

6

# Ways to Improve Your Employee Health Outcomes

The Challenge of Optimizing Employee  
Health & Benefit Programs



springbuk®

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## Can You Tell If Your Programs Are Working?

You work hard to deliver benefits and resources that improve employees' health outcomes. But that requires you to use all the data at your disposal to optimize your plan and understand what employees truly need.

You may rely on carrier reports, third-party vendors, and data warehouses to manage and store your data. You make changes to your plan design and invest in new health initiatives.

But costs continue to rise and the lack of actionable intelligence from your data makes it a challenge to know the impact of your investments and programs.

Legacy data warehouses no longer cut it. They don't give you the clear picture and guided strategies you need to improve employee health outcomes.

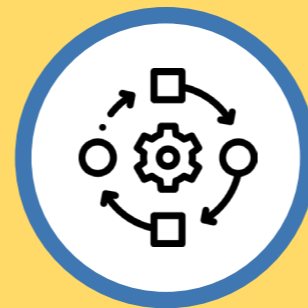
## It Can Be Better

You need a world where every healthcare decision is backed and guided by data – where all your employee health data comes together to guide each plan and program you put in place.

With Springbuk, this world is possible. Unlike legacy data warehouses, our health data analytics solution simplifies data-driven decision-making with an intuitive user experience and curated action steps.

It's not just data, it's direction.

If you want to put your data to work to gain the health intelligence that can help you improve employee health outcomes, [here are six ways you can achieve that goal.](#)





# 1 Bring Speed & Automation into Your Process

Healthcare data is complicated. With an 800% increase in available healthcare data since 2016, ensuring the quality of that data can be incredibly challenging.

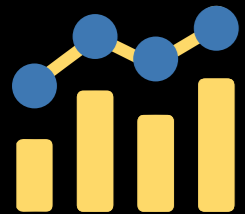
**Today's HR teams are tasked with playing the role of a data analyst and an HR professional.** They're spending more time than ever trying to make sense of an endless waterfall of data while simultaneously keeping up with the rapid changes in their workforce demographics.

## Does Your Current Solution:

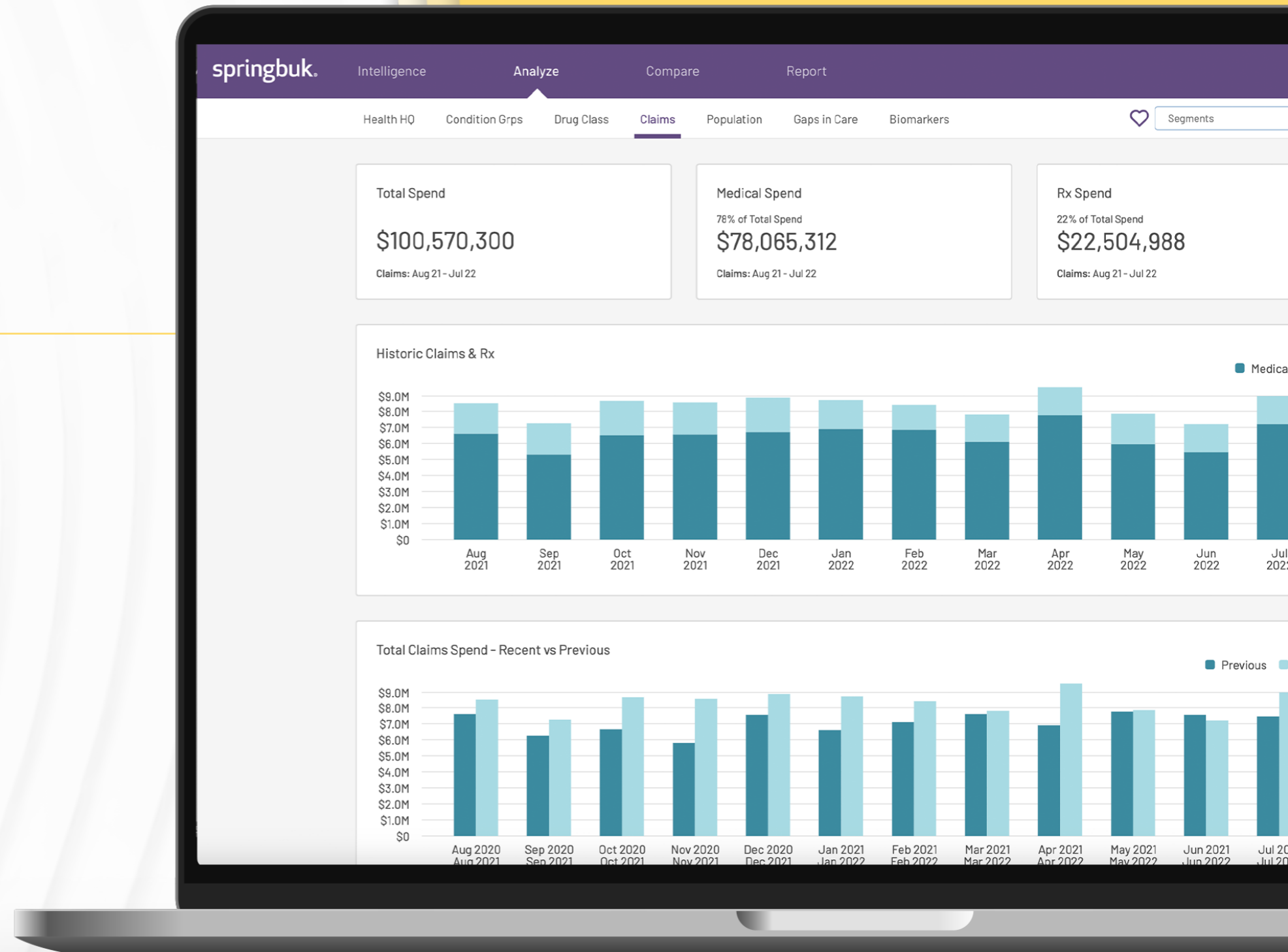
- › Manage data in a flexible, secure, and high-performance manner
- › Iterate quickly and clearly communicate new features or changes
- › Provide a hands-on approach to ingesting, normalizing, and enriching data
- › Ensure your data has the integrity to represent the true story of your population's health

**We can all agree: you can have an abundance of data available, but bad data can steer you in the wrong direction,** especially when trying to improve employee health outcomes. More data is only better if it's unified, normalized, and presented in an intuitive and intelligible manner.

Springbuk's cloud-based technologies and data science add speed and automation to securely process, normalize, enrich, and visualize your data. **Our focus is to get the data processed as efficiently as possible to drive intelligent, actionable insights that deliver an optimized impact for you.**



When your data has the integrity to tell the full story of your population, you're empowered to **make decisions with speed and confidence.**



## 2 Turn Your Data Into Direction

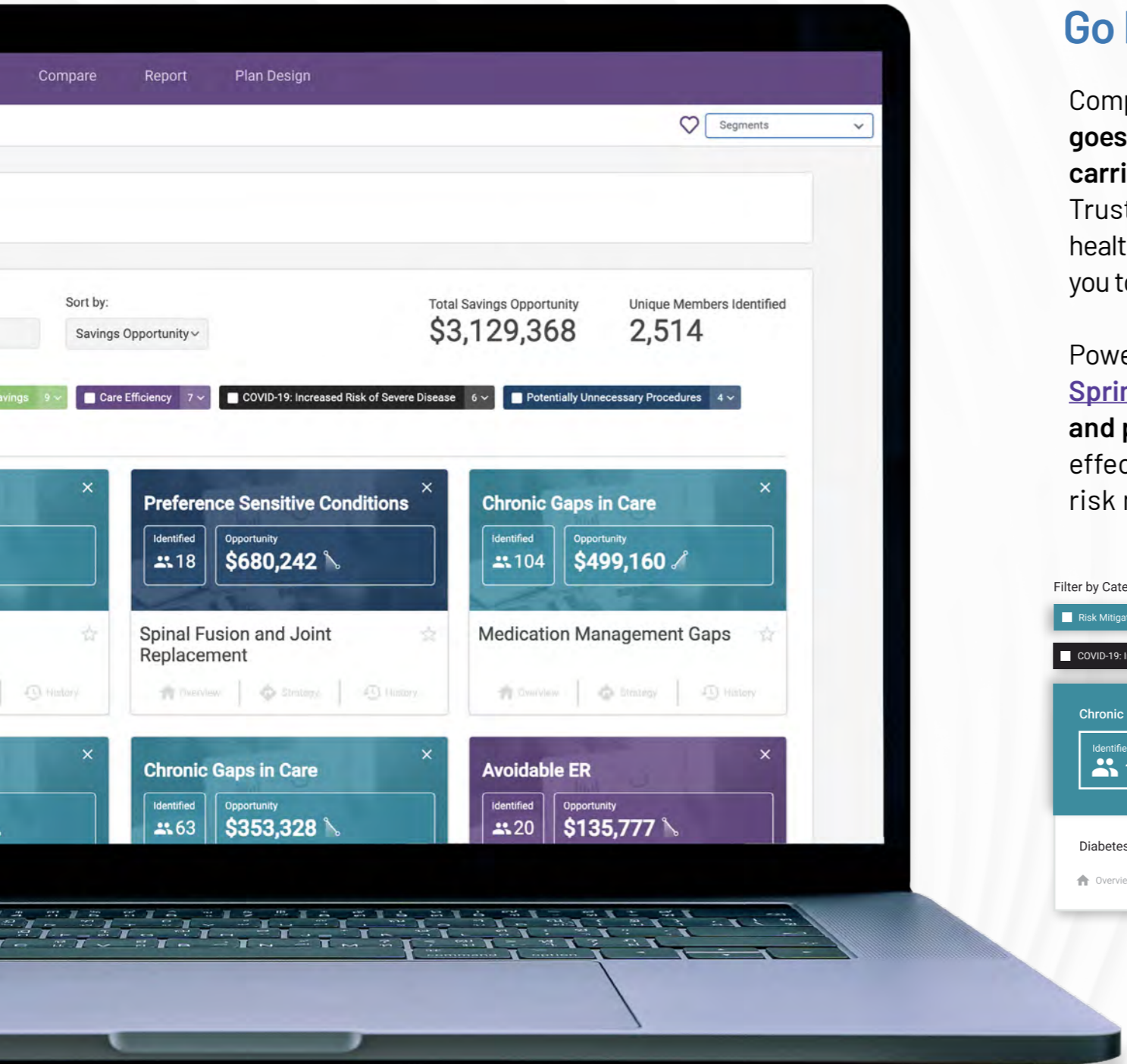
Understanding what issues are driving costs and clinical gaps in care is a key component of improving your employees' health outcomes. Yet to do so, your tool belt includes siloed information, static data sets, and questions with very few answers.

With the latest in artificial intelligence and machine learning, finding opportunities in your population to improve health outcomes and optimize your plan shouldn't take hours.

### Can Your Current Solution:

- › Help you create and analyze employee cohorts to understand the story driving your data trends within 5 minutes
- › Show the patterns of Rx and care utilization that are driving your costs and gaps in care
- › Craft strategies that mitigate risk, decrease cost, and improve overall health by matching the needs of your member population to vendors who can help
- › Identify members that have not yet been identified as high cost/risk but are likely to be in the future

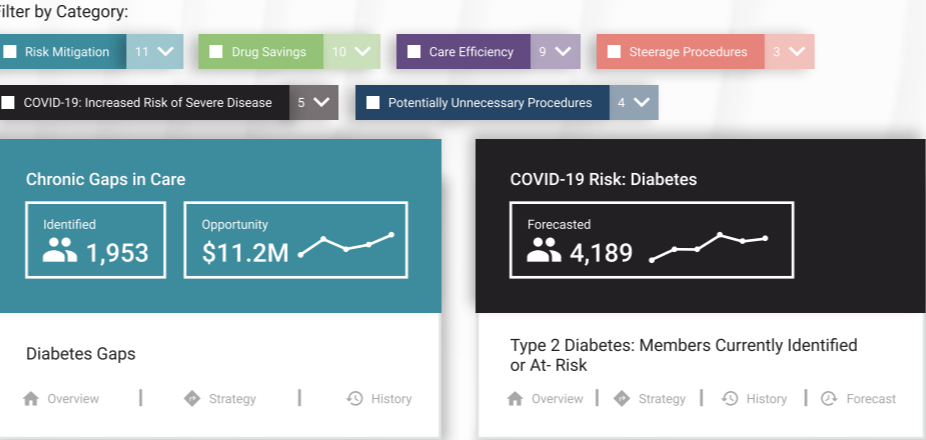




### Go Beyond Typical Carrier Reports

Compared to other solutions in the market, **Springbuk goes the extra mile to deliver far beyond what typical carrier reports and program vendor reports supply.** Trusted by over 5,600 people-first employers, our health intelligence platform puts data to work, allowing you to deliver accuracy, understanding, and actionability.

Powered by data science and thousands of algorithms, **Springbuk Insights™ generates actionable strategies and predicts members at-risk** of conditions to more effectively guide disease management resources and risk mitigation strategies.



### Springbuk Insights Features Six Unique Categories to Quickly Organize Your Opportunities:

- › **Risk Mitigation:** Chronic gaps in care, comorbid members forecasting event predictions, high-risk members, and preventive care
- › **Care Efficiency:** Avoidable admissions, avoidable ER, and ER pattern of use
- › **Drug Savings:** Generic savings, opioid risk, and specialty drugs savings
- › **Steerage Procedures:** Members with preference-sensitive conditions at increased risk for future surgeries
- › **Potentially Unnecessary Procedures:** Identifies members that received preference-sensitive surgeries
- › **COVID-19:** Members with conditions that increase their likelihood of severe COVID-19 if infected


 Now you don't have to be a data expert to be an expert on your data.

## The Springbuk Solution Distills Your Data and Curates Direction on The Next Steps You Can Act on Today By:

- )] Driving immediate impact through the identification of gaps in care
- )] Uncovering opportunities to avoid unnecessary procedures, recommend lower-cost drugs, mitigate risk, and improve the efficiency of care
- )] Targeting populations that are at risk with preventive interventions
- )] Having a single source of truth between internal stakeholders, vendors, and health solutions

## Elevating Your Journey: A Smarter Path Together with Springbuk Activate

Springbuk Health Intelligence™ has always given employers and advisors the capability to identify opportunities for population health management, risk management, and cost containment. Now, with [Springbuk Activate partner marketplace](#), we're ushering in a new era of health management where data-driven insights intersect with individualized care. **The Springbuk Activate marketplace matches employers with possible partners based on their population's health needs or risks, showing them potential opportunities in savings and program engagement – all in one place.**

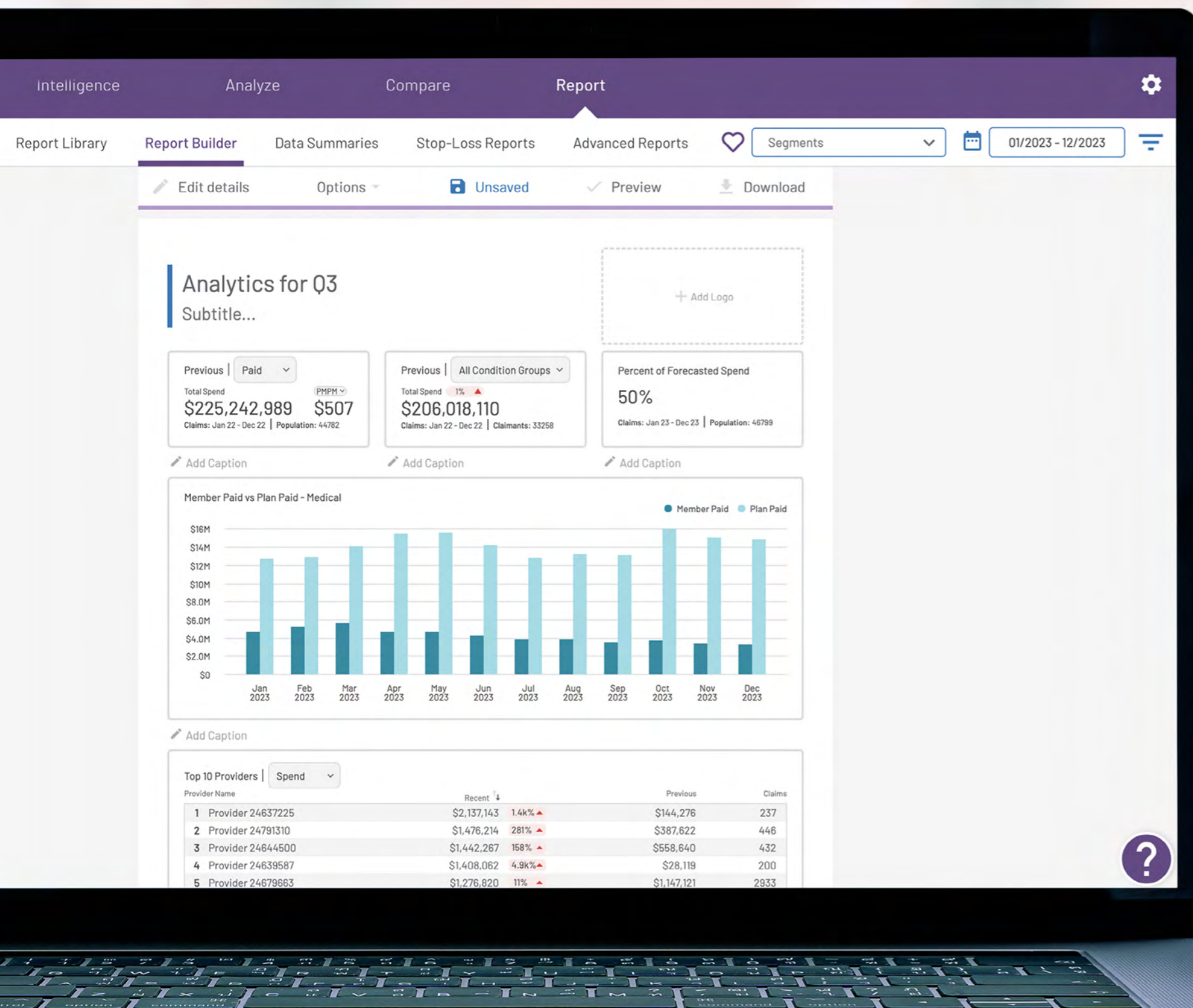


Now, you can turn to Activate and answer, **"Who or what can help me manage the opportunities Springbuk has identified?"**

The screenshot displays the Springbuk Activate interface. At the top, there are navigation tabs: Intelligence, Analyze, Compare, Report, Insights, Activate, and Answers. The 'Activate' tab is selected, showing a header with the text: "Activate. Springbuk Activate matches you with possible partners based on your population's health needs, showing you potential opportunities in savings and program engagement – all in one place." Below this, there are statistics: "Unique Members Identified @46,799" and "Total Opportunities 11". A search bar is present with the text "Search by keywords".

Several partner cards are visible:

- Hinge Health:** "Hinge Health is moving people beyond pain by transforming the way it is treated and prevented. We connect people, both digitally and in-person, with expert clinical care that is proven to reduce pain by 68%, prevent unnecessary prescriptions, and avoid more than 100,000 replacement surgeries. Four in five MSK solution choose Hinge Health." Metrics: Identified 10,313, Engagement 4%.
- Included Health:** "Expert Medical Opinions (EMO). Included Health leverages its data science and clinical expertise to help improve care outcomes for members with complex conditions through Expert Medical Opinion (EMO)." Metrics: Identified 253, Engagement Goal 50%, Opportunity \$ 2.14M.
- Transcarent:** "Transcarent's One Place for Health and Care. Our fully configurable experience enhances your existing benefits program and health plan. One platform for all your team's health and care needs – big or small, simple or complex." Metrics: Identified 40,024, Engagement Goal 22%, Opportunity \$ 9.26M.
- PHM:** "The best of what's possible in medicine. PHM, a clinically sophisticated complex care management company, specializes in helping individuals with serious and complex medical conditions like cancer. For over 16 years, PHM has delivered exceptional cancer care management to achieve the best possible health outcomes while optimizing cost. By harnessing data analytics and using the latest in precision oncology, PHM develops targeted strategies that ensure resources are leveraged appropriately for maximum impact across your population." Metrics: Identified 253, Engagement Goal 50%, Opportunity \$ 2.14M.
- HealthJoy:** "HealthJoy's care navigation platform empowers employees to lead healthier lives while helping employers contain long-term healthcare spend. We do this by making it simple for employees to choose the highest-quality, most cost-effective care. The result?—healthier employees and a healthier bottom line." Metrics: Identified 40,024, Engagement Goal 22%, Opportunity \$ 9.26M.
- NOOM FOR WORK:** "Noom's Full Spectrum Metabolic Health Program. Noom for Work's full-spectrum metabolic health solution spans the care continuum, from prevention to treatment to maintenance, to meet each member with a personalized combination of biological and behavioral support throughout their entire health journey." Metrics: Identified 40,024, Engagement Goal 25%, Opportunity \$ 3.66M.



# 3 Streamline Your Reporting Process

Once you've understood the needs and behaviors of your population, it's time to streamline your reporting process. **Over the years, creating monthly or ad hoc reports may have required manual, cumbersome processes that didn't allow the customization abilities your organization needs.**

You also may have looked to a third-party vendor to create and process reports, which adds more time and budget into the process.

**You need a streamlined and scalable way to compile and share pertinent information and data.**

## Is This Your Life?

- › Pulling manual reports
- › Stuck with static reports
- › Relying on third-party vendors or your broker or consultant
- › Spending extra time and money to get the reports you need



Now you can quickly create your own custom reports. Simply click to add the data or info you want to show, and easily resize or move information blocks. **With Springbuk Report Builder™, you can build tailored reports in 10 minutes or less. With the extra time back in your day, you can:**

- >Create interactive reports to explore changes to your programs and see possible outcomes
- Dig deeper into your health data by applying filters that break down your population by age, gender, role, income, etc.
- Identify patterns or hidden intervention opportunities based on different filter categories applied



**With everything in house, you can reallocate the budget you dedicated to paying a consultant or third-party vendor to receive your previously static reports.**

Intelligence Analyze Compare Report Plan Design

Edit Details Options Unsaved Preview Download

### Diabetes Report

A Snapshot of Our Diabetic Population

Previous

|  |                |
|--|----------------|
| Total Spend                                  | PMPM           |
| <b>\$5,591,230</b>                           | <b>\$1,843</b> |
| Claims: Nov 22 – May 23    Population: 2,372 |                |

Add Caption

Current

|  |       |                |       |
|--|-------|----------------|-------|
| Total Spend                                  | 31% ▼ | PMPM           | 29% ▼ |
| <b>\$3,852,673</b>                           |       | <b>\$1,311</b> |       |
| Claims: Nov 22 – May 23    Population: 2,154 |       |                |       |

Add Caption

Forecast

|                         |       |              |       |
|-------------------------|-------|--------------|-------|
| Total Spend             | 32% ▼ | PMPM         | 36% ▼ |
| <b>\$2,614,904</b>      |       | <b>\$835</b> |       |
| Claims: Nov 22 – May 23 |       |              |       |

Add Caption

#### Gaps in Care Compliance

Members with Chronic Conditions  
**33%**

**710**  
Members

- Compliant  
418 Members (17%)
- Not Compliant  
408 Members (16%)

Claims: Nov 22 – May 23    Population: 2,154

Add Caption

#### Preventive Gaps in Care

Noncompliant Population  
**59%**

**1,399**  
Members

- Employee  
839 Members (60%)
- Not Compliant  
419 Members (30%)
- Not Compliant  
139 Members (10%)

Claims: Nov 22 – May 23    Population: 2,154

Add Caption

Convert to Medium Cards

# 4 Answer Your Most Pressing Questions Quickly

**Data-driven innovators know that their data holds the key to better decision making.** But when it comes to healthcare, why is finding the answer to your question so difficult?

**With legacy data solutions: you are required to know all the right questions.** You are then tasked with knowing how to properly structure your queries, and you are expected to find the answers. And ultimately, you receive a data point. No direction on how to control your rising costs. No actionability on implementing the best-in-class programs.

## Does Your Current Solution:

- › Simplify data-driven decision-making
- › Generate curated related information to reduce costs and improve employees' health outcomes
- › Deliver the information you need in a few keystrokes with an easy-to-use, intuitive user experience





## Make the Best Decisions Confidently

With Springbuk, it's never been easier to make the best decisions for your people and business confidently. Need to quickly know the answer about emergency room visits to evaluate a potential plan design change?

Just type your question into the [Springbuk Answers™](#) natural language processing search engine. This solution was built to empower you with the information you need at your fingertips so you can be armed with the right information, at the right time, to save money and avoid future risk.

## Curated Search Bar

With a simple search, using real-life questions, you can instantly receive your answer with suggested curated related questions and topics.

⚡ ER Visits
↑

What is the rate of ER visits per 1000 members?


Which diagnoses are the biggest drivers of ER visits based on total paid amount?

How does the total number of visits break out by service category?


What is the total spend per employee per year?

What percentage of users are using the on-site clinic?


[Browse All Questions](#)




Overall Spend




Procedures



Providers



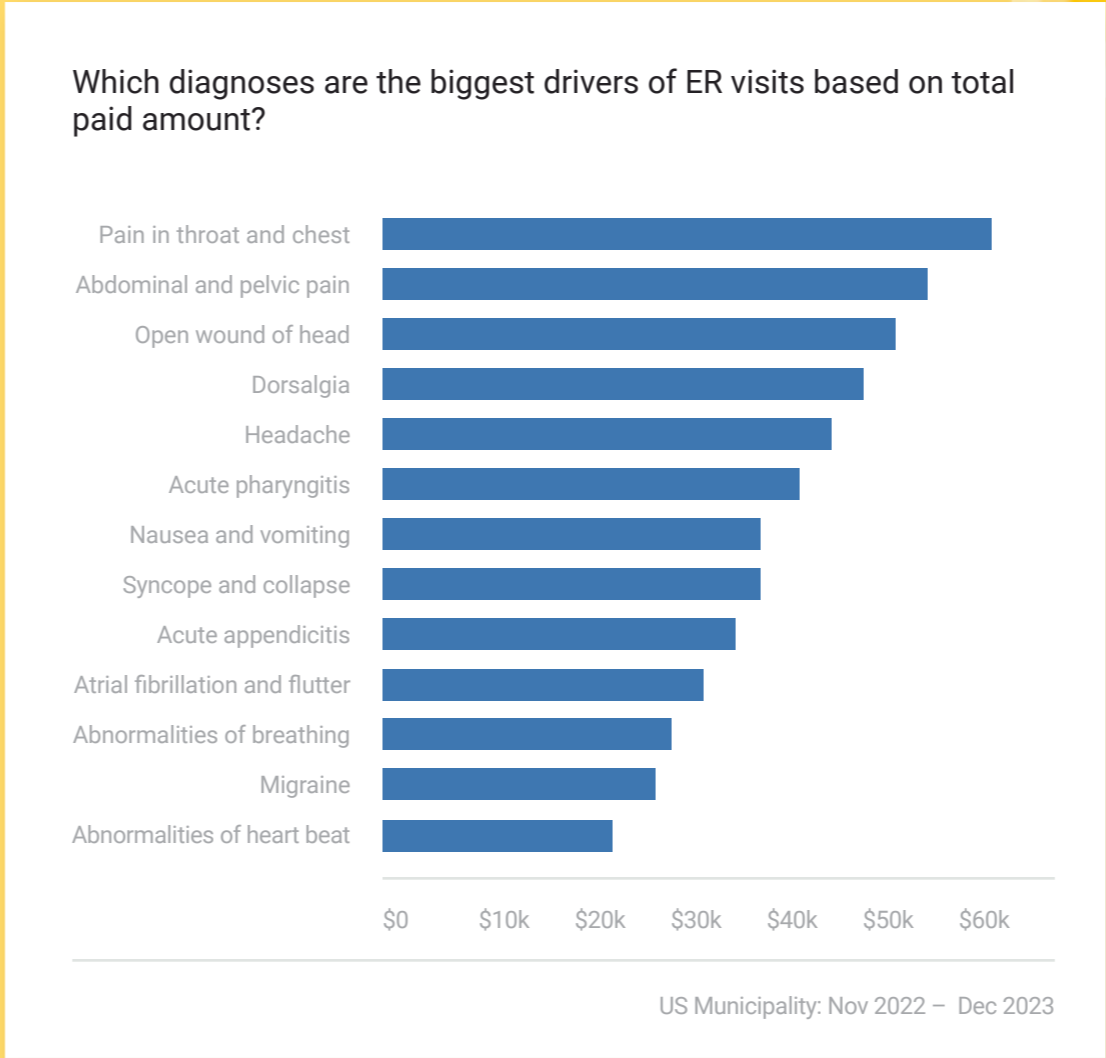
Rx Spend



Utilization

## See Suggestions to Explore

Not sure what you should be asking? Browse by featured topics based on the built-in knowledge of clinical and data science experts.



## Intelligent Answers

Dive deeper in your search with the ability to filter by cohorts, compare to national benchmarks, and adjust time periods. **Springbuk's team of experts have done all the heavy lifting to assure the answers you need are calculated using the most current codes, algorithms, and methodologies.**

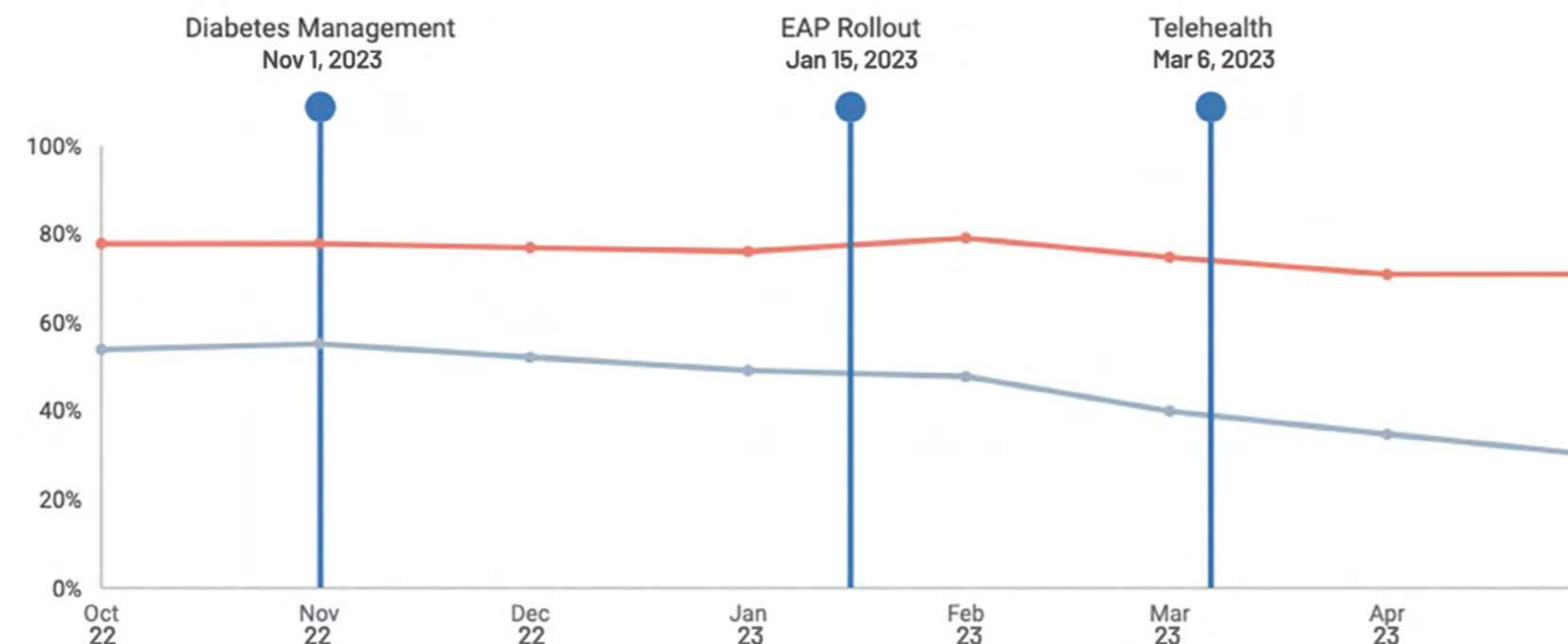
Timeline

Diabetes - Patient(s) that had at least 2 HbA1c tests in last ... X

View Options v

Download

Total Population 
  A Program Not Engaged 
  A Program: Engaged

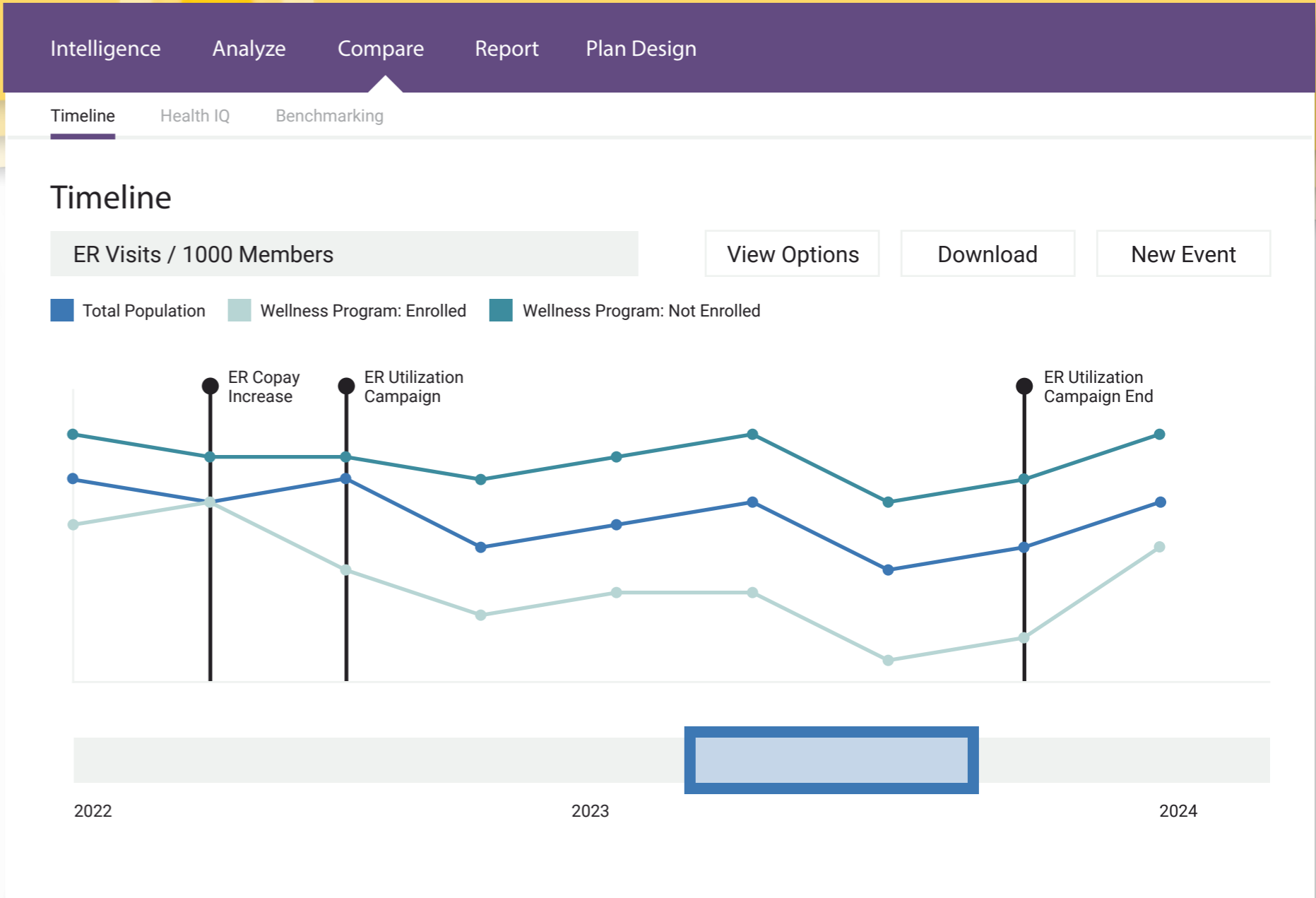


# 5 Track Changes in Your Population Over Time

Once you have made plan design changes or introduced a new initiative, the next step is understanding if these changes are moving the needle the way you anticipated.

Each year, you invest a large portion of your budget to plan changes. **But legacy analytics solutions fall short of pinpointing which programs drive positive outcomes in your employees' health.**

If you cannot track plan progress, how can you prove these plan changes are making a difference in your population? Without understanding the impact, these changes merely become another drop in the benefits bucket.



### Do You Have the Tools To:

- Monitor the impact of plan changes over time and benchmark them against different time periods
- Associate health outcomes with the plan design changes you've made
- Create employee cohorts to track progress and compliance gaps
- Compare the impacts of different types of programs or vendor solutions

**Springbuk Timeline™** helps you see and tell the story of the interventions that have driven the greatest impact for your population's health.

- For example, if you noticed an increase in ER utilization for non-urgent visits, and you took action by implementing an increased ER copay, you could see how the number of ER visits per 1,000 members changed after the copay had gone into effect
- Springbuk Timeline™ can monitor these changes over time, so you know when to re-engage with your population to keep members on track with health-related behaviors

**For the first time, you can visually show the impact of programs and strategies implemented by comparing metrics against your recent actions.**

## 6 Quickly Adapt New Solution Features

No two employer populations are the same, so why should your solution be one-size-fits-all? **While legacy solutions can house your data, they're limited in quickly scaling and releasing new features.** They rely on slow, manual processes that don't have the capacity to take on client suggestions.

**You need a solution that can quickly iterate and adapt to your changing needs.**

### Does Your Current Solution:

- › Flexibly scale to meet new demands based on current world happenings
- › Continuously deploy new features as soon as they've been tested and approved
- › Integrate your data into a unified & agile solution
- › Welcome customer suggestions for new features
- › Actively conduct user interviews and beta releases with the opportunity for clients to help shape future products, features, and enhancements





## Deliver Intelligent, Actionable Insights to Your Population

At Springbuk, we understand that for every day you wait for an answer or your claims data to update, there are opportunity costs your organization has to absorb. **That's why we've designed our data pipeline with speed, agility, and scale in mind** – so you can spend less time searching for answers, and more time maximizing the impact of your benefits plans.

We continuously ingest, normalize, and enrich data with hundreds of automated QA checks in an agile, secure, and high-performance manner. In addition to integrating your standard benefits data, **Springbuk has extensive experience with bringing on ancillary data sets for our clients:**

- › Manage over 14,000 unique data feeds per month
- › Have established data relationships with more than 500 insurance carriers, PBMs, point solutions, and other benefits vendors
- › Point solutions (diabetes management, fertility, MSK, cancer care, and more)
- › Disability data
- › Biometrics
- › Spending accounts
- › Lab results and more



Let us show you how Springbuk can deliver the health data analytics and intelligence you need to improve the health of your employee outcomes and maximize the value and potential of your programs.



**Discover the Possibilities:  
Book Your Personal Demo Today**

