

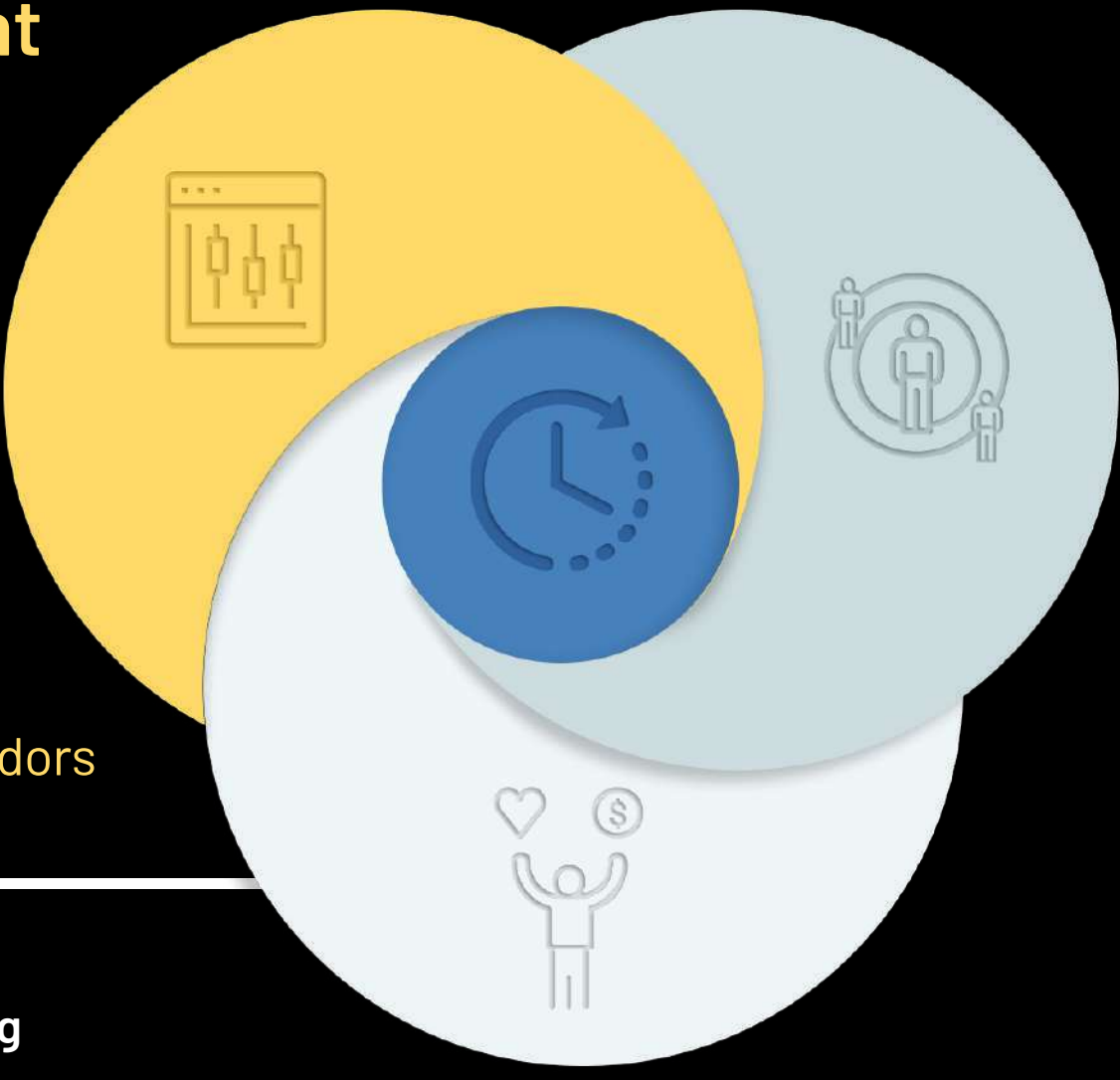
# 3 Pivotal Moments for Benefits Leaders

Do you have the insight and tools to make the most of them?

Each year, there are **three important moments in time** in your benefits calendar that require you to make key decisions that will optimize your health investment.

- 1. Plan design changes
- 2. New program and vendor selections
- 3. Measuring the impact of current programs and vendors

With each program you consider: is data guiding your decision-making?  
Are the programs having a positive impact?



## 1. Initiate Plan Design with Data-driven Direction

Can you answer:  
**“What are my population’s current needs and care gaps?”**

Legacy solutions require you to know the questions to ask and where to look for answers. The [Springbuk Health Intelligence](#) platform gives you actionable strategies and answers to questions it anticipates you’ll have.



## 2. Turn Data into Strategic Program Selection

Can you answer:  
**“Which programs or point solutions will support the needs of my workforce?”**

**Springbuk Insights™** curates cards on your health data analytics dashboard to help generate a framework of where to focus your initiatives.

**Springbuk Insights** have helped employers identify:  
**2500** members in a population with a gap in care  
**\$3 M** in plan savings opportunities by addressing gaps in care

- Springbuk gives you the direction you need to:**
- Avoid future high costs due to compliance gaps in chronic conditions
  - Incentivize members to seek out lower-cost Rx and treatment options
  - Individualize treatment management based on condition

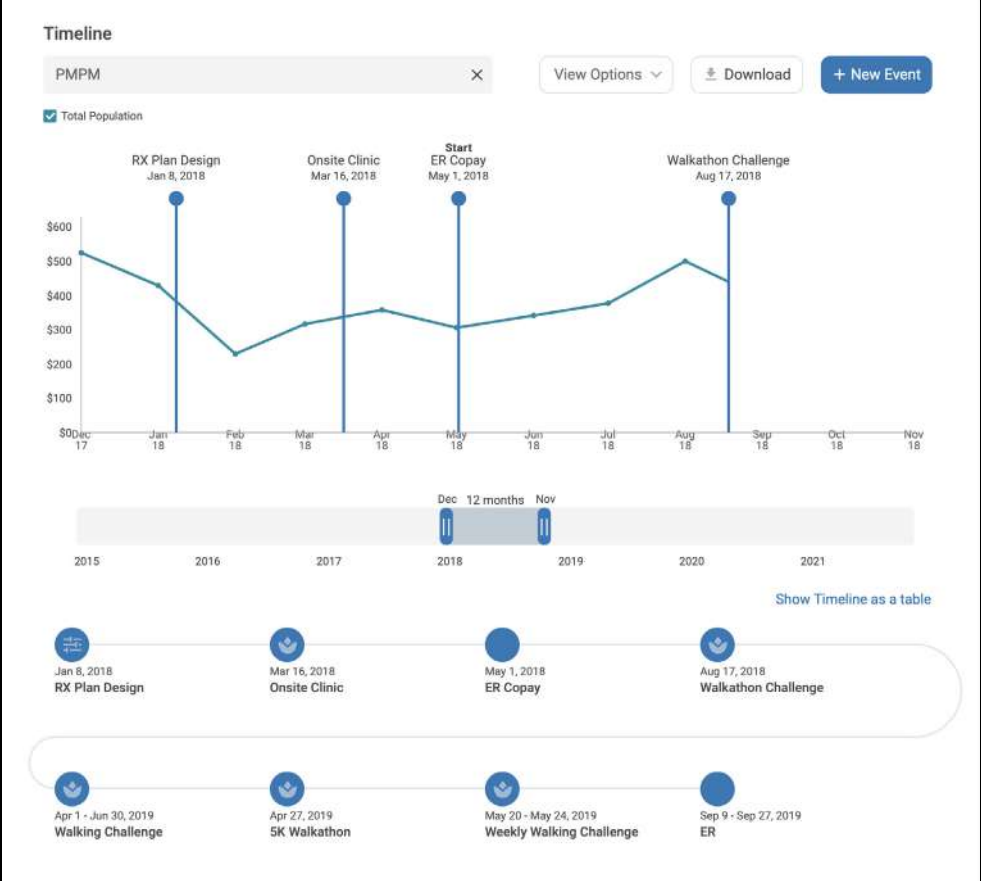


## 3. Objectively Measure Program Impact

Can you answer:  
**“What metrics can we use to track program engagement and identify opportunities to tailor communications?”**

See and tell the story of the interventions that have driven the greatest impact for your population's health with **Springbuk Timeline™**.

**“Drop a pin” on the Timeline** when you want to mark an event, such as a program change. Springbuk Timeline will monitor changes over time so you can see if your changes are having an impact.



When you partner with Springbuk – **you don’t have to be a data expert to be an expert on your data.**

Let us show you how we provide data-driven employers like yourself with the immediate insights needed to **optimize your plans and maximize your most valuable resource – your people.**

**Request a Demo**

