

health analytics is evolving

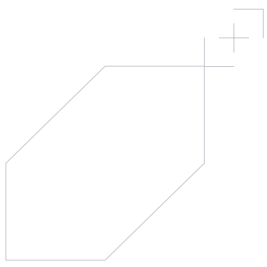
are you ready for health intelligence?

Employers don't need more data, they need better direction. We'd like to introduce you to Health Intelligence, a smarter solution for measuring the impact of your investment. More than a data warehouse, more than an analytics solution, the Springbuk® Health Intelligence platform puts your data to work for you and your people.

Modern technology has replaced the need for advanced analytical skills, enabling the maturation from analytics to intelligence to be within reach of organizations of all sizes. Health Intelligence is arming employers with tailor-made recommendations, allowing them to spend less time wading through data and more time acting.

Outdated platforms require teams of people, laborious software installation, and training. Today, the most common obstacle to a successful implementation is no longer cost or complexity. It's organizational readiness to act on the strategic health opportunities that data and intelligence quickly reveal.





are you ready for health intelligence?

here are some questions to ask:

how are your health initiatives supporting your organization?

Now more than ever, employers need to maximize the investment they make in their most valuable resource - their people. They need to be able to deliver plans and programs that fit their population and support employee retention. Wellness programs commonly launch from a desire to keep employees engaged and healthy. This altruistic approach can remain at the core of your health initiatives, but long-term success requires a deeper commitment from your organization.

Consider these factors:

- Is your organization actively tailoring your benefits packages to maintain and recruit top talent?
- How can you more effectively target your diverse health population?

With steadily decreasing unemployment rates, the market for talented employees grows more competitive as employers fight to attract top talent. Leaders need to be able to make smart budgeting decisions and build a case for continued investment in health management programs. Smart wellness initiatives, like Health Intelligence, helps employers understand what works and what doesn't, empowering them to more efficiently target plans and programs for their employees.



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is your data giving you the direction you need?

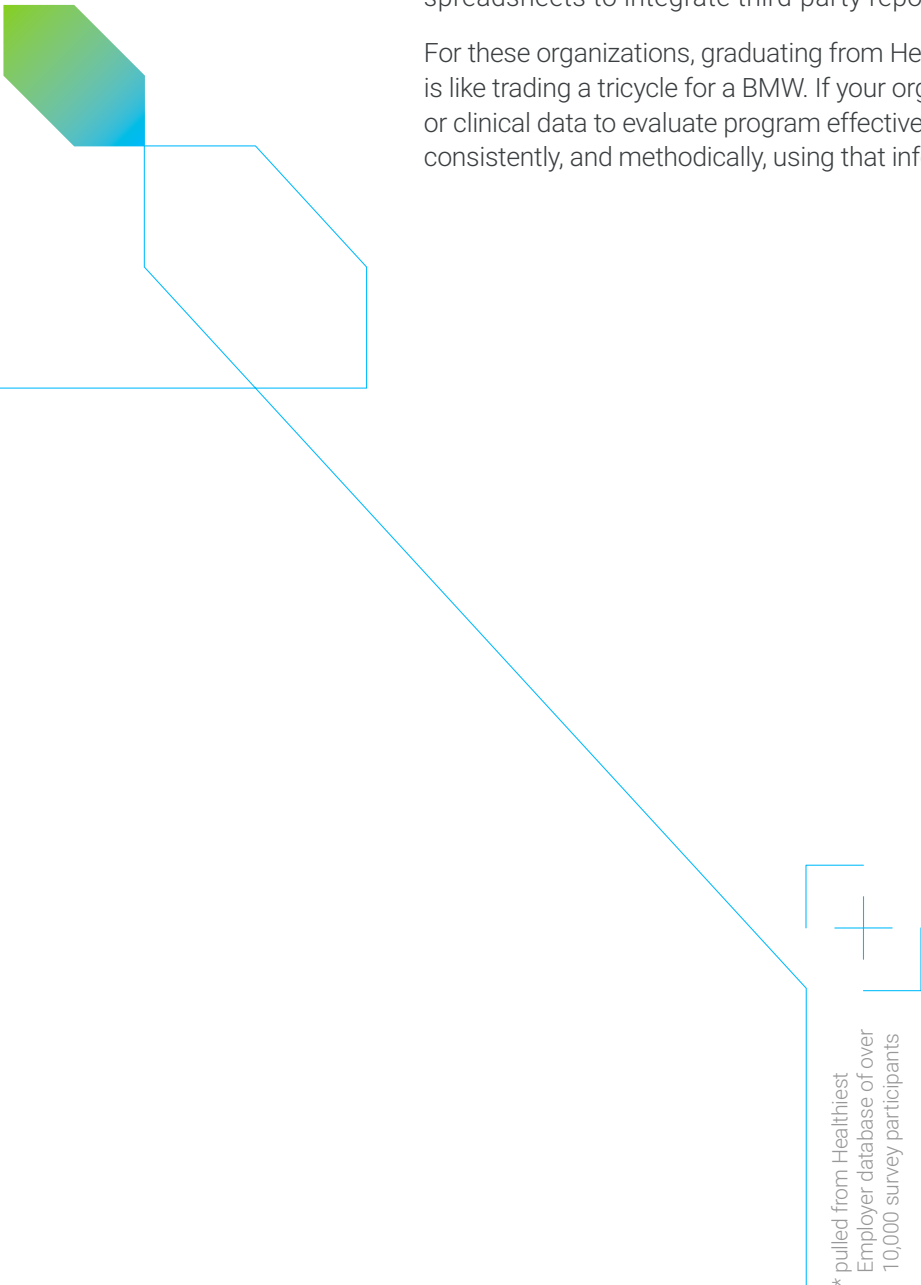
Most wellness programs have a baseline of data. Participation, utilization, and incentive tracking are the starting pieces. But to complete the puzzle, there's often additional information supplied by vendors, carriers, and consultants. These siloed data sources produce a base level of knowledge but are limited in driving meaningful outcomes in a population.

Consider these factors:

- Have you explored historical data to answer high-value questions, only to encounter “dead ends” due to your current solution or data limitations?
- If you knew where to spend, and what health populations to address, in the next twelve months, would you execute upon these insights?

Today, the majority of employers* leverage claims data to support program design but lack the insight necessary to target actionable next steps. They're relying on surface level data sources and a labor-intensive system of spreadsheets to integrate third-party reports and draw conclusions.

For these organizations, graduating from Health Analytics to Health Intelligence is like trading a tricycle for a BMW. If your organization isn't using existing claims or clinical data to evaluate program effectiveness, the best next step is to start consistently, and methodically, using that information in your decision process.



* pulled from Healthiest Employer database of over 10,000 survey participants

what do you want to analyze + why?

Employers have no shortage of data. From claims reports, to biometric screening results, and clinic utilization metrics - there is a plethora of information available. It's critical to identify which employee health metrics are linked directly to your organization's most pressing business issues and how leveraging your data can improve your employee populations' health.

Consider these factors:

- Do you need to predict which wellness initiatives are the most likely to reduce employee turnover as you experience rapid customer growth?
- Do you need to identify the best strategies for reducing PEPM health costs, while retaining your workforce?
- Do you need to evaluate employee health in satellite locations to forecast the ROI of adding an on- or near-site clinic?

Successful employers use smart health initiatives as the means to an end. They focus on supporting important business decisions with a clear link to goals and outcomes. The most effective use a "walk before you run" strategy. They start with fairly narrow, specific questions and direct all efforts towards answering those questions. As the organization's ability to act on data-driven insights matures, they tackle more complex issues.



is your culture ready for health intelligence?

Worksite culture influences the success of health initiatives, such as Health Intelligence. It's important to ask if your organization has the inclination to identify and target employee plans based on data-driven decisions.

Consider the following:

- Are managers comfortable with relying on data, and not intuition, to make decisions?
- Does leadership support agility in shifting resources when insights are discovered?

When an organization is committed to improving its business results through data and insight, the biggest obstacle most commonly seen is wrangling all of the right data effectively. If your organization is experiencing similar pain points, you're ready for a solution like Springbuk's Health Intelligence platform. Our platform does the heavy lifting for you. And with all of your data in one place, it's never been easier to customize the way your data is reported and turned into targeted next steps.

**will ongoing use
be a priority?**

Solutions like our Health Intelligence platform provide tangible information needed to improve an employer's population. It's paramount your team is ready to put data at the center of your population health strategy, both today and tomorrow.

Consider these factors:

- Will you share the real-time results and opportunities with company leadership?
- Are you prepared to measure the efficacy of your wellness vendors consistently throughout the year?
- Is your organization willing to invest in improvements to existing wellness programs and interventions?

Today, the real commitment lies in dedicating the resources you have to make the necessary changes in programs and culture. For example, when Durham County started using Springbuk's Health Intelligence platform, and transitioned from relying on carrier reports and disparate data sources, they were able to compare healthcare spending year over year. They began to track not just claims, but also track gaps in care and compliance for their most prevalent chronic condition, diabetes



actionable insight for every employer

Your team doesn't need a degree in statistics to use our platform. 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 smart data is allowing everyday people—not just database wizards—to uncover key insights and most importantly, take action.

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

To share Health Intelligence with innovative employers and consultants around the country, the Springbuk team is taking our Health Intelligence platform on the road. Our team will be making stops in New York City, Dallas-Fort Worth, and Chicago during the month of April. Throughout this series of invite-only events, our Co-Founder + CEO and VP of Health Intelligence will explore how Health Intelligence empowers employers to maximize the value of their health management investment and prevent disease with data. If you're interested in joining these events, learn more here.

Are you ready to see if your organization
is ready for Health Intelligence?

Visit springbuk.com/request-demo/ to request a demo and find out how your company can take your Health Analytics solution to the next level.

