springbuk

A SPRINGBUK CLIENT SUCCESS STORY

Unleashing the Power of Data: How Partnering with Springbuk Can Transform Your Benefits





Over the years, employer-sponsored benefit plans have been driven by a common goal: **contain healthcare costs.**

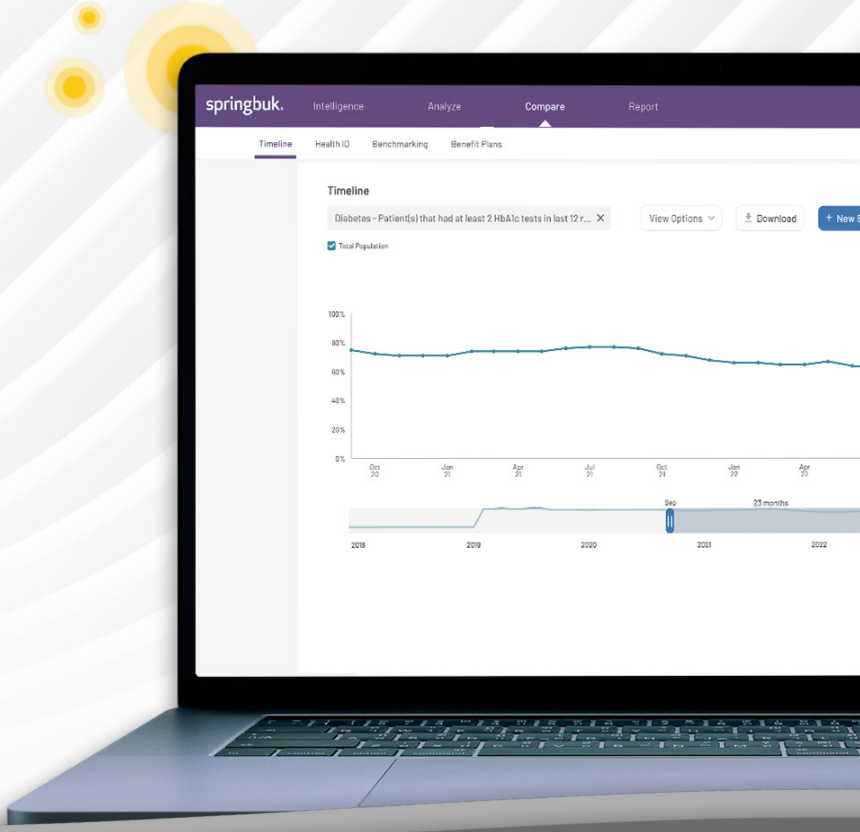
However, one Fortune 100 employer is flipping the script on how they approach and prioritize their health benefits. **Their plans are driven by their members' experience just as much as healthcare savings.** As a result, over the past several years, they have **added numerous programs and services to assist members with their health.**

springbuk®

DIAGNOSE

To maintain their employees' experience, despite a fluctuating healthcare landscape after 2020, the employer made **several plan design changes to absorb as much cost as possible.** But they quickly realized they also needed to **understand their program's impact,** and asked:

- Did they drive members to the right types of care?
- Were they effective in controlling program costs for members?
- Did programs move the needle the way they intended to in their population?

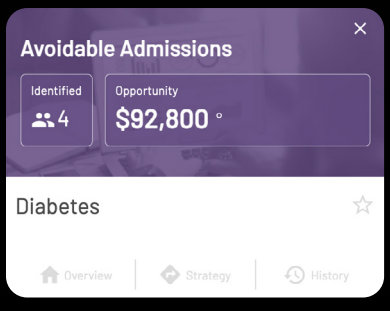


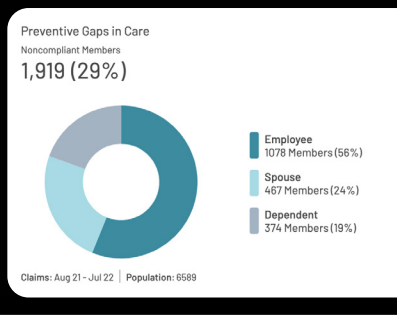
Historically, the employer relied on individual reports from each program vendor to answer these questions. But **their isolated data analysis gave them a stagnant, siloed view.** Additionally, there was no easy way to verify the metrics provided by their vendors.

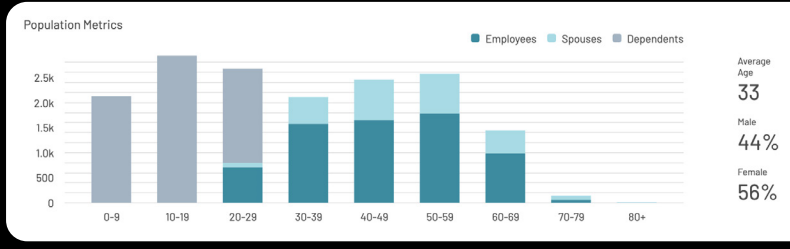
Frustrated with having data but no way to put it into action, they concluded that they needed a data warehouse that could integrate third-party vendor data and blend it with their medical and pharmacy claims to allow for a complete member or population-centric perspective. They also needed a partner that could collaborate with their vendors and become an extension of their team to:

- Build meaningful reports to illustrate outcomes
- Identify opportunities to inform intentional programs
- Improve the health of their members

The employer chose Springbuk as their partner. **With Springbuk, the employer gained more than a partner; they gained a team of experts to support them in their overall healthcare benefits strategy and initiatives.** Springbuk gives the employer the ability to access multiple data sources in a single place and illustrate the full picture of their population's risk and opportunities, along with demonstrated outcomes related to programs.







springbuk®

PLAN

The Springbuk team started from the top by thoroughly reviewing the employer's benefit offerings, including plan designs, programs offered, and program goals. This allowed the teams to understand what was working, where the opportunities lie, and what areas of care to focus on.

One of the employer's main goals was to ensure their existing diabetes program was effective, reaching the right members, and data provided by the vendor could be validated:

- Springbuk, the employer, and their diabetes vendor reviewed the vendor's program report, followed by a Q&A session to understand methodologies, terms, definitions, and more
- Next, the Springbuk Analytic and Strategic Consulting team internally built a diabetes-focused report with two purposes:

1. Re-create and validate vendor reports with medical and Rx data
2. Produce additional measurements to address other data points the employer was interested in evaluating (Gaps in Care compliance by metric, clinical risk, and other chronic conditions that could be shared back with the vendor)

MEASURE

Once the report was built, **the Springbuk team and the diabetes vendor met several times to review and collaborate on how to best present the data for the employer.**

The final report included additional measurements that would allow the employer to fully understand the impact of the program and spot clear opportunities for ongoing improvements and program refinements:

- Demographic breakdown of enrolled vs. non-enrolled members
- Member cost breakdown comparing medical vs. pharmacy costs
- Member disease severity levels
- Compliance rates for specific diabetes care metrics



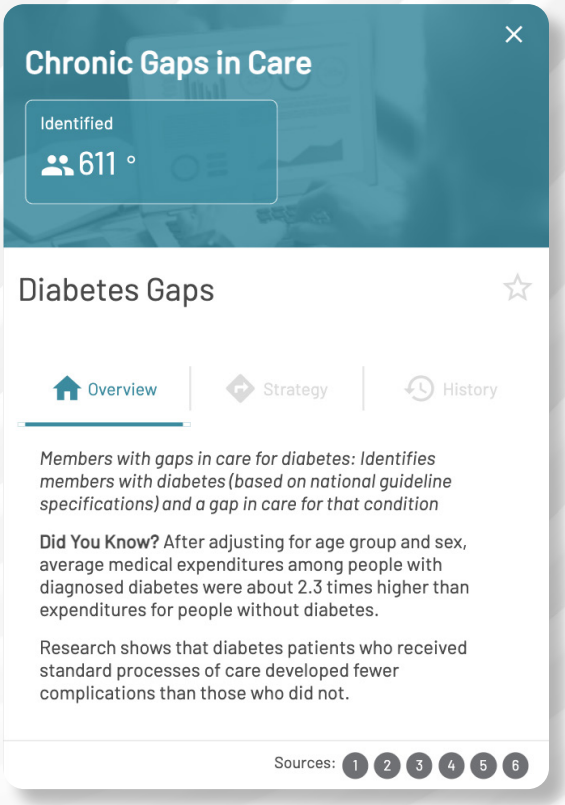
springbuk®

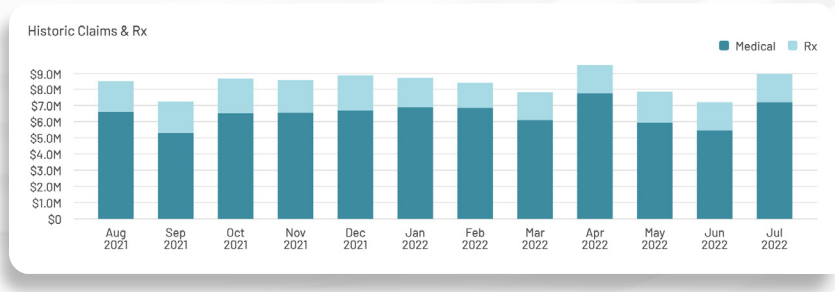
EVALUATE

As a result of this collaborative process, at the next Quarterly Review, Springbuk and the diabetes vendor together presented data findings to the employer's benefits team. This **allowed all stakeholders to participate in the conversation and discuss ongoing steps to monitor and improve the program based on data** from both parties.

In addition, they also developed short and long-term goals related to the program, including:

- Expanded analysis of engaged members
  - Further evaluate medical/Rx costs 6-12 months prior to engagement with diabetes program to identify additional potential cost savings
- Targeted education for specific gaps in care metrics
  - Diabetic retinopathy screenings
  - Foot exams
  - Medication compliance
- Enhanced risk adjustment
- Developed a strategy to engage younger members





Maximize the Impact of Your Health Investment

Healthcare moving forward is going beyond just focusing on medical and Rx costs. To see how Springbuk can help you merge all of your data and information together so you can make smarter, more informed decisions, visit springbuk.com/integrated-analytics.

