

FirstPerson Uses Springbuk Platform on AWS to Empower Employers to Do More with Health Data



Executive Summary

FirstPerson is a benefits and compensation advisory organization that provides employers with solutions for population health management and benefit plan design. FirstPerson leverages the Springbuk Health Intelligence platform on Amazon Web Services (AWS) to help organizations unlock the power of their health data, ultimately enabling FirstPerson to save its clients millions of dollars in health benefits.

Seeking Better Data Analytics Tools

[FirstPerson](#) is a benefits and compensation advisory firm that helps organizations navigate today's changing workforce. "We use data to help our clients develop the best strategies," says Ellie Driscoll, manager of analytics at FirstPerson. "For example, our clients know that healthcare is expensive. We can use data to show them how to best focus their spending to create and monitor the best strategies for health initiatives."

FirstPerson struggled to gain insights into its clients' health data because it relied on multiple complex data sources. "Our data analytics tool aggregated financial and healthcare data from our clients, but it wasn't turned on for all of them, it pulled data from too many disparate sources, and it wasn't user-friendly for our staff," says Driscoll. "As a result, we weren't able to quickly pull reports and provide consulting in client-ready formats. Our analysts sometimes spent half the day creating reports, which negatively impacted our timelines. That meant our clients couldn't make the fastest decisions about healthcare spending."

Implementing the Springbuk Health Intelligence Platform on AWS

FirstPerson addressed its challenges by engaging with [Springbuk](#), a software provider that delivers intelligent, actionable strategies, empowering employers and consultants to make smarter health management decisions. Springbuk is an [Advanced Technology Partner](#) in the [AWS Partner Network](#) (APN). FirstPerson implemented Springbuk's Health Intelligence platform, a solution that helps employers and consultants manage their investments in population health.

The Springbuk Health Intelligence platform and data pipeline run on [Amazon Elastic Container Service](#) (Amazon ECS). The software receives client data, including medical and pharmacy claims, lab results, and other health information, via Secure File Transfer Protocol (SFTP) and then sends the data to a data lake based on [Amazon Simple Storage Service](#) (Amazon S3). The data is processed, transformed, and placed into an [Amazon Relational Database Service](#) (Amazon RDS) data warehouse before software users can access the data in the Springbuk platform. "Our software, running on AWS, gives users a central location to easily access current and forecasted intelligence for their health investment," says Roger Deetz, vice president of technology at Springbuk. "Using AWS gives us a way to reliably and accurately collect and present this data in an intelligent and user-friendly way."

In addition to using the Springbuk Health Intelligence platform, FirstPerson uses Springbuk Insights, a machine learning solution that provides a curated recommendations engine for employers to identify opportunities and take action. "Insights helps FirstPerson analyze healthcare data and surface trends, so actionable strategies can be more easily implemented," Deetz says.

About FirstPerson

The FirstPerson logo, featuring the word "FIRST PERSON" in a bold, sans-serif font, with a small red vertical bar to the left of the word "FIRST".

Based in Indianapolis, Indiana, FirstPerson is a benefits and compensation advisory organization that partners with local, regional, and national employers. With decades of experience, the firm offers innovative solutions that help clients take care of their people, anticipate future needs, and foster a healthy workplace.



A Deeper Understanding of Health Spending and Gaps in Care

Taking advantage of the Springbuk Health Intelligence platform and data pipeline, FirstPerson has a single source of truth for its clients' healthcare data that enables action and direction. As a result, FirstPerson can help clients compare healthcare spend year-over-year, for example, and proactively identify gaps in care. "Using the Springbuk Health Intelligence platform on AWS, we can do more than simply track health benefit claims," Driscoll says. "We can help our clients look at data to see where they're spending too much and how their spending compares to other companies. This empowers them to make better decisions. For instance, one of our clients wanted to discourage members from going to the emergency room because they thought too much was being spent. We used Springbuk to show them they were actually not spending as much on ER services as they thought, so they refocused their strategy."

FirstPerson is also using Springbuk Health Intelligence to help clients target chronic conditions like diabetes. "We have analysts here, but not data scientists," Driscoll says. "Springbuk helps us surface data insights we could not have identified on our own, such as identifying pre-diabetics. With that information, our clients can determine the ideal ways of interacting with members and how to implement health management programs. We can help our clients and measure real change by using Springbuk."

Creating Reports in Minutes Instead of Weeks

Relying on Springbuk's Health Intelligence, FirstPerson has gone beyond the industry standard of building analytical reports. The platform enables FirstPerson to give clients direction and action for managing health and costs. "It could take weeks to build a report and get it to a client before, because we used manual processes and had to spend time connecting with carriers to find the right data," says Driscoll. "Now, our analysts can navigate opportunities and actions in minutes because all the data they need is at their fingertips on Springbuk. We can therefore answer our clients' questions faster, which helps differentiate us as a consulting organization."

Helping Clients Save More Than \$9 Million

With the data insights enabled by the Springbuk Health Intelligence platform, FirstPerson has identified millions in health benefit savings opportunities for its clients. "The Springbuk platform helps our analysts uncover real savings for our clients," says Driscoll. "Our teams now have the ability to bring great financial outcomes to organizations by using data to increase visibility into spending. Ultimately, using Springbuk, we are better equipped to help clients mitigate financial risks while making smarter decisions."

About Springbuk

Springbuk is a software provider that offers its leading-edge Health Intelligence platform to help employers and consultants manage their investments in population health. Springbuk's solution is designed to offer deep insights, empower smarter decision-making, and provide strategic direction to help maximize return on investments. Health Intelligence empowers employers and consultants to deliver plans and programs that fit.



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