

Improving Healthcare Utilization and Managing Chronic Conditions

A Springbuk Client Success Story



DIAGNOSE

Year after year, benefits advisors are tasked with **navigating an influx of health data** to find ways that **decrease expenses for their clients, while maximizing coverage and improving employee experiences.**

At a Midwest brokerage firm, they recognize and rise to this challenge.

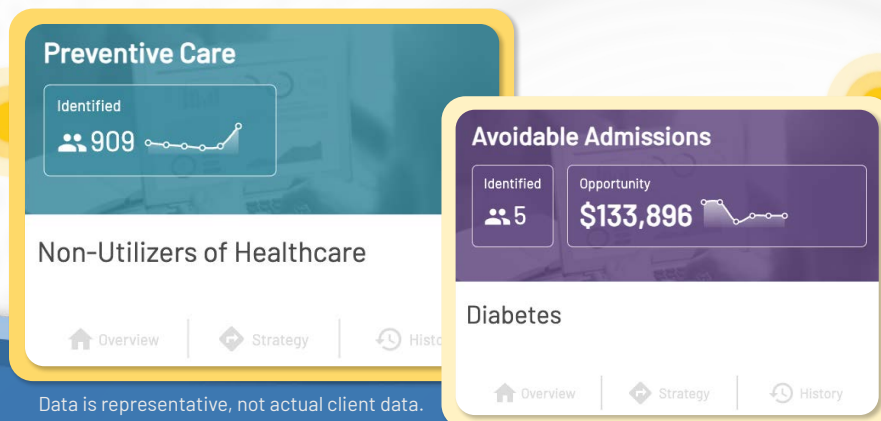
When reviewing a long-time client's utilization data within the Springbuk application, the firm's analyst team were confronted with some stark findings. They quickly found the **utilization of preventive care was at a low 68%, suggesting that many members were not taking advantage of necessary health screenings and check-ups.**

Through further analysis, they uncovered that **diabetes-related medical and prescription costs were a staggering 200% above the industry benchmark**, indicating an urgent need for intervention. Another alarming finding was the fact that **25% of their client's members had been identified with a co-existing chronic and mental health condition**, a combination that can complicate treatment strategies.

With these insights surfaced, the firm knew they had an opportunity to deliver value by helping the client regain control over cost and care compliance.

Working in Springbuk Insights™, they began to identify several key areas for intervention, including:

- › Members currently at-risk (pre-diabetic)
- › Members with diabetes and co-morbidities
- › Diabetes gaps in care
- › Preventive care (non-utilizers of healthcare)





PLAN

Using the data at hand combined with their industry expertise, **the firm's analysts went to work and devised three solutions:**

- › Incorporate **incentivized annual preventive exams** to increase member use
- › Introduce a **diabetes management solution (Omada)** and a **member concierge** to provide personalized assistance
- › And, recognizing the connection between chronic and mental health conditions, provide suggestions to **enhance the client's Employee Assistance Program (EAP)**



MEASURE

To evaluate the effectiveness of the implemented measures, **they used different tools within the Springbuk application, including:**

Cohort Creation

Placed the members associated with diabetes (both at risk and diagnosed) into a cohort (focus population) to monitor the current and forecasted spend before and after implementing the diabetes solution

Gaps in Care Page

Monitored diabetes gaps in care metrics and updated their client quarterly on progress

Benchmarking

Compared diabetes spend (and specific drugs) to Springbuk's Book of Business to analyze and track progress forward

Springbuk Timeline™

Filtered by the cohort of the populations created and reviewed the following quarterly:

- › Diabetes compliance rates (gaps in care)
- › PMPM spend
- › Rx spend
- › Average compliance and risk scores





EVALUATE

Within the first year of implementing the plan changes, **the firm was able to present the ROI and value of the solutions they recommended to their client by using data within Springbuk.**

“I have worked with this client for 18 years, and as a 6th generation family business, they care about their people very much. Springbuk helped us retain the case through a routine RFP and create several focused benefit design and programming opportunities that have improved lives. We couldn't be more thrilled with our investment and connection with Springbuk to retain our client and give us the energy to drive new clients, too!”

- Managing Director, Brokerage Firm

By setting cohorts and following those groups each quarter to review progress and forecasted risk/spend metrics, they found:

- Preventive care **utilization increased to 85%**
- Total claims spend decreased by 4%** (directly associated with diabetes and hypertension spend decreasing through the impact of the diabetes solution)
- 35% decrease in forecasted spend** 12 months after implementing the diabetes solution

And, within the first year implementing the enhanced EAP offering supporting both national and global employees, the client saw a **47% decrease in members with a chronic and a mental health condition.**



BETTER INSIGHTS, BETTER SUPPORT

At Springbuk, we've seen that with a data-driven approach, it is possible to diagnose problems, implement solutions, and measure and evaluate outcomes effectively, **leading to improved healthcare utilization and better management of chronic conditions.**

To see how your organization could benefit from this kind of forward-thinking approach, [request a personal walkthrough here.](#)

