke Maddy
Benefits Manager, Extra Space Storage

Member Story

A member without a primary care provider reached out to HealthJoy for help finding one. The concierge team located an in-network provider, confirmed availability, and helped schedule the appointment — from start to finish.

Outcome

Seamless access to care that the member said was "fast and easy", and an experience they'll definitely come back to.

Savings Breakdown*

Total Network Steerage

\$1,045,730

ROI

5.5

Total Rx Savings

\$161,778

Estimated Total Savings

\$1.84m

*Source: Extra Space Storage Data, 1/1/25-5/8/26