

The Benefit Leader's Guide to Maximizing Point Solution Investments

The Growing Complexity of Managing Digital Health Solutions

As an experienced benefits leader, **you're well-acquainted with the obstacles that come with soaring healthcare costs and the never-ending quest to improve employee health.** In recent years, you've likely made investments in several digital health solutions to address these challenges.

However, managing these programs is growing complex and time-consuming. Rather than focusing on strategic initiatives, you find yourself bogged down from juggling vendor relationships.

Conquering Point Solution Fatigue



With employers deploying an average of **15 digital health solutions**, it's no wonder point solution fatigue has set in.



Benefit teams find themselves facing the perfect storm:

GROWTH



50% of organizations are working with **five to nine point solutions** at a time.

COMPLEXITY



HR leaders spend an average of **33% of their week** managing benefit point solution vendors

FRUSTRATION



60% of large employers concerned about the **lack of integration** between vendors

Let's look at some contributing challenges:

- › **Vendor Overload:** Managing relationships and reporting with all of these vendors is becoming unsustainably time-consuming
- › **Data Silos & Limits:** Information on engagement, outcomes, and costs are stored across multiple disconnected platforms, making it difficult to see the bigger picture or access all the data you need
- › **Integration Issues:** Many solutions don't "talk" to each other, further fragmenting insights from your data
- › **Unclear ROI:** With limited visibility, it's tough to measure the true impact and value of each point solution investment

The good news? You can unlock the full potential of your point solution investments through the power of health data analytics.

This guide will show you how to harness your health claims data using an intelligent health data analytics solution – like [Springbuk](#). You'll learn how to:

- › Transform fragmented information into actionable insights
- › Make informed decisions about plan designs
- › Streamline your program selections
- › Track key metrics to measure the success of your initiatives



Why Health Data Analytics Matter

Healthy, engaged employees are the lifeblood of any successful organization. But managing benefits programs can feel like navigating a maze blindfolded – until you discover the power of health data analytics.

Imagine having a crystal ball that reveals which programs are truly moving the needle on employee health. Or being able to predict and prepare for future cost spikes before they happen.

That's the kind of insights you can unlock with a robust health data analytics solution.



From identifying high-cost claims drivers to measuring the impact of wellness initiatives, you can finally have the insight and direction you need to make informed, strategic decisions. **It's like having your own personal team of data scientists decoding the hidden patterns in your benefits data.**



Building Your Healthcare Data Foundation: The Data & The People

Your journey to actionable insights begins with getting all your health data into one place, where you can then use health data analytics to help guide your direction and decisions.

This step is crucial for effective decision-making, and your health data analytics solutions should make this process seamless; it should handle all the heavy lifting for you:

Data Sourcing

The solution should be able to **accept all your relevant data from all your point solutions**, whether it be medical claims, Rx claims, biometrics, lab values, etc., then validate it through multiple checks to ensure all necessary data components are present to begin mapping

Data Standardization

Robust mapping and normalization rules inspect the contents of the fields sent and **assess the quality of the raw data files** delivered by the health benefits vendor to your analytics solution

Data Enrichment

Enrichment of the data takes place by incorporating industry-standard episode grouping, risk grouping, and evidence-based medicine; then some organizations like Springbuk **take it a layer deeper to enrich the data further** using their proprietary data science methodologies

Data Visualization

The latest data pipelines handle the toughest healthcare data demands today and will continue to influence health data processing in the future; this enables you to **generate intelligent, actionable insights, optimizing outcomes** for your population over the long term



Better Support, Better Guidance, Better Outcomes

When the data integration is complete, it's here where most legacy analytic solutions stop. However, the most forward-thinking analytic teams recognize that the best results come from collaboration, leveraging the unique strengths individuals bring to the table.

When you partner with a health data analytics solution, **you should have a dedicated team to provide ongoing support throughout your journey, including:**



Implementation Team

Paperwork, vendor agreements, and data feed setups can be daunting. An Implementation team with established processes streamlines onboarding timelines. From the start, you should have a dedicated Implementation Project Manager coordinating every call and document for a smooth, efficient experience.



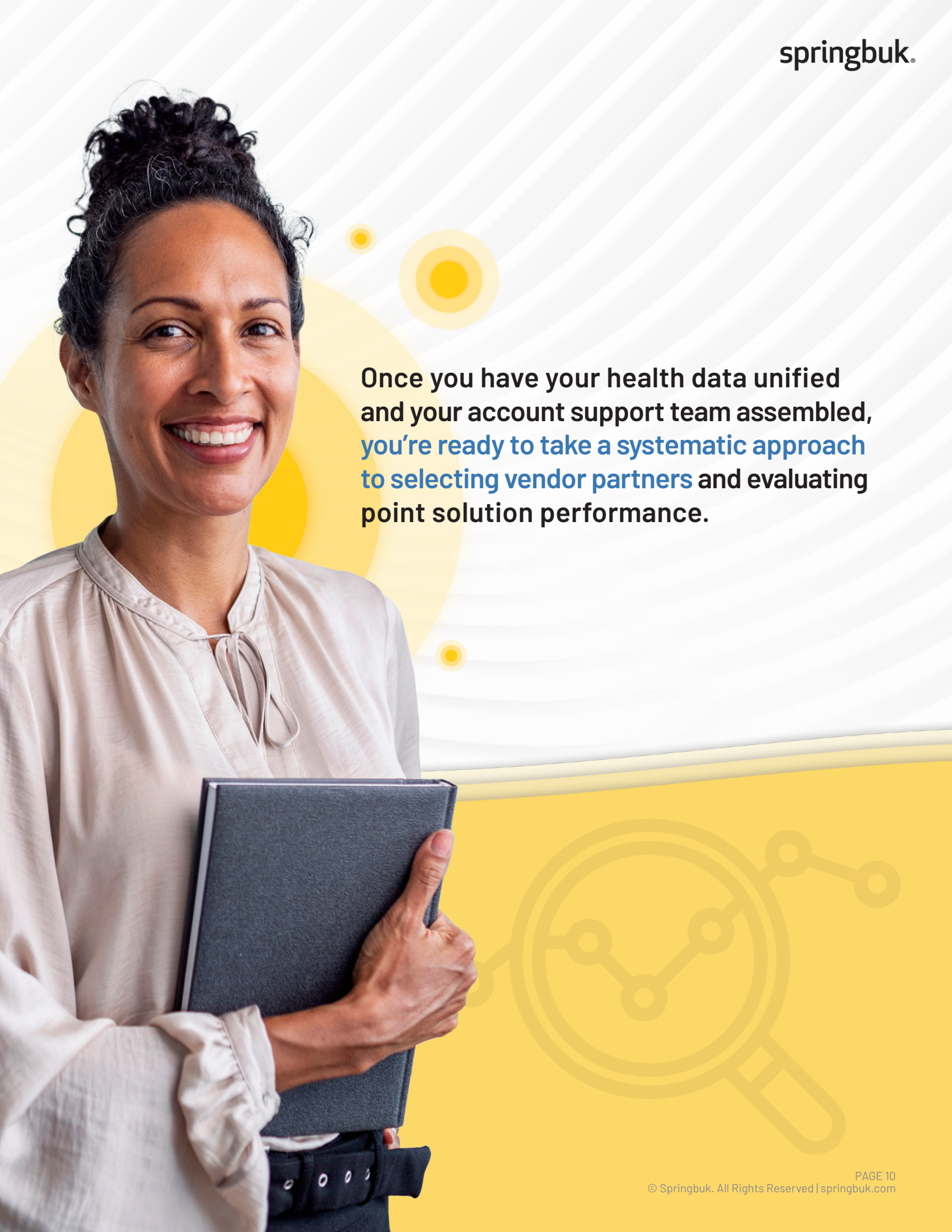
Client Success Team

Partnerships are powerful. A key to success is having a team of Client Success Managers working in lockstep with you during your journey. From onboarding to go-live and beyond, they support your goals, strategize for open enrollment, and maximize your benefits plan investment.



Consulting and Analytics Team

In addition to your health data analytics platform, you should have access to an experienced team of experts who can advise and support you with any custom reporting needs, data analysis, visualizations, or strategy recommendations.



Once you have your health data unified and your account support team assembled, you're ready to take a systematic approach to selecting vendor partners and evaluating point solution performance.



Designing Your Data-Driven Point Solution Strategy

As you begin working in your health data analytics solution, insights, patterns, and trends will unfold. You'll start to see opportunities come to the forefront, including:

- › **Risk Mitigation:** Chronic gaps in care, comorbid members, forecasting event predictions, high-risk members, and preventive care
- › **Care Efficiency:** Avoidable inpatient admissions, avoidable ER, and ER patterns of use
- › **Drug Savings:** Generic savings, opioid risk, and specialty drug savings
- › **Steerage Procedures:** Members with preference-sensitive conditions at increased risk for future surgeries that may not be necessary
- › **Potentially Unnecessary Procedures:** Identifies members that received preference-sensitive surgeries

As you think about adding a point solution, there are many items to consider, from your data needs to metrics and reporting. **Use the following checklist as a handy resource to help you think about your requirements and questions you can ask potential vendors.**

GOALS



DATA



STAKEHOLDERS & REPORTING





GOALS

What is my goal?

When looking at the big picture, and based on your opportunities, you may say:
"I am looking for a Dialysis Partner."

What business problem(s) are you trying to address?

With your big-picture goal determined, you'll want to narrow your focus, e.g., "containing high-cost claims."

What are the metrics that matter?

For the goal(s) determined above, you'll need to select which metrics are important to track and why.

- › **Engagement Metrics:** # members using program, # targeted interventions, etc.
- › **Utilization Metrics:** # encounters at exclusive network, procedures by place of service, etc.
- › **Quality Metrics:** result of targeted intervention, care after intervention, etc.
- › **Cost Metrics:** reduction in facility costs, claims repricing savings, etc.

What does "success" look like?

Success is different for everyone. For you, it might be reduced facility costs or increased enrollments of members using a program.

What time frame(s) do you want to see results?

This will be unique for everyone based on their objectives; your team may set monthly, quarterly, bi-annual, or annual goals, and they may differ by program. Your analytics solution should be able to handle all your requirements.



DATA

What data do you need from the new point solution?

Based on the metrics you selected, you should start thinking about what data you need and consider your current ingestion capabilities.

- › What data can you actually get?
- › How do you get the data and what is the frequency?
- › In what format do you need the data?

How do you integrate this new data and make it work with the other data in your own data warehouse and from other vendors?

It's important to keep in mind that additional feed setup may be required to ingest and integrate this data as you set goals and timelines.

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- › How do you get the data and what is the frequency?
- › In what format do you need the data?

What data agreements are needed? Who will get them?

This could include any additional legal paperwork requested, including PHI release forms and non-disclosure agreements. Will you have to collect this info, or will your analytics provider assist?

Who will integrate the data?

Depending on your organization, you may have a dedicated team in house who will oversee this step, or your health data analytics team may handle this.

- › Your team
- › Internal data analysts on another team
- › External consultants
- › A mix



STAKEHOLDERS & REPORTING

Who needs to be involved in the vendor evaluation?

As you work through vendor candidates, you'll want to consider who on your team is included in this decision-making process, ensuring you receive necessary buy-in and participation.

- › Clinical, Analytics
- › IT, Security
- › Legal
- › C-Suite (CEO, CHRO, CFO, CIO, CMO)
- › Other

How often should results be reported?

Based on the timeframes you've determined, how frequently will you pulse-check and analyze metrics?

In what format(s) should the reports be?

Each organization or individual may have a preferred report format, and it's important to ensure these preferences are available.

- › Online dashboard
- › PDF
- › Excel/Sheets/CSV
- › Printouts

Who will generate the reports?

Your organization may have an individual or team with the resources to handle this in house; however, if you need to outsource, it's important to consider the time and budget needed to work with a third party.

- › Your team
- › Internal data analysts on another team
- › External consultants
- › A mix



Embrace the Future of Data-Driven Benefits

Don't let complex data landscapes and vendor management overwhelm you. Embrace a data-driven approach with health data analytics to streamline your processes, enhance employee health outcomes, and achieve measurable cost savings.



Start transforming your strategy today. Learn how Springbuk can help enable point solution integration and analysis at springbuk.com

Learn More

