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A SPRINGBUK CLIENT SUCCESS STORY

Uncover Hidden Location Cost Variants to Optimize Spend



A Midwestern employee benefits consulting subsidiary has been a long-time broker of choice. However, as the firm's business continued to expand, they knew they needed an intuitive solution to differentiate their services, enhance their current client relationships, and attract new employer business.

After exploring various solutions in the health benefits analytics space, the firm partnered with Springbuk to offer their clients a custom reporting process and increase their time-to-value.

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DIAGNOSE

The firm began working with a school district that was curious if the firm could uncover any cost-saving opportunities their previous broker hadn't surfaced. Within minutes of logging into Springbuk, the firm's analytics team identified a variance in MRI/CT scans' cost based on Outpatient vs. Office setting.

In an outpatient setting:

- **MRIs on average cost $1,344 more**
- **CT scans cost $2,354 more**

PLAN

After uncovering such a large variant in location costs, the firm presented its client with a member rewards program that was available through their carrier. This program provides cash rewards of $50-$500 to members for choosing cost-effective providers for various services, such as MRIs, CT Scans, Colonoscopies, and Mammograms.

The team also worked with the employer's union to require members to explore various providers for MRIs/CT scans; they do not have to use the preferred provider, but they must consider their options to avoid penalty.



"Since partnering with Springbuk, we've been able to strengthen our client relationships by providing them a benefits data analytics experience that no other solution can. **In fact, Springbuk has helped differentiate what we bring to the market in such a way that we've brought on four new clients since beginning our partnership."**

President of Employee Benefits Consulting Subsidiary

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MEASURE

Going forward, to identify the program's success, the firm is measuring the following for the school district's Outpatient vs. Office images:

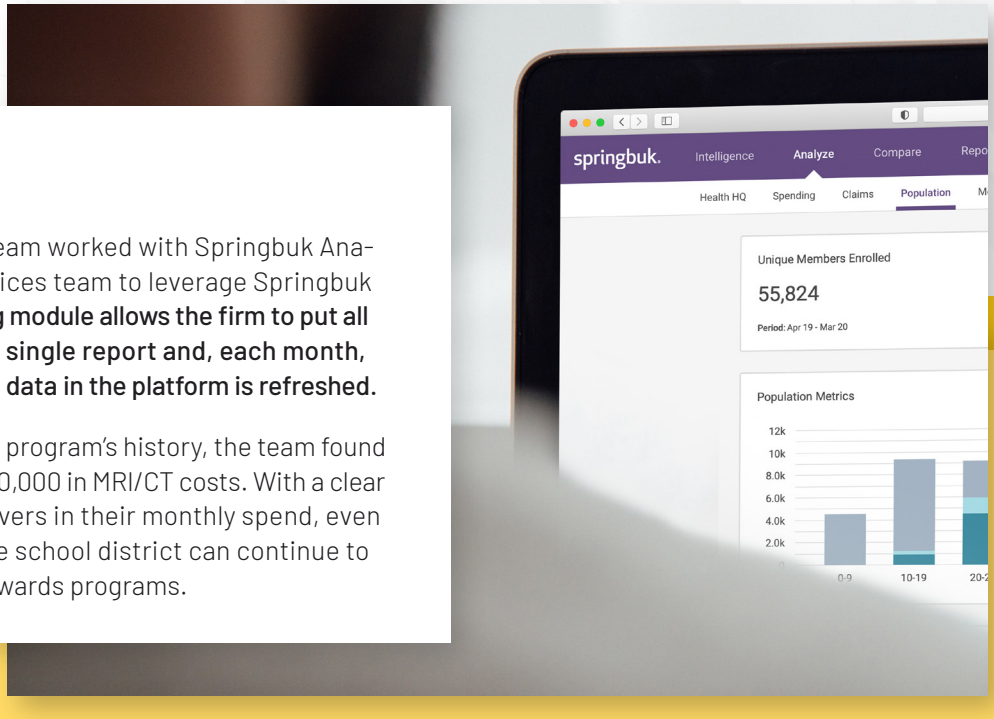
- Number of Images
- Total Spend
- Average Cost
- Difference of Average Cost



EVALUATE

After defining these metrics, the team worked with Springbuk Analytic and Strategic Consulting Services team to leverage Springbuk Advanced Reporting. **This reporting module allows the firm to put all of their image measurements into a single report and, each month, generate an updated report as the data in the platform is refreshed.**

When looking at reports early in the program's history, the team found that they had already saved over $100,000 in MRI/CT costs. With a clear understanding of the main cost drivers in their monthly spend, even after switching to a new carrier, the school district can continue to provide members with impactful rewards programs.



To see how Springbuk can help you optimize your employee benefits programs and contain costs, **request a walkthrough of our platform today at springbuk.com/request**

Schedule a Demo Today