

Tell the Story of Your Health Data with Integrated Analytics

Do you have the tools to understand the full story
in your data and the needs of your employees?



Employees expect more from their employer-sponsored benefits than ever before, are you ready to take a **data-driven journey**?



Can your current solution support your population today and in the years to come?



Do you have the **tools to understand the full story** in your data and the needs of your employees?



More times than not, benefits leaders rely solely on **one-dimensional** medical claims, Rx claims, and eligibility data to inform the plans and programs they put into place.



But what if there's **more to the story** that this data alone can't tell you?



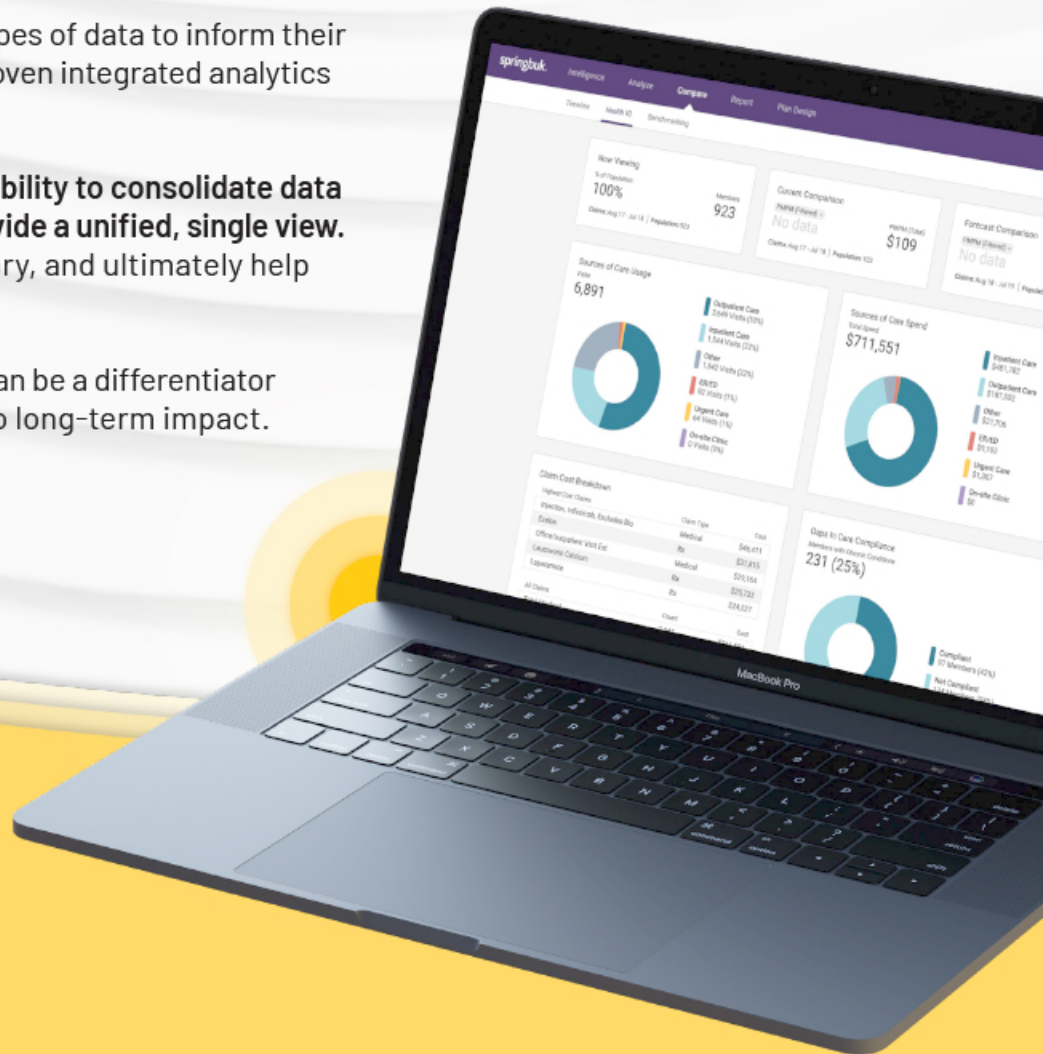
What if there was an innovative approach that could help you solve **multiple problems at once, using data from multiple sources**, to help your members?

A More Intelligent Solution

Employers need to have access to all types of data to inform their benefits strategies. That's why we've woven integrated analytics into our platform.

At its core, **integrated analytics is the ability to consolidate data from multiple disparate sources to provide a unified, single view.** This can tell a completely different story, and ultimately help employers make smarter decisions.

Let's explore how integrated analytics can be a differentiator in moving from short-term solutions to long-term impact.



Opening New Opportunities

When thinking about the overall health and productivity of your population, **you need the ability to look at medical and pharmacy trends along with the expenses pertaining to workplace injuries through a single view** (workers compensation, leave analysis, etc.)

When you can combine these multiple data sets and trends into one, **it provides a more holistic picture of your entire population, and more importantly, it identifies opportunities for employee intervention** – which can consist of workplace safety programs, reducing disability through programs on the medical and pharmacy side, etc.

As you expand your view of data sources beyond medical, Rx, and eligibility, and begin to integrate the additional sources that exist, a sea of opportunity opens up.

Springbuk has identified **six key areas**

where integrated analytics can pull together information from multiple sources to help piece together the whole story from your data:

1

Health & Productivity Evaluation

Medical, Rx, disability, workers' compensation, and leave analysis can uncover relationships and trends between healthcare cost, utilization, and employee productivity.

4

Benefits Strategy

Inform benefit strategies to ensure the best benefit plan options available to support employee health and productivity

2

Program Identification and Evaluation

Determine need, identify members most amenable to intervention, and outreach for care management, wellness programs, onsite clinic, and evaluate holistic program impact.

5

Financial and Accounting Reporting

Evaluate the total cost of providing benefits, including claim costs, insurance premiums, administrative fees, and program fees at the employer and employee/member level

3

Impactable Opportunities

Incorporating ancillary data into predictive and prescriptive models to help enrich the assessment of risk and aid in the development of new models

6

Employee Financial Well-being

Combining payroll, HSA/FSA balances, and 401K balances into the financial analysis can help tailor benefit and program options based on employee economic need



Springbuk in Action

Identify and Evaluate Programs

Key data sources – Medical, Rx, Eligibility

As an employer tried to develop and enhance their wellness program, providing offerings and initiatives that specifically targeted the conditions and needs of its employees and members was an ongoing challenge. In the past, the development of the program was mainly based on industry trends and broad stroke initiatives. **But to create real change in their employee population, they needed to go beyond analyzing claims and wellness data.**

- › Leveraging **Springbuk Insights™**, the employer was able to quickly identify key areas of opportunity around gaps in care for chronic conditions, specialty drugs, and overall healthcare utilization.
- › With this information in hand, they then began meeting with their existing vendors to understand what programs were currently available and where they could add programs to address unmet needs.
- › As the program continued to evolve, it has expanded to include carrier-based programs, third-party diabetic and pre-diabetic solutions, add-on specialty pharmacy solutions, and an onsite fitness and wellness center.

Springbuk currently ingests data from each of these data sources (medical, Rx eligibility, carrier program flags, specialty pharmacy, diabetes management program, and onsite clinic) to understand the best candidates for these programs.

Taking it a step further, Springbuk can pinpoint the impact and outcomes each program brings in conjunction with one another to allow the employer to understand the impact from a population health view as well as health plan view.

These initiatives can be identified through:

- › Springbuk Insight cards (Risk Mitigation, Rx Savings, Care Efficiency)
- › Conditions Groups
- › Filter Bar
- › Core and Advanced Reports





Springbuk in Action

Leverage Impactful Opportunities

Key data sources (integrated with Medical, Rx, Eligibility) – **carrier program data, onsite clinic data, third-party vendor data**

Members that qualify for the expanded program offerings can be identified and contacted to by the various solutions to positively impact their health status. By integrating program data from the Springbuk data model, it's easy to see which members are engaging with the vendors and at what level.

Benefits leaders can also identify where members are in their healthcare journey to understand:

- › Are they closing gaps in care and following recommended therapy?
- › Is the value members receive from the program what we expected?
- › Are we seeing an increase in primary care through the clinic and a reduction in risk factors?
- › Who is not engaging in these programs?

And, if it's identified that a program would be of value to a member, **benefits leaders can leverage Springbuk to understand:**

- › What are their hurdles and hesitations?
- › Are there patterns or trends that might help increase engagement and/or engagement levels?

Program data alone does not tell us what is happening with the member. Additional information on comorbidities, surgeries, drugs, compensation, other programs, etc., could impact engagement or how a member reacts to outreach.





Springbuk in Action

Enhance Benefits Strategy

Key data sources (integrated with Medical, Rx, Eligibility) – **carrier program data, onsite clinic data, third-party vendor data**

With the addition of new programs, the employer continues to see enhancement of the overall benefits strategy used to help attract and retain top talent as well as support and provide employees and families with the right health care when needed.

By being prescriptive with the benefit plan offerings and design, the employer can ensure it has the right programs in place to address the members' needs, **which ultimately helps reduce medical waste on programs and initiatives that are likely to go unused or be ineffective.**

A World of Insight at Your Fingertips

Innovation has been, and will continue to be, at the core of everything we do at Springbuk. Healthcare moving forward is going beyond just focusing on medical and Rx. Now is the time to empower employers, brokers, worksite clinics, and digital health partners to identify the right benefit programs and participants to maximize the investment in people through integrated analytics.



To see how integrated analytics can help you improve the health outcomes of your employees, visit springbuk.com/integrated-analytics

