

5 Mistakes to Avoid When Designing Well-being Interventions

The Data-agnostic Approach to Successful Initiatives

While interventions have been a tool that benefits leaders and brokers have been using for decades, it is challenging to design these initiatives. **Why?**

- ! Difficulties accessing health benefits utilization data to assess the employee population's true needs
- ! Lack of accessible data precludes developing models to project expected outcomes
- ! Challenges in identifying population segments that would benefit from interventions

Here are **five common mistakes** companies make when designing well-being interventions:

1 Relying Solely on Medical Claims Data

Personalizing interventions is not just about what you want to achieve; it's about whether the effort will be successful based on data.

The fix: Consider more than just medical claims data to achieve a more holistic view of risks and desired outcomes for an intervention initiative.

2 Making a Quick ROI the Primary Goal

ROI from a digital health intervention doesn't happen overnight; it's a multi-step initiative that requires effective planning and execution.

The fix: Expect this to be a process that unfolds over the long term – one tied to expected outcomes and evaluated using holistic, real-time data to deliver the best results.

3 Making Interventions All About the Money

Each stakeholder may have their own unique goals in mind for a wellness intervention. Knowing those goals early will make a difference in the research phase of designing the program.

The fix: Consider the full range of impacts beyond cost alone and specifically anchor your initiatives in the larger purpose of the organization.

4 Launch an Intervention and Then Let It Roll

You need to monitor your data early and maintain that effort to make sure you're keeping your program on track. Modifications to your interventions are sometimes necessary to ensure successful outcomes.

The fix: Keep up with the data and let it help guide the continuation or conclusion of your program.

5 Relying on Program Vendors to Measure ROI

The key to measuring ROI and results starts by partnering with the right health data analytics solution that can help you leverage all your data and show you where the value is.

The fix: Don't rely on your program vendors to demonstrate their own ROI. That's a job better suited to the independence and unique capabilities of health analytics providers such as Springbuk.

Designing an intervention is about knowing both bookends – the employee-issues and needs and the right solutions to successfully shift behaviors.

To see how Springbuk can help you design better, more impactful well-being interventions, request a personalized walk-through at springbuk.com/request.

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