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Finding the Data-driven Value from Your Point Solutions

Agenda

❭ **Intros, session agenda & goals**

❭ The Emergence & Explosion of Point Solutions

❭ How Springbuk Enables Point Solution Integration & Analysis

❭ State Farm Case Study

❭ Q&A on State Farm Case Study

❭ **Break**

❭ Small Groups Exercise

❭ Small Group Presentations

❭ Activate Marketplace

❭ **Recap & Key Takeaways**

Thanks to our Partners!

Today's Speakers

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More than a data warehouse.

More than analytics.

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Our Health Intelligence

puts your data to work...

providing **immediate insights** that sharpen your strategies, improve health, and contain costs

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Trusted by over 5,600+ of the nation's top employers

- **<3** Days
  for new Med/Rx data available

- **32K** lives
  Avg. Direct Employer Size

- **500+**
  Vendor Relationships

Innovation Progress

r2 RISK-BASED 2-YEAR
HITRUST® CERTIFIED

AICPA SOC
aicpa.org/soc4so

- Unsurpassed Data Privacy & Security

- Optimized Data Pipeline

- Enterprise Employer Endorsed

- Actionable Insights to Select Impactful Programs

- Measure the Impact of Programs & Vendors

Poll Question

How many current point solutions/ancillary vendors to you currently have?

A. 0–5

B. 6–10

C. 11–15

D. 16+

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Poll Question

What is your biggest pain point with your ancillary vendors?

A.   Reporting

B.   Transparency

C.   Data Sharing

D.   Engagement

E.   Other

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The Emergence & Explosion of Point Solutions

The Perfect Storm: Growth + Frustration + Complexity

Digital Health Explosion

⟩ $580B + market globally

⟩ Over 55% focused on healthcare delivery

⟩ Now a mainstream healthcare delivery mechanism

Buyer Frustration

⟩ Healthcare costs continue to rise

⟩ Always seeking the "magic wand" to control the rise in cost

⟩ Healthy workforce drives productivity

Expanding Complexity

⟩ Buyer is overwhelmed by the plethora of digital health innovations

⟩ Challenging to measure and optimize investment in these solutions

⟩ Average large employer deploys over 15 digital health solutions.

These new dollars and innovative solutions **lack a singular platform** that **unifies information...** creating **incredible inefficiency.**

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Point Solution Fatigue

50%
Of organizations are working with **five to nine** digital health solutions at a time

33%
Average **time per week** HR leaders spend managing benefit point solution vendors

60%
Of Large employers **concerned about the lack of integration** between vendors

Data from point solutions is often **siloed**, making it difficult to understand **healthcare insights** among engaged members

Digital Health Funding

2021 - $52.4 billion

2022 - $25.3 billion

2023 - $13.2 billion

Care Delivery & navigation technology led funding in 2023

2023 - market starting to stabilize

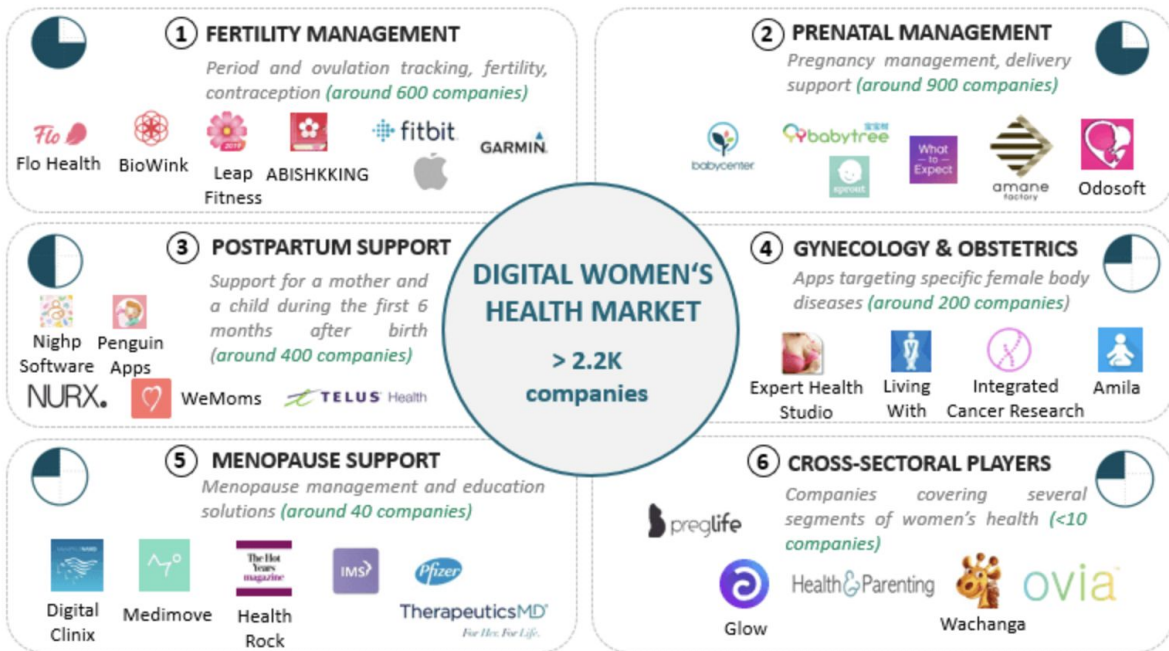No new unicorns

Continue to see M&A

Most Promising early stage digital health ventures 2023

presents HealthTech 250 2023

Competition Levels in the Digital Women's Health Market

① FERTILITY MANAGEMENT
Period and ovulation tracking, fertility, contraception *(around 600 companies)*
Flo Health, BioWink, Leap Fitness, ABISHKKING, fitbit, GARMIN

② PRENATAL MANAGEMENT
Pregnancy management, delivery support *(around 900 companies)*
babycenter, babytree, sprout, What to Expect, amane factory, Odosoft

③ POSTPARTUM SUPPORT
Support for a mother and a child during the first 6 months after birth *(around 400 companies)*
Nighp Software, Penguin Apps, NURX, WeMoms, TELUS Health

④ GYNECOLOGY & OBSTETRICS
Apps targeting specific female body diseases *(around 200 companies)*
Expert Health Studio, Living With, Integrated Cancer Research, Amila

DIGITAL WOMEN'S HEALTH MARKET
> 2.2K companies

⑤ MENOPAUSE SUPPORT
Menopause management and education solutions *(around 40 companies)*
Digital Clinix, Medimove, The Hot Years magazine / Health Rock, IMS, Pfizer TherapeuticsMD For Her. For Life.

⑥ CROSS-SECTORAL PLAYERS
Companies covering several segments of women's health *(<10 companies)*
preglife, Glow, Health & Parenting, ovia, Wachanga

Source: Research2Guidance; Digital Women's Health Market (2017-2024) Report

R2G Research 2 Guidance

COMPETITION LEVEL
HIGH   MODERATE   LOW

How Springbuk Enables Point Solution Integration & Analysis

The Data

Eligibility
- Enrollment Dates
- Plan Info
- Demographic Info
- Company Info
- **INDIVIDUAL ID**

Rx Claims
- NDC Codes
- Dates of Service
- Paid Amounts
- Days Supply
- **INDIVIDUAL ID**

Medical Claims
- Diagnosis Codes
- Procedure Codes
- Dates of Service
- Paid Amounts
- **INDIVIDUAL ID**

Springbuk Warehouse
Standardization

Enrichments

Member Centric

Point Solutions
- Program Info
- Engagement Dates
- Engagement Types
- Measurements
- **INDIVIDUAL ID**

Disability
- Cause
- Case ID
- Duration
- Status
- **INDIVIDUAL ID**

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The People

	Benefits Team	Consulting Team	Analytics Team	Vendor Team
Know your population	●	◑	◑	◔
Know Med/Rx Claims data	◐	◑	●	◔
Know Point Solution data	◔	◑	◕	●
Know "Success"	●	◐	◔	◕
Know Reporting tool	◑	◕	●	◑
Unbiased	◑	◐	●	◔

The Solutions

〉 Highly Variable
  ○ Clinical Programs vs. Navigation
  ○ CPE → Diabetes vs. MSK
〉 Success definition
〉 Data acquisition
  ○ Format (transactional vs. aggregate)
  ○ Data agreement process
  ○ Market stages (new vs. established)
  ○ Definitions (engagement status)
〉 Custom, yet repeatable and recyclable

Point Solutions

- Program Info
- Engagement Dates
- Engagement Types
- Measurements
- **INDIVIDUAL ID**

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Big Picture – I am looking for a Dialysis Partner

Engagement Metrics
- Overall: Members identified; engaged, % engaged, savings opty
- Program1: # Medical record reviews
- Program1: # Member assessments
- Program1: # Clinical reviews
- Program1: # Client check-ins (per mem)
- Program1: # Targeted interventions
- Program2: # contacts w Nurse (overall & per member)
- Program2: # care plans developed
- Advocate: # members identified
- Advocate: # Medicare education sessions
- Advocate: # disease state education sessions
- Program3: # members utilizing program
- Program3: # claims or claimants repriced
- Program4: # members utilizing program
- Program4: # of opportunities
- Program4: # of financial responsibility reassignments

Quality Metrics
- Program1: Result of the targeted intervention
- Program1: Was there a change in Tx after intervention
- Care after intervention
- CKD stage 4 progression to ESRD reduced

Utilization Metrics
- # of encounters at exclusive network
- # of dialysis procedures
- Dialysis procedures by place of service

Cost Metrics
- Facility cost reduction
- ER cost reduction
- Kidney related comorbid cost reduction
- Claims repricing savings
- Laser opportunities
- Claim dollars reassigned away from plan

I am interested in: <u>preventing kidney failure and dialysis</u>

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- **Care after intervention**
- **CKD stage 4 progression to ESRD reduced**

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- **# of encounters at exclusive network**
- # of dialysis procedures
- Dialysis procedures by place of service

Cost Metrics
- **Facility cost reduction/avoidance**
- **ER cost reduction/avoidance**
- **Kidney related comorbid cost reduction/avoidance**
- Claims repricing savings
- Laser opportunities
- Claim dollars reassigned away from plan

I am interested in: <u>containing high cost dialysis claims</u>

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- **Laser opportunities**
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Time for a Break!

See you in 10 minutes

Small Groups Exercise

Group categories listed on each table

Instructions

Please sit at the table with the condition group that interests you.
(2 tables per condition)

〉 Chronic Conditions

〉 Dialysis Care

〉 Fertility

〉 MSK

〉 Weight Loss/Obesity

〉 Advocacy/Navigation

〉 Cancer

〉 Mental Health

〉 General Wellness

Instructions

I am interested in: containing high cost dialysis claims

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1. Develop hypothesis - what are expected outcomes from this type of vendor
2. Establish key metrics
   - Engagement
   - Utilization
   - Quality
   - Cost
3. Share with the group

Instructions

I am interested in: containing high cost dialysis claims

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Activate Marketplace

Springbuk Activate Value Story

The story begins with Springbuk Insights™...

❭ **Springbuk Insights™ uncovers actionable opportunities** in the employer's population including opportunities for population health management, risk management and cost containment.

❭ Often, the next question that our employers and broker ask after reviewing Insights is: **"who can help me manage the opportunities that have been identified"?**

❭ **Activate** is the marketplace for partner programs. It enables you to **discover new opportunities** that best meet your needs.

❭ **Activate** is entirely *data-driven* – only the programs that qualify using the employers' underlying data, such as medical claims or drug claims, are displayed. **Activate uniquely matches the employer population needs with a partner program**.

ACTIVATE

Springbuk Activate *matches* **employers with potential partners** based on their population's health needs, showing them potential opportunities in savings and program engagement – all in one place.

Activate delivers **unique and market differentiating value** to Springbuk clients and partners

Brokers and Employers

› Access to up-market partners

› Evaluation and selection of partner solutions is driven by employer data

› Program results modeled using employer data

› Program analytics integrated with Med/Rx

› Partner program evaluation reporting integrated within Springbuk

Partner

› Increased total addressable market (TAM)

› Decreased customer acquisition cost (CAC)

› Data-driven member identification and ROI/savings calculations

› Reduced time to implement

› Reduced operating costs

› Access to integrated employer reporting

Recap & Key Takeaways

Need more resources?

Visit **springbuk.com/tcb2024** or scan the QR code

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Thank You!

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