

A More Intelligent Partnership

Unlocking Collaborative Opportunities & Powering Successful Outcomes

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. After using **Springbuk Insights™** to uncover actionable opportunities, now employers and their benefits advisors can turn to Activate to answer the question, “Who or what can help me manage the opportunities that Springbuk has identified?”

Activate is entirely data-driven – only the programs that qualify using the employers' underlying data, such as medical claims or drug claims, are displayed. **Springbuk Health Intelligence™** has always given employers and advisors the capability to identify opportunities for population health management, risk management, and cost containment. Through the Activate partner marketplace, **we are pioneering a new era in health management, where data-driven insights meet individualized care.**

The Characteristics of Springbuk Health Intelligence™ & Platform Innovation Progress

- › **Unsurpassed Data Privacy & Security:** Springbuk holds the **HITRUST Risk-based, 2-year Certification** since 2019 and has **achieved third-party validated SOC 2 Type 2 compliance** since 2017
- › **Optimized Data Pipeline:** **The Springbuk data pipeline** is completely modern and **can handle the demands of healthcare data today, and is ready to influence the way healthcare data is processed in the future**
- › **Integrated Analytics:** **Springbuk integrates** all of an employer's health and benefits data – from medical, Rx, disability, insurance premiums, HSA/FSA, 401(k), and more into one place, **then layers on insights to provide direction and actionable next steps**
- › **Predictive Intelligence:** Leveraging insight-rich analytics to **predict the need for healthcare interventions, as well as the methodologies to illustrate the business impacts** of those interventions
- › **Actionable Insights to Select Impactful Programs:** **Springbuk Insights™** enables benefits leaders to understand the biggest opportunities for a population immediately, **so they can focus on solving the problems and demonstrating the value of their work**
- › **Data-Driven Plan Design:** Powered by data science and thousands of algorithms, **the Springbuk platform generates data-driven strategies** to guide population health management and risk mitigation strategies more effectively
- › **Measure the Impact of Programs & Vendors:** With **Springbuk Timeline™**, **benefits leaders can visually show the impact of programs and strategies** implemented by comparing metrics against their recent actions



Marketplace Momentum



Today, the Springbuk platform **serves over 6,400+ employers**

Since 2015, we have taken advantage of **cloud-native technologies** to manage our client's data in a **flexible, secure, and high-performance** manner

Our scale and agility have paved the **foundation for more than 500 unique mapped carriers, PBMs, and point solutions**



springbuk.

Activate Delivers Unique & Market Differentiating Value to Springbuk Clients & Partners



Value for Employers & Brokers

- › 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

Value to Vendor Partners

- › 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

Activate Analytic Journey

1

Employers & Brokers Use Activate

Employers and brokers identify partners to help them manage population health, risk, and/or contain costs.

2

Employer & Partner Match

Employer and partner sign legal partnership agreements, and Springbuk is granted permission to share employer data with the partner.

3

Targeted & Tailored Data

Springbuk securely shares the employer's members identified data (limited subset) with the partner to initiate program activities.

4

Engagement Data

The partner begins sending Springbuk monthly program engagement data which is implemented and integrated with the other employer data. This may be CPE, advocacy, biometrics, or other ancillary data types.

5

Partner Program Evaluation

The employer, partner, and Springbuk transparently work together to evaluate the partner's program, including engaged vs non-engaged analysis and other outcomes analytics.

Example Springbuk Activate Marketplace Cards



Questions on the next steps?

Reach out to Joy Powell jpowell@springbuk.com