CUSTOMER SUCCESS STORY

Maximize the Impact of Your Health Investment

With Springbuk Insights

For employers, people are their greatest resource and most important investment. When Springbuk® and a national consulting firm partnered with a healthcare technology company – they identified an opportunity to maximize the investment their client had made by improving the care efficiency for members through curated strategies to mitigate risk and decrease cost.

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PROBLEM

Disengaged Population and Reactive Plans

When our partner began to evaluate their client's current health initiatives and engagement, they discovered the employee population was disengaged. They knew in order to efficiently and effectively discover actionable opportunities, they would need to go beyond health analytics and use a more intelligent solution.

Utilizing Springbuk Insights™ and our Health Strategy Services team, they quickly identified that 10% of their client's members were diagnosed with two or more chronic conditions, even though their population was younger than the industry benchmark.

With this opportunity uncovered, additional patterns in their data began to emerge:

- 30% of members identified with two or more chronic conditions also carried a mental health diagnosis
- 4% of members already diagnosed with two or more chronic conditions were predicted to be at-risk for

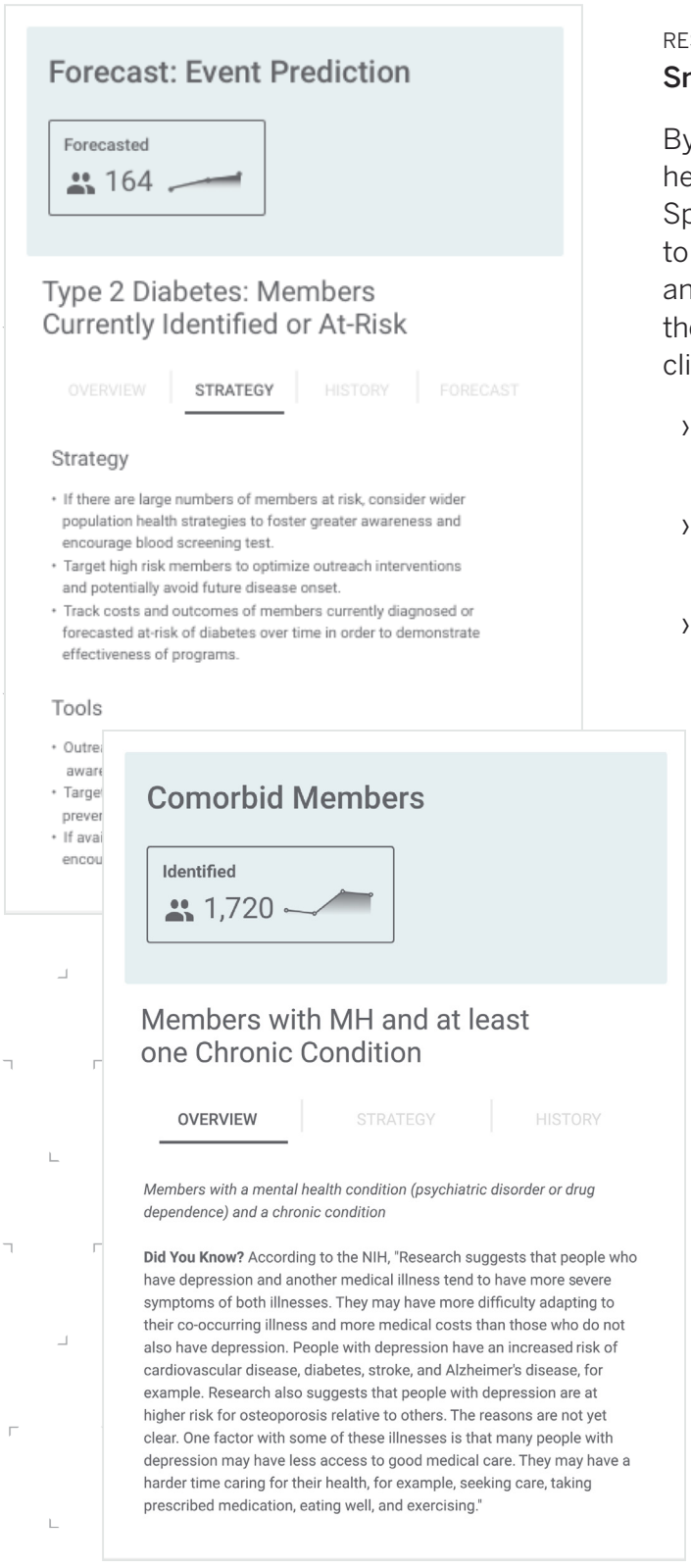
SOLUTION

Turning Population Data into Direction

By identifying these opportunities, the partner's client gained a more holistic understanding of their employees' health behaviors. This provided a clear path forward that highlighted at-risk members and avoided associated costs.

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RESULT

Smarter Technology for Healthier Decisions

By linking current chronic conditions to mental health conditions and diabetes risk through Springbuk Insights, the partner was empowered to create a strategy to better manage conditions and mitigate risk in their client's population. With these opportunities in focus, they could tailor their client's plan through initiatives such as:

› Better focus on claims data to identify populations at risk for diabetes

› Introducing mental health initiatives to next year's plan

› Create chronic condition management and education programs to keep populations compliant

Are you curious about what opportunities exist in your population?

Request a demo today and see how Springbuk Insights can identify actionable opportunities for your organization.

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