



Leverage Health Intelligence to make the right decisions.

A Client Success Story

HM Employee Benefits and Risk Management, a midwest consulting firm, had historically relied on raw data files and static reporting to draw descriptive conclusions for clients. While the raw files allowed them to summarize the data into relevant information — understanding where the data came from and providing specific data points to answer the client’s questions was more challenging.



“The problem was the lack of data manipulation and data bias. Springbuk helps manipulate the data easily and straightforwardly and helps eliminate the questions that may not be answered had we not leveraged Springbuk.”

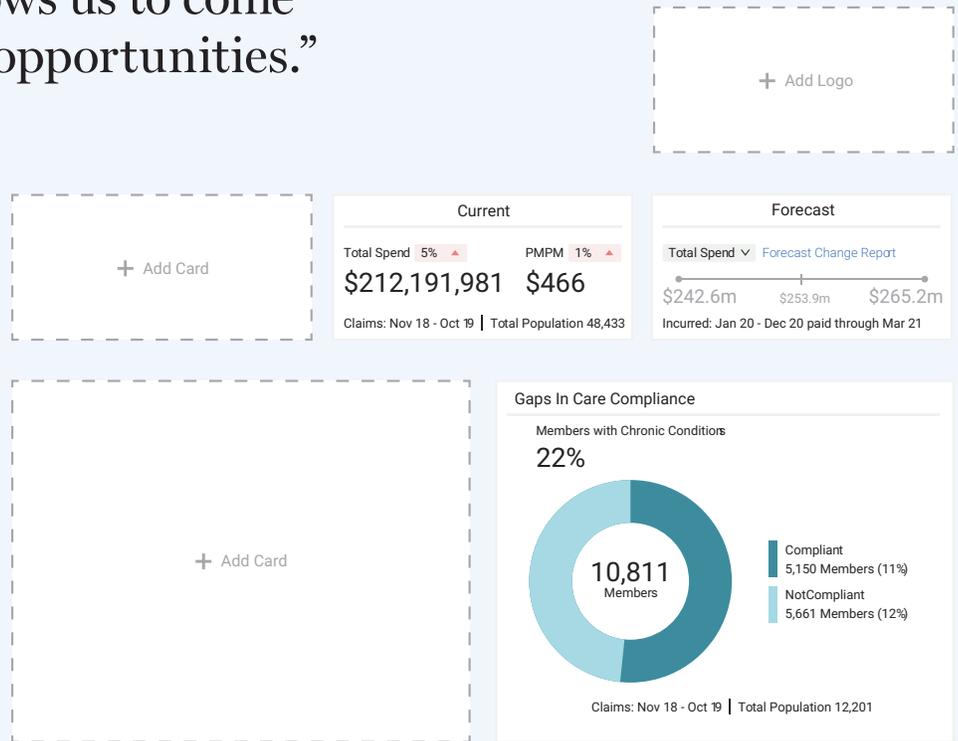
Laura Bartig,
Financial Analyst at HM

With the belief that understanding the data is the best way to give their clients strong strategic guidance, HM wanted to transition to a more intelligent solution. They went through an exhaustive process to find a health analytics solution – however, what they found created more value than basic claims analytics. They found Springbuk, a trusted partner in Health Intelligence.

Leveraging Springbuk daily, Laura Bartig, Financial Analyst at HM, is a true Springbuk Health Intelligence superuser. She is one of the top Springbuk users. Laura’s commitment to thoroughly digging into the data to make strategic observations and recommendations for HM’s clients is evident.

“With Springbuk, the data becomes a lot cleaner and allows us to come up with actionable opportunities.”

Paul Lancia,
Vice President and Partner at HM



A Streamlined Way to Share Direction

With Springbuk, when HM presents in meetings, clients can quickly understand the data findings. With the data in focus, the conversation frequently shifts to, “What can we do with this?” Using Springbuk Report Builder, the complexities of healthcare data points present with simplicity. Laura and the HM analyst team now have a starting point to build out analysis reports that show actionable insights in an easy-to-digest format that isn’t overwhelming.

Use Data to Make Better Recommendations

Recently, an employer client worked with HM to strategically implement a diabetic wellness program. A key benefit of this program that attracted the employer to this initiative was that after members opted-in to participate, they received necessary diabetic testing supplies and monitors.

To help track this program’s impact over time, the HM analyst team created a focus population (cohort) in Springbuk. When pulling reports, they found that this cohort’s total claims decreased by 33% over 12 months. Taking it a layer deeper, they uncovered that claims related to diabetic complications decreased by 75%, and inpatient care decreased by 96%. Through this wellness program recommendation, HM was able to help save their client’s plan money and influence healthier employee outcomes.

Health Intelligence Keeps You From Making the Wrong Decisions

HM had another employer client who reported an abnormally high inpatient/Avoidable ER utilization of 81 visits over 12 months. Of these 81 visits, only 9 (11.1%) were categorized under “Avoidable ER,” which included instances such as headaches, respiratory infections, and pharyngitis. If they had received this information through a carrier report, a common practice before Springbuk, it would have led their team to assume members on the plan may be going for inadequate reasons. With that mistaken assumption, they may have implemented plan design strategies with more member cost share.

Working in Springbuk Insights™, the HM analyst team identified the members utilizing the ER heavily across multiple cohorts and found there weren't many members going to the ER for the wrong reasons. Digging deeper into the raw data, they were able to see that most members were going for the right reasons, such as chest pain, broken bones, head trauma, and lacerations. Even more importantly, those falling into the “Avoidable ER” category only made up 6.7% of ER spend. With the power of Springbuk, HM can proactively identify clients' opportunities and help keep them from making the wrong plan changes.

Share Meaningful Insights that Improve Population Health

These examples are a testament to HM's dedication to utilizing the Springbuk platform to dig into the data and understand the population's actions. They can create focus populations to evaluate the struggles within a cohort in greater detail to determine whether solutions are working or not, or if something is a problem. This streamlines conversations, helps clients avoid making the wrong plan changes, and increases visibility into plan effectiveness.

Ready to see how Health Intelligence can help you dig into the data and make the right observations?

Learn more at springbuk.com/request.

Avoidable ER

Identified

9

Opportunity

\$45,309



Primary Care Visit More Appropriate

OVERVIEW
STRATEGY
HISTORY

Avoidable ER Primary Care More Appropriate: Emergency room visits that were due to conditions that would be considered more appropriately treated in a primary care setting instead of an emergency room.

Did You Know? *The reasons given by non-urgent patients for not seeking PCP care were accessibility (32%), perception of need (22%), referral/follow-up to the ED (20%), familiarity with the ED (11%), trust of the ED (7%), and no reason (7%).*

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