



Measuring the Impact of Health and Well-being Programs

At Springbuk, we imagine a world where every benefits decision is backed and guided by data. **When we were presented with the chance to partner with U-Haul, it was a natural fit.** We're both on a mission to solve today's challenges and prepare for tomorrow's needs.

Since 1945, U-Haul has been serving do-it-yourself movers across North America. They've built a team of over 32,000 employees dedicated to making U-Haul's customers' lives easier.

With such a rich history of serving their communities, six years ago, **U-Haul identified an opportunity to create a Wellness department to serve their people.** Early on, their CEO envisioned a holistic approach to the initiatives crafted for his employees in this new program.



U-Haul identified 1200 members in their population with a diabetic gap in care, demonstrating an **opportunity for \$7 million in savings opportunities** in the Springbuk platform.

Aligning Programs with Employees' Needs

To determine what offerings to include, the U-Haul team asked, **"Which programs do our population need, and how will they influence cost trends?"** To answer this, they started by looking at the initiatives they could receive from their carrier and building a five-tiered framework that would guide their program.

Measuring Program Impact Beyond Participation

Working off of their tiered framework, U-Haul knew to make this successful, they needed to identify which point solutions and initiatives would move the needle the way they intended. They asked, "What is the measurable impact programs are having on our population and costs?"

To dive deeper into their programs' effectiveness, the U-Haul team began leveraging [Springbuk Insights™](#), an intuitive solution powered by data science and thousands of algorithms.

Upon logging into Insights:

The team identified 1200 members in their population with a diabetic gap in care, demonstrating an opportunity for **\$7 million in savings opportunities.**

With this information, U-Haul began negotiating with their carrier on the launch tactics for a diabetes management program. **During their conversations, they used strategy information from Springbuk such as:**

- 】 Program gaps to fill before launching
- 】 Incentivized elements of the disease management program

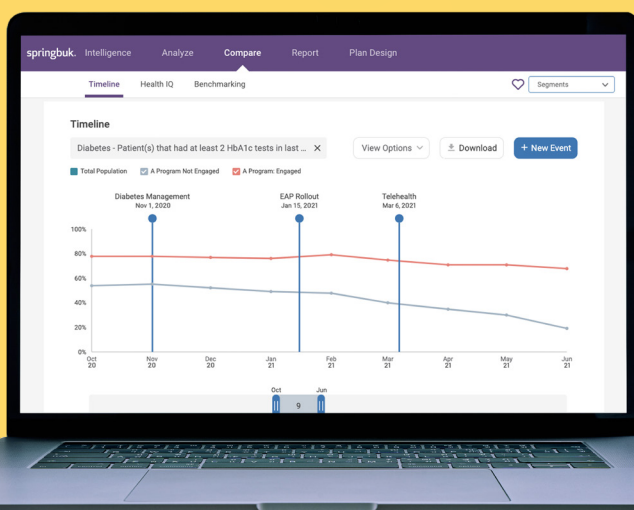
Evaluating Program Engagement with Ease

After implementing the diabetes management program, U-Haul was looking to understand, “How can we promote programs targeted to align with employees’ needs and health risks?”

Springbuk makes it easy to measure program engagement, create and track success metrics, and identify opportunities to tailor communications. **Using solutions such as [Springbuk Timeline](#), a tool built to help users associate positive health outcomes with the plan design changes they’ve made,** U-Haul easily tracks which members are engaging with their diabetes management program.

By quickly identifying the individuals unengaged in the program, the U-Haul team could tailor ongoing communications and programs to this group. **With the insights from Timeline, U-Haul has the direction needed to:**

- 】 Target monthly newsletters
- 】 Move from general topics to specific educational resources
- 】 Positively affect high-impact team members



To see how Springbuk can help you optimize your benefits strategy, request a walkthrough of our platform today: springbuk.com.