



Springbuk in Action

# Leverage Impactful Opportunities

Key data sources (integrated with Medical, Rx, Eligibility) – **carrier program data, onsite clinic data, third-party vendor data**

Employers need to have access to all types of data to inform their benefits strategies. That's why we've woven integrated analytics into the **Springbuk Health Intelligence™** platform. At its core, integrated analytics is the ability to consolidate data from multiple disparate sources to provide a unified, single view.

This can tell a completely different story, and ultimately help employers make smarter decisions. Let's explore how integrated analytics can be a differentiator in moving from short-term solutions to long-term impact.



Members that qualify for the expanded program offerings can be identified and contacted to by the various solutions to positively impact their health status. By integrating program data from the Springbuk data model, it's easy to see which members are engaging with the vendors and at what level.

**Benefits leaders can also identify where members are in their healthcare journey to understand:**

- › Are they closing gaps in care and following recommended therapy?
- › Is the value members receive from the program what we expected?
- › Are we seeing an increase in primary care through the clinic and a reduction in risk factors?
- › Who is not engaging in these programs?

And, if it's identified that a program would be of value to a member, **benefits leaders can leverage Springbuk to understand:**

- › What are their hurdles and hesitations?
- › Are there patterns or trends that might help increase engagement and/or engagement levels?

**Program data alone does not tell us what is happening with the member.** Additional information on comorbidities, surgeries, drugs, compensation, other programs, etc., could impact engagement or how a member reacts to outreach.



## Enhance Benefits Strategy

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With the addition of new programs, the employer continues to see enhancement of the overall benefits strategy used to help attract and retain top talent as well as support and provide employees and families with the right health care when needed.

By being prescriptive with the benefit plan offerings and design, the employer can ensure it has the right programs in place to address the members' needs, **which ultimately helps reduce medical waste on programs and initiatives that are likely to go unused or be ineffective.**

To see how integrated analytics can help you improve the health outcomes of your employees, visit [springbuk.com/integrated-analytics](https://springbuk.com/integrated-analytics)

