

# Are You Ready For Health Intelligence?

- › Data-driven plan designs
- › Actionable insights to select impactful programs
- › Measure the impact of your programs
- › Benefits landscapes
- › Use social determinant data to advance health equity



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# It's No Secret

Employers are looking for resources and tactics to maximize the investment they've made in their most valuable resource – their people. But to do so requires you to use all the data at your disposal to optimize your plan and understand what employees truly need.

You sit upon stockpiles of health data that hold the key to uncovering the needs of your employees, but by itself, this data means nothing. **You need data-driven insights to deliver plans and programs that address today's challenges and anticipate tomorrow's needs.**

## Is this your reality?

- › You have a data warehouse, you just need to get something intelligent out of it
- › You're looking for ways to contain benefits costs, you just don't know where to start
- › You have data, but you're not a data analyst – you lack the resources to interpret benefits data

If this sounds familiar – we'd like to introduce you to the  **Springbuk Health Intelligence™** platform, a smarter solution for determining plan design decisions, making program selections confidently, and tracking metrics that highlight the success of benefits initiatives.



**More than a data warehouse, more than an analytics solution, health intelligence puts your data to work,** giving employers and benefits advisors alike deep, immediate insights they need to sharpen strategies, improve health, and contain costs.

**If you're ready to put your data to work, below are five questions to ask** and to help your organization understand if you're ready to begin the road from just having data to achieving actionable health intelligence.



## 1

## Are data-driven plan designs a priority for your organization?

Employers typically have access to participation and utilization data for a high-level understanding of what programs are working. And to begin filling in the details, there's often additional information supplied by vendors, carriers, and data analysts. These siloed data sources produce a base level of knowledge. **Still, they can be cumbersome to collect and are limited in providing the actionable insights you need to help guide impactful plan designs.**

It's not about the **amount of data**, it's about the **lack of direction**.

### TAKE THE QUIZ

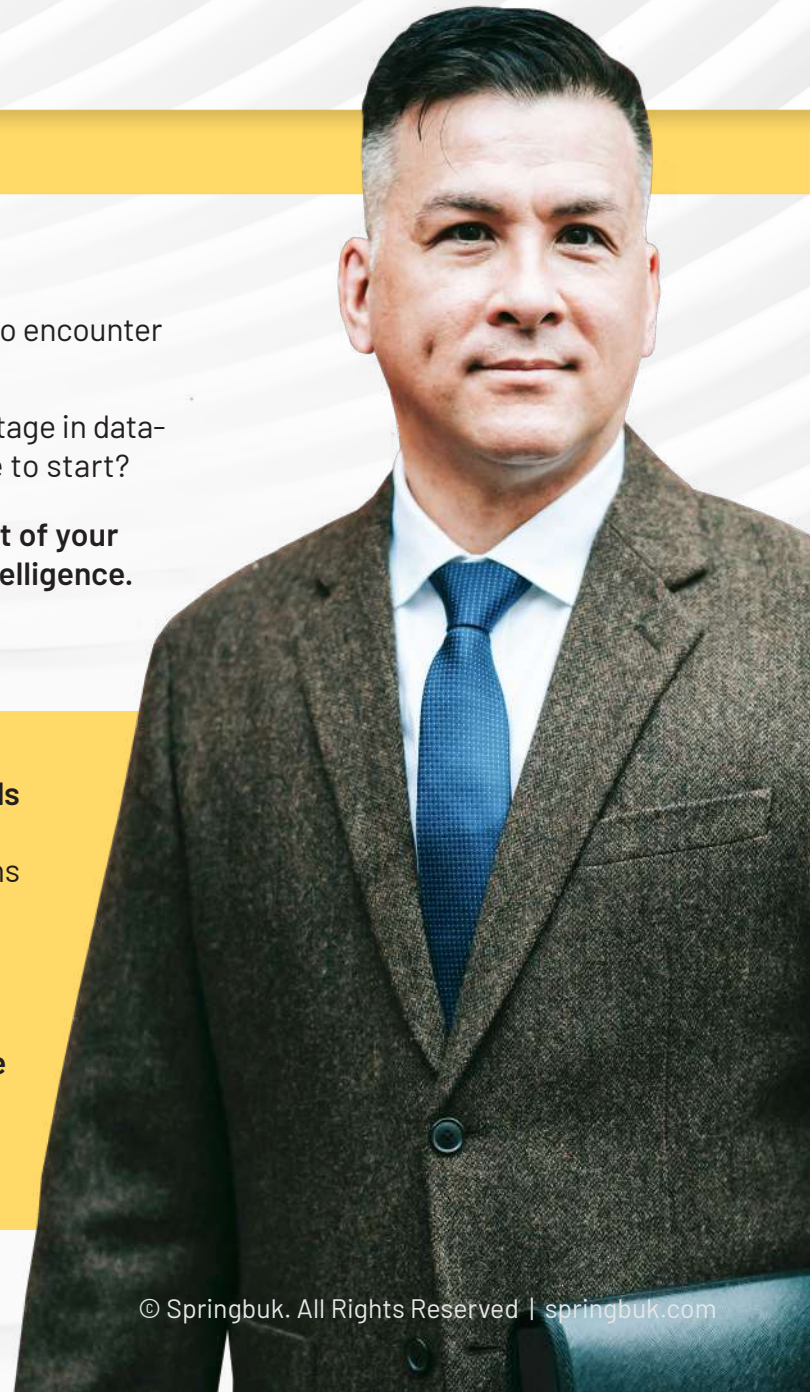
Are you currently:

- ☐ Analyzing data to answer high-value questions, only to encounter dead ends due to your current solution?
- ☐ Looking for which populations to address, but a shortage in data-driven insights makes it a challenge to know where to start?

If your organization is ready to take the guesswork out of your population's needs, it might be time to adopt health intelligence.

With health intelligence, you can quickly understand the needs of your population and receive curated action steps with Springbuk's automated insights – allowing you to deliver plans and programs that meet your members where they're at in their health journey.

Springbuk's Health Intelligence platform can help you gather rich health and wellness data analysis and **generate actionable strategies by predicting members at-risk of conditions** to more effectively guide disease management resources.



## 2

## Are you searching for actionable insights to select impactful programs?

From claims reports, to biometric screening results, and clinic utilization metrics – there is a plethora of information available.

### TAKE THE QUIZ

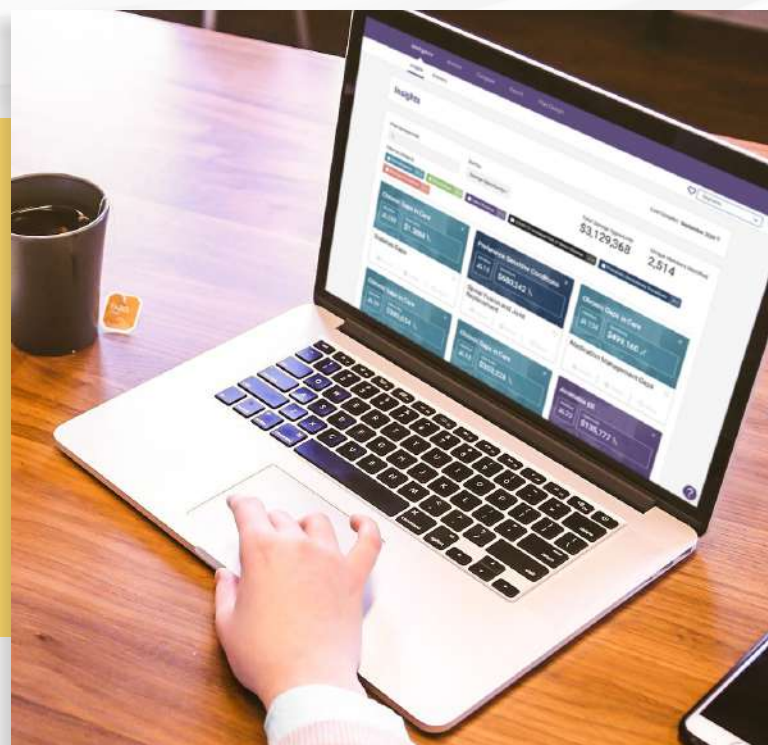
Can you currently:

- ☐ Predict which program initiatives are most likely to reduce severe disease development?
- ☐ Identify the best strategies for decreasing PMPM health costs while closing compliance gaps?
- ☐ Evaluate employee health in satellite locations to forecast the ROI of adding an on- or near-site clinic?

**If your organization is ready to make program selections with ease – and have data-driven guidance to make the most impactful decisions – Springbuk's Health Intelligence platform might be the solution you're looking for.**

When you layer on health intelligence, **you can begin to leverage all of the data at your disposal to quickly understand which programs to invest in**, ultimately improving the health of your population, reducing healthcare spend, and delivering programs that keep employees happy.

**True health intelligence empowers you** to ask the right questions when evaluating programs and understanding the difference between vendors to help you close compliance gaps and mitigate future risk.





# 3 Do you need a way to measure the impact of your programs more efficiently?


Year after year, you make numerous investments in point solutions and vendors with the hope of improving your workforce's health and containing costs. **And when organizations like yours are committed to enhancing the impact and results of their benefits plan, the biggest obstacle often is wrangling all of the right data to quickly identify actionable insights.**

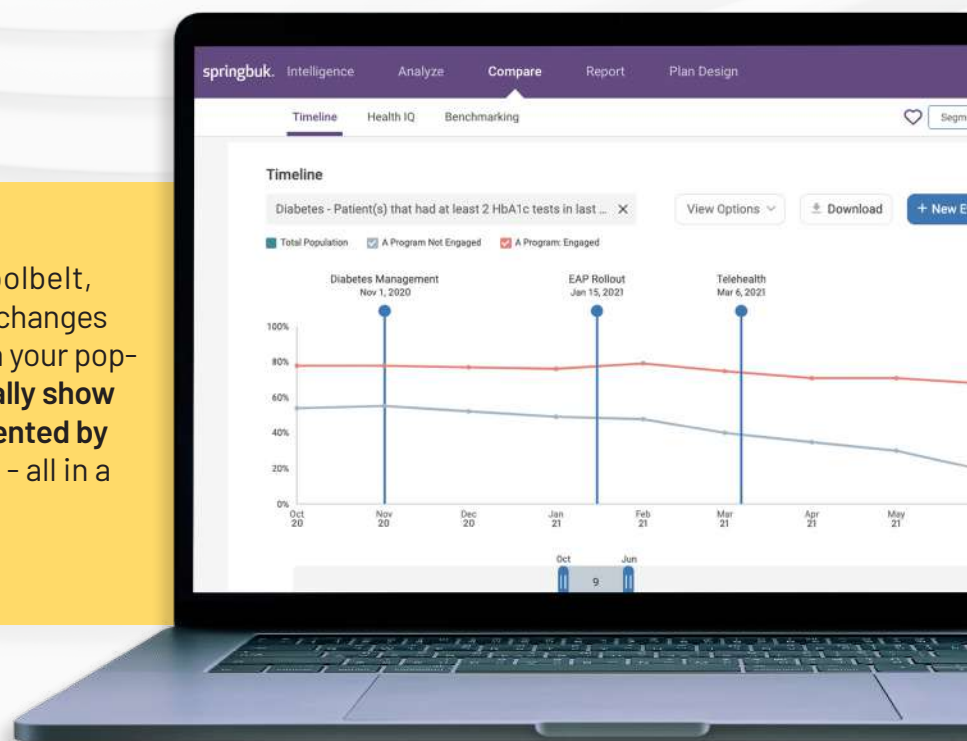
## TAKE THE QUIZ

Are you currently:

- ☐ Pulling manual, static reports?
- ☐ Spending extra time and money to get the reports you need?
- ☐ Relying on intuition to evaluate performance and make decisions?

**If your organization is experiencing similar pain points, you're ready for a more intelligent solution like Springbuk's Health Intelligence platform.**

 With **Springbuk Timeline™** in your benefits toolbelt, you can say goodbye to the days of making plan changes and wondering whether they move the needle in your population's health. **For the first time, you can visually show the impact of programs and strategies implemented by comparing metrics against your recent actions** – all in a single dashboard or report.



## 4

## Benefits landscapes are changing. Do you have the tools to adapt?

**It's undeniable: employees expect more resources and options from their employer-sponsored benefits.** And to meet these expectations requires you to make smart, informed plan decisions that won't derail your budget. However, more times than not, many benefits leaders have relied solely on a one-dimensional look at medical claims, Rx claims, and eligibility data to inform these decisions.

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

### TAKE THE QUIZ ☒

It's important to ask:

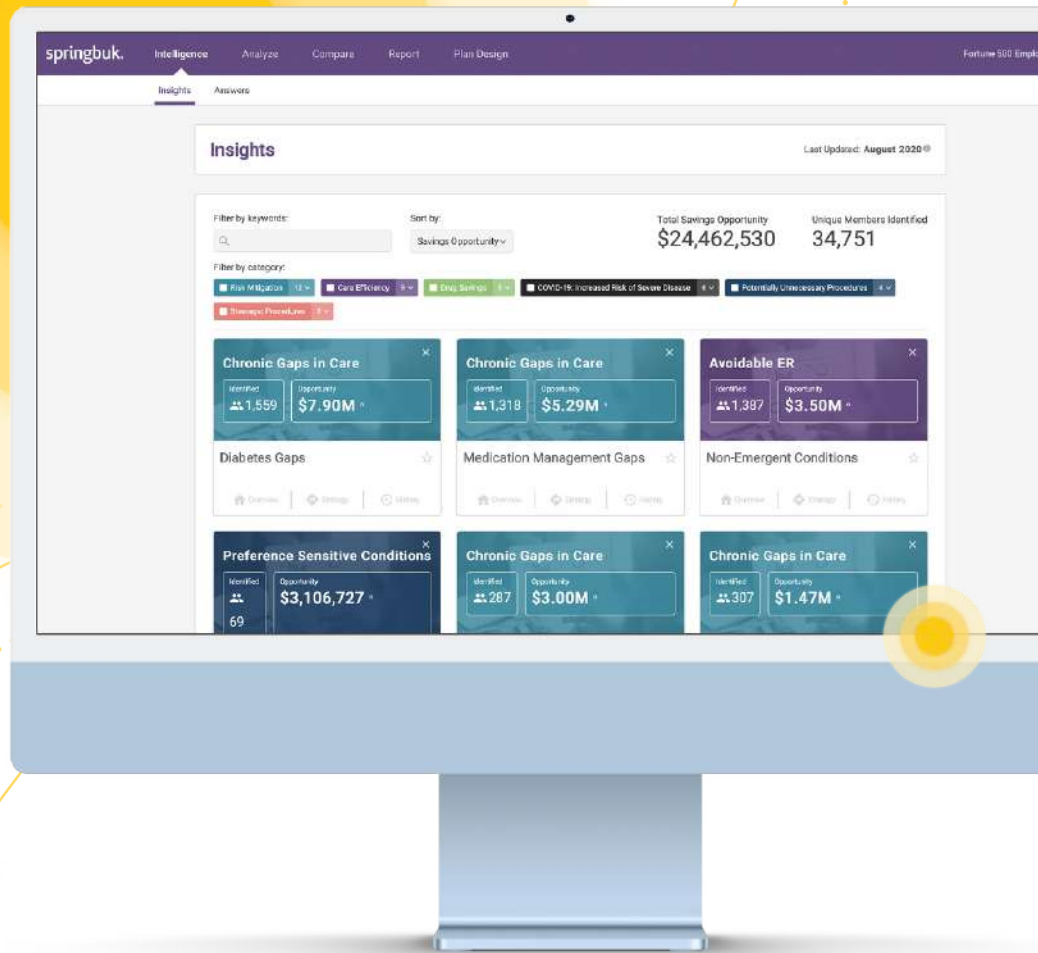
- ☐ Can my current solution go beyond analyzing just medical and pharmacy trends?
- ☐ What other challenges could I be solving in my population that I don't know about?
- ☐ Am I providing benefits that support employees' physical, emotional, mental, and financial well-being?

**If your organization is ready to take an innovative approach that could help you solve multiple problems at once, using data from multiple sources, it's time for health intelligence.**

**Today's employers need to access 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 sources to provide a unified, single view. This can tell a completely different story than just medical and pharmacy claims, ultimately helping you make smarter decisions.



**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 and Productivity Evaluation
- 2 Program Identification and Evaluation
- 3 Impactable Opportunities
- 4 Benefits Strategy
- 5 Financial and Accounting Reporting
- 6 Employee Financial Well-being



## 5

## Are you looking to use social determinant data to advance health equity?

Despite ongoing rising healthcare costs, it's clear that the amount of medical care we receive does not correlate to being "healthy." Medical care alone only affects about 20% of the total health continuum. **However, we are beginning to see a tremendous impact from individual behaviors, genetics, social circumstances, access to healthcare, and environmental factors.**

### TAKE THE QUIZ

Does your data tell you whether you should offer:

- ☐ Low-cost services to those living in a low-income household?
- ☐ Onsite or mobile screenings for members who may not have access to transportation?
- ☐ Evening or late-night appointments or screenings for members who work second or third shift?

**If your organization is ready to take a holistic approach to address the factors that contribute to social determinants and advance health equity in your population, it's time for health intelligence.**

At the core, health equity is about **enabling fair opportunities for all members to lead healthy lives** by removing barriers or addressing the basic essentials needed for achieving good health.



Springbuk is uniquely positioned to provide an understanding of how social determinants affect employers' unique member population. **We have identified six key categories where data related to social determinants can be instrumental in designing impactful population health strategies:**


- Health Plan Data Integration
- Utilization Navigation
- Benefit Plan Design
- Care Management and Intervention Opportunities
- Education and Communication
- Predictive Modeling

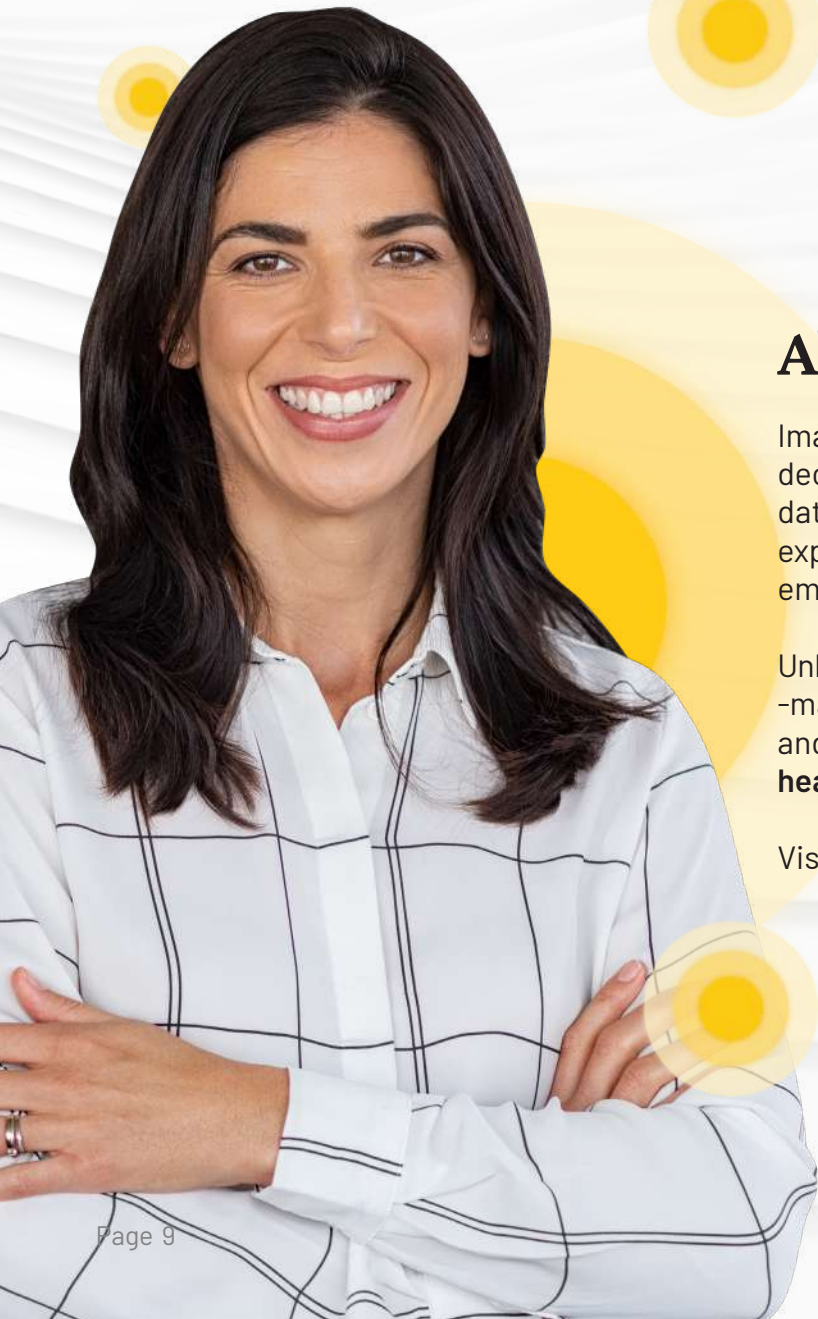


# Actionable Insight for Every Employer

Employers implementing health intelligence are reaping the benefits of targeted engagement, cost management, and actionable next steps - all the while knowing where to target their spend with pinpoint accuracy. **Leveraging data-driven direction is allowing everyday people – not just database wizards – to uncover key insights and, most importantly, take action.**

The right platform eliminates busy work like manual reporting and frees your team's resources to **focus on what matters most: driving lasting improvements in the health of your employees.**

Are you ready to see if your organization is ready for health intelligence? Learn how your company can [take your health analytics solution to the next level.](#) 



## About Springbuk

Imagine a world where every healthcare and benefits program decision is backed and guided by data. Springbuk is the health data analytics solution that equips you with the insights and expertise you need to sharpen your benefits strategy, advance employee health, and contain costs.

Unlike legacy data warehouses, we simplify data-driven-decision-making with an intuitive user experience, predictive modeling, and curated action steps. **Springbuk – a world of actionable health intelligence insight, at your fingertips.**

Visit [springbuk.com](https://springbuk.com) to learn more. 