

Empowering Your Moments in Time



Plan



Design



Measure



Plan, Design, & Measure Employee Benefits

Each year, **three pivotal moments** require you to make key decisions about your benefits program to optimize your health investment.



1. Make plan design changes



2. Choose new programs and vendors



3. Measure the impact of programs and vendors

You sit on stockpiles of data that hold the key to strategically guide these moments; however, data is just that -- data. **You need actionable direction.**



Let's explore how Springbuk can empower you to confidently determine plan design decisions that will help you make program selections with ease and track metrics that highlight the success of your initiatives.





Initiate Plan Design with Data-driven Direction

The first step in crafting any top-tier benefits plan is understanding what your employees truly need. Every population is unique, and it's essential to keep in mind that benefit needs will shift as employees are hired, retire, or take on new opportunities.

As you begin to look for which issues are driving costs in your population, a good starting point is understanding:

? What are my population's current needs and care gaps?

- Historically, this question can be difficult to answer; legacy analytics solutions require you to know the questions to ask, where to look for answers, and ultimately give you just another directionless data point
- But with the latest in artificial intelligence and machine learning, finding opportunities to improve health outcomes and optimize your plan takes just a matter of minutes





Springbuk Insights™ – powered by clinicians, data science, and algorithms – seamlessly surfaces what’s happening within your population to identify opportunities you can use to improve member health and reduce costs. This can include:

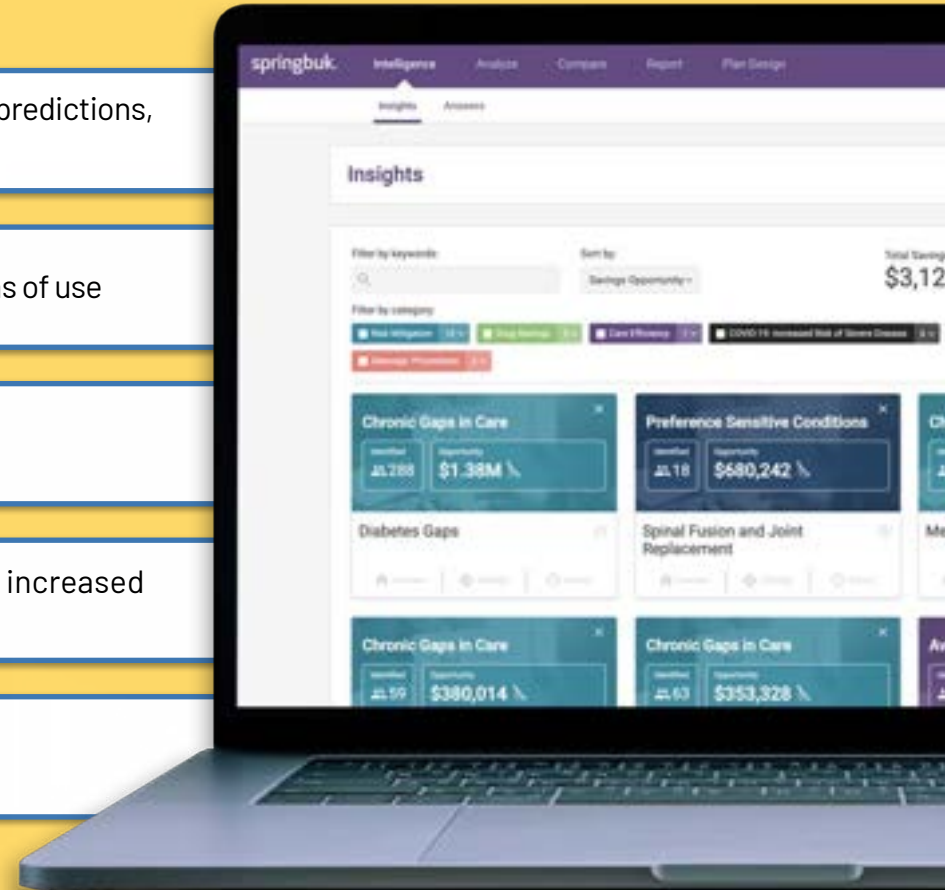
Risk Mitigation: Chronic gaps in care, comorbid members, forecasting event predictions, high-risk members, and preventive care

Care Efficiency: Avoidable inpatient admissions, avoidable ER, and ER patterns of use

Drug Savings: Generic savings, opioid risk, and specialty drug savings

Steerage Procedures: Members with preference-sensitive conditions at increased risk for future surgeries that may not be necessary

Potentially Unnecessary Procedures: Identifies members that received preference-sensitive surgeries



In one instance, a Springbuk customer uncovered \$3 million in potential savings opportunities where they had historically not prioritized plan coverage.

Success Spotlight: Regain Control of Pharmacy Expenditures with Springbuk

Analyzing Claims Data

In one instance, a broker partner was working within [Springbuk Insights™](#) to review a client's claims data and identify opportunities to deliver value; their data analysis revealed that **their client's prescription spend represented 37% of total claims, and specialty drug spend constituted 50% of prescription claims.**

Putting the Data to Work

In this success story, learn how the firm worked with the Springbuk team to identify a new PBM and use the Springbuk application to track Rx spend and success metrics such as total spend, pharmacy spend, and pharmacy utilization.

See How They Did





Turn Data into Strategic Program Selection

The next step in your plan design process is understanding,

? Which programs or point solutions will support the needs of my workforce?

Program selection often gets triggered when you can identify potential savings through closing gaps in care.

Springbuk Insights™ distills your data and curates direction on the next steps you can act on today, including:

- › Drive immediate impact through the identification of gaps in care
- › Identify patterns among your employee population
- › Explore cohorts of individuals who exhibit at-risk behaviors
- › Uncover opportunities to avoid unnecessary procedures, recommend lower-cost drugs, mitigate risk, and improve the efficiency of care
- › Target populations that are at risk with preventive interventions
- › Have a single source of truth between internal stakeholders, vendors, and health solution



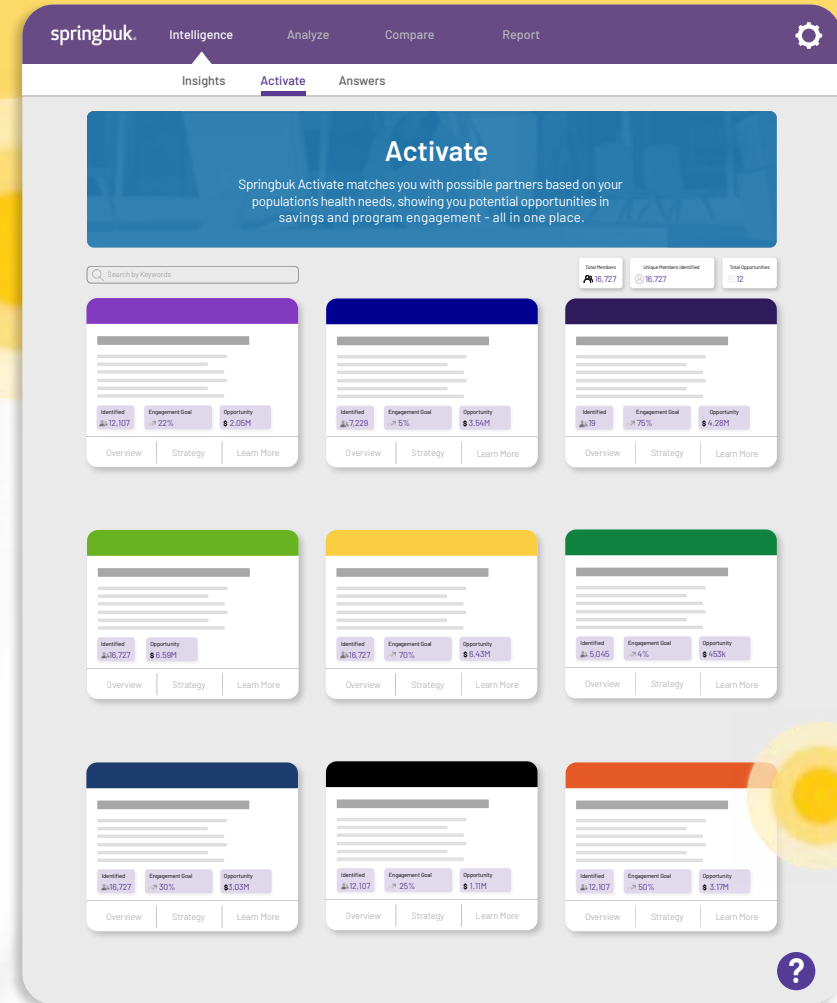
Now you don't have to be a data expert to be an expert on your data.

With these actionable opportunities uncovered, you can turn to [Springbuk Activate](#) to answer the question:

Who or what can help me manage the opportunities that Springbuk has identified?

Springbuk Activate matches employers with potential partners based on their population's health needs, showing them potential opportunities in savings and program engagement – all in one place.

- › Activate is entirely data-driven – only the programs that qualify using the employers' underlying data, such as medical claims or drug claims, are displayed
- › A "card" within Activate displays the partner's logo, program description, value proposition, and strategy for realizing savings opportunities



The screenshot displays the Springbuk Activate interface. At the top, there's a navigation bar with 'Intelligence', 'Analyze', 'Compare', and 'Report'. Below this, the 'Activate' tab is selected, showing a grid of partner cards. Each card features a partner logo, a brief description, and three key metrics: 'Identified' (with a change indicator), 'Engagement Goal' (with a percentage), and 'Opportunity' (with a dollar amount). For example, one card shows 12,107 identified, a 22% engagement goal, and a \$2,054M opportunity. A search bar is located at the top of the grid, and summary statistics for 'Total Members', 'Unique Members Identified', and 'Total Opportunities' are shown in the top right corner.

With this type of information at hand, you may decide during your program comparisons and vendor conversations to:

- › Institute a wellness program to address preventive health and chronic conditions
- › Individualize treatment programs based on condition
- › Introduce a digital mental health vendor

Success Spotlight: Turn Data into Strategic Program Selection

When a high-growth benefits broker analyzed an employer's aggregate data in [Springbuk Insights™](#), the team noticed a large compliance gap in mammogram screenings – **only 66% of the population had completed this screening**. The team realized this issue had been a top cost driver for the past five years and had gone unnoticed in their legacy solution.

In this success story, learn how Springbuk empowered the benefits firm to:

- › Work with their client to bring in a mobile mammogram clinic that would be parked in front of their various offices for two days
- › Monitor the program's success with [Springbuk Timeline™](#) to track the number of Breast Cancer Screenings before and after the implementation of the mobile clinic program

[Read the Success Story](#)





Monitor Progress & Program Engagement to Keep Members on Track

After choosing your new program and enrolling your members, the next step is to measure your plan's impact.

You've worked hard, and you should be able to showcase the effect your programs and plan changes are having on your population.

To achieve this, you'll want to understand:

? What metrics can we use to track program engagement and identify opportunities to tailor communications?

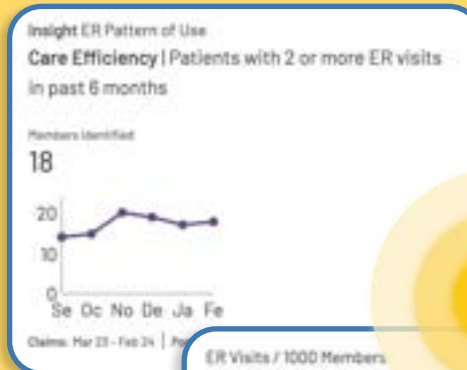


Springbuk Timeline™ helps you see and tell the story of the interventions that have driven the greatest impact for your population's health.

- › For example, if you noticed an increase in ER utilization for non-urgent visits and you took action by implementing an increased ER copay, you could see how the number of ER visits per 1,000 members changed after the copay had gone into effect
- › Timeline can monitor these changes over time, so you know when to re-engage with your population to keep members on track with health-related behaviors

Using Timeline, you have the tools to:

- › Monitor the impact of plan changes and programs over time and benchmark them against different time periods
- › Associate health outcomes with the plan design changes you've made
- › Create employee cohorts to track progress and compliance gaps
- › Compare the impacts of different types of programs or vendor solutions



Success Spotlight: Measuring the Impact of Health & Well-being Programs

After an employer identified 1,200 members in their population with a diabetic gap in care, **demonstrating an opportunity for \$7 million in savings opportunities**, they implemented a new diabetes management program to close compliance gaps.

To understand how the program was impacting their population, the employer wanted to know how they could continue to re-focus and align resources to meet employees' needs and health risks. **Using Springbuk Timeline™, the employer easily tracked which members engaged with their diabetes management program.**

By quickly identifying the individuals who were not engaged, they could tailor ongoing communications and programs to this group. **With Timeline, the employer had the insight needed to:**

- › Target monthly newsletters
- › Move from general topics to specific educational resources
- › Positively affect high-impact team members

Learn What They Did



Use Your Data to Make Impactful Benefits Program Decisions

Whether you're preparing for renewal season, evaluating a plan design change mid-year, or curious about how existing programs are performing, **Springbuk makes it possible to ensure your healthcare and benefits program decisions are backed and guided by 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.

[Learn More](#)

[Request a Demo](#)

