Win and Retain with Springbuk Health Intelligence

A Customer Success Story

When crafting clients' plans and programs, historically, advisors have relied on data warehouses and analytics tools. But as the need for actionable direction has grown, it's become clear: data warehouses and analytics are no longer enough. Now, in order to support the success of their clients and continue to grow business efficiently, high-growth firms need efficient tools that maximize their resources.

Alera, the 16th largest privately held insurance firm in the nation, historically relied on legacy data warehouses and health analytics, while proactively looking for an opportunity to provide employers with more insight, better service, better-managed costs, and ultimately, healthier populations. To accomplish this successfully, they needed a more feature-rich intelligent solution.

Advisors Spend Too Much Time Searching for Problems, Rather Than Implementing Solutions

Lee Williams, an expert data scientist at Alera, relied on legacy analytics solutions on a daily basis. These traditional resources did not scale as Alera continued to grow and quickly became a roadblock to Lee and his team; he had to spend countless hours reading more than 20K claims lines per client carrier report to identify opportunities within the population. Further, when presenting these opportunities during customer meetings, he couldn't address client's questions quickly and had to schedule follow-up meetings. This was not

the best way to use Lee's expertise as Alera continued to grow quickly.

At the Alera Center of Excellence, growth is a critical part of their culture. To stay competitive in the market, they needed to help streamline building reports and answering clients' most pressing questions. Advisors are often met with the question "Where do we start?" This was a difficult question to answer, even for the Alera team who already have a focus in analyzing and presenting data beyond carrier reports.

With legacy solutions, a significant amount of time can be spent digging through data simply to uncover what the problem is. Lee and his team knew in order to improve their clients' experience and have the opportunity to remain successful while growing rapidly they needed a forward-looking, intelligence solution.

springbuk.

> "Springbuk positions the data in a way that makes its users feel understood and validated, and positions us as a differentiator to prospects because we have the industry-leading platform that helps identify the most impactful opportunities."

Lee Williams,
Data Scientist at Alera

SOLUTION

Curated Insights and Answers for Actionable Opportunities

Alera discovered Springbuk during an exhaustive RFP process to find the best-in-class solution in the analytics space. What they found was more than analytics - they found a trusted partner - they found Health Intelligence™.

"Before Springbuk, I knew I needed a tool that would allow me to be more effective with my resources. The Springbuk Health Intelligence™ platform identified the most impactful opportunities so we can win together," says Lee Williams. "Data without a

Health Intelligence empowers benefits leaders and advisors, like Alera, with the knowledge to understand what to do next to decrease costs, mitigate risk, and avoid future high-cost services. Leveraging Health Intelligence includes leaning on products like Insights™ and Answers™ further bridging the gap between population health data and the strategies that can influence them.

springbuk®

Insights generates actionable strategies to improve health and care efficiency for members, focusing on strategies and tools to mitigate risk, decrease cost, and track improvement over time. Leveraging the Insight card, Non-Utilizers of Healthcare, Alera quickly uncovered members that were not utilizing healthcare services when necessary. With this information surfaced for them, Alera is empowered to identify members to focus efforts on and steer client conversations with actionable opportunities to better engage this cohort.

Answers instantly provides intelligent results to your most important business questions. It equips you to make more informed, more impactful decisions – faster. Before Alera leveraged Answers, Lee was required to research benchmarks and then perform manual calculations to understand cost trends. The process was time-consuming and had several points where bias or incomplete data could skew the results. Due to those limitations, he would perform the analysis behind closed doors and then have to engage carrier/vendor tools to validate the work already completed. That level of time commitment and the requirement to maintain perfect focus for increasingly long periods of time made the work incredibly difficult. With Answers, he has the same level of detail in a client presentable format that has been verified and internally validated. The tool gives more time to investigate and implement solutions rather than being tied down to tedious pen and paper analysis.

springbuk.

RESULT

Win and Retain with Intelligence

Now, Alera has the tools to provide effective and efficient support to their clients and leads with Health Intelligence as their differentiator to grow their business. With the strength and speed of Springbuk Health Intelligence it allows Alera to investigate common questions much faster and investigate and implement strategic solutions for their current and future clients. Alera now has the tools to grow their client base without sacrificing the excellence they provide to their clients today. Not only are they able to show prospects where the opportunity is but also show them how to solve it, quickly. Alera is equipped with the tools to go beyond analytics and leverage Health Intelligence to prevent disease with data.

"Now, we can focus on the client and take all considerations into account and tailor the Springbuk Health Intelligence demo to what's most important to them. We talk through what the group is dealing with, afraid of, what data they're currently receiving, and what they could be receiving if they leverage Alera's Health Intelligence solution. With this approach, our close rates are very high and we're confident we're able to continue providing the exceptional support our clients are used to as we grow, " says Richard Silberstien, President at SIG.

Curious how Springbuk Health Intelligence can help you win in the market while retaining exceptional support to your current clients?

Visit www.springbuk.com/platform/innovate-and-plan to learn more.