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Empowering Your Moments in Time

When you see this icon, click to get bonus content.

Each year, **there are pivotal moments** in your benefits calendar that require you to make key decisions that will optimize your health investment, including:

Plan design changes

New program and vendor selections

Measuring the impact of current programs and vendors

You sit on stockpiles of data that hold the key to strategically guide these moments; however, data is just that - data. **You need actionable direction.**

When you partner with Springbuk – **you don't have to be a data expert to be an expert on your data.** Springbuk is the health data analytics solution that can empower more impactful decisions to create plans and programs that are backed and guided by data. **Let's explore how Springbuk does the heavy lifting for you – so you can focus on plan design decisions** that will help you make program selections with ease and track metrics that highlight the success of your initiatives.

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Quickly Adapt New Health Data Analytics

We understand your organization has made numerous investments to improve your health benefits offerings. Over the years, you've dedicated significant amounts of time and budget to evaluate and implement a health benefits management solution.

It's tedious. It's time-consuming. And, once you've chosen your vendor and made it through the onboarding process, it can feel daunting to start over with a new platform.

However, when the time comes to extend beyond your legacy solutions, **our team is ready to take on the heavy lifting** and provide you and your team a seamless transition experience.

Onboarding is the most important part of your journey. We carefully monitor and engage with you throughout onboarding and implementation, ensuring you are set up for long-term success.

[The Springbuk team](#) will work with you to craft a strategic project plan along with ongoing support through regularly scheduled calls to provide updates and cover upcoming tasks. **Our Implementation Project Managers (IPM) personally handle coordinating with your other vendors** to ensure the data feeds are configured for your needs.

Our priority is that each customer has a consistently efficient experience as they are onboarded. **Because when our job is done, you are ready to gain the health intelligence you need to start preventing disease with data.**
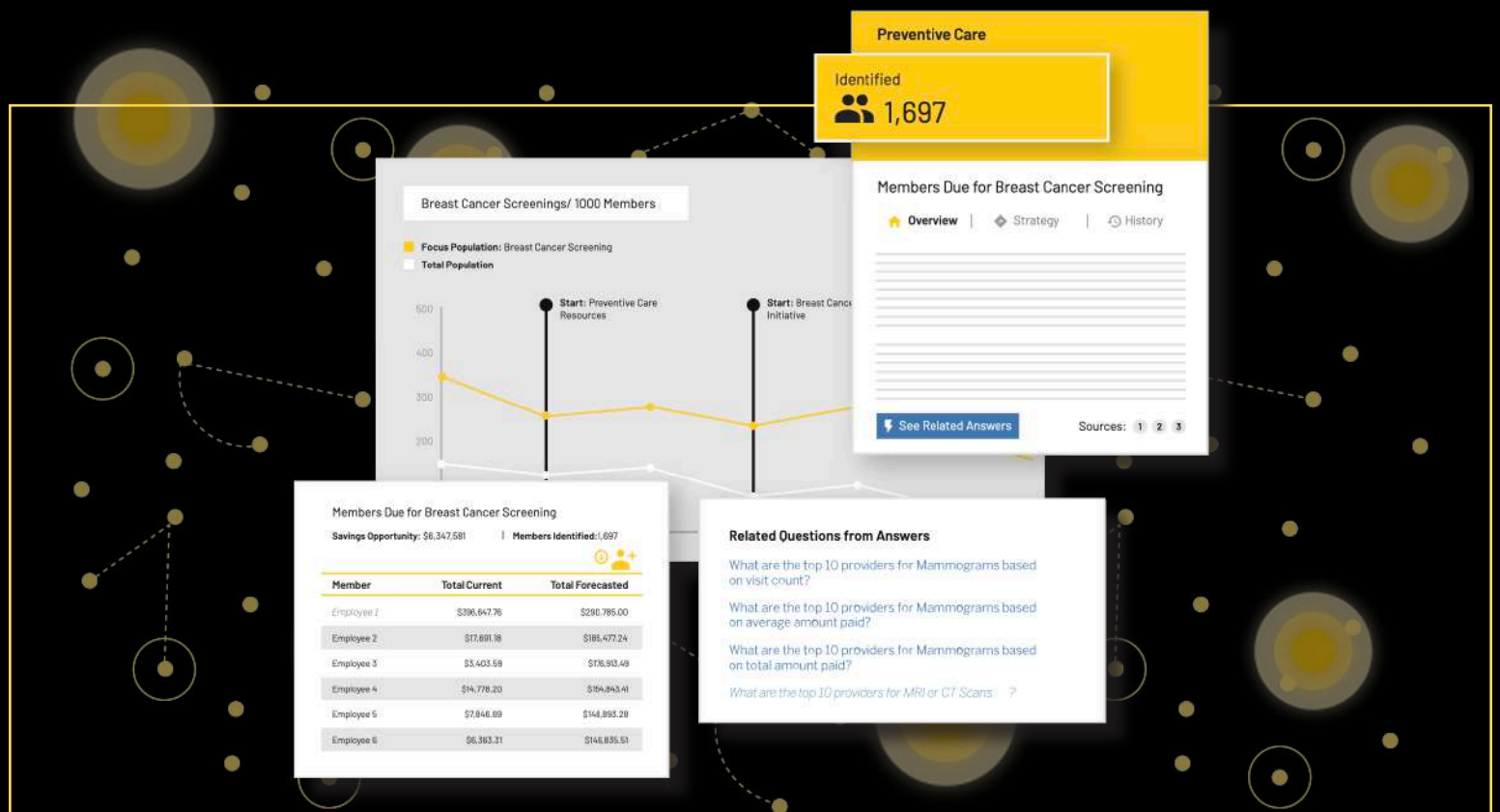
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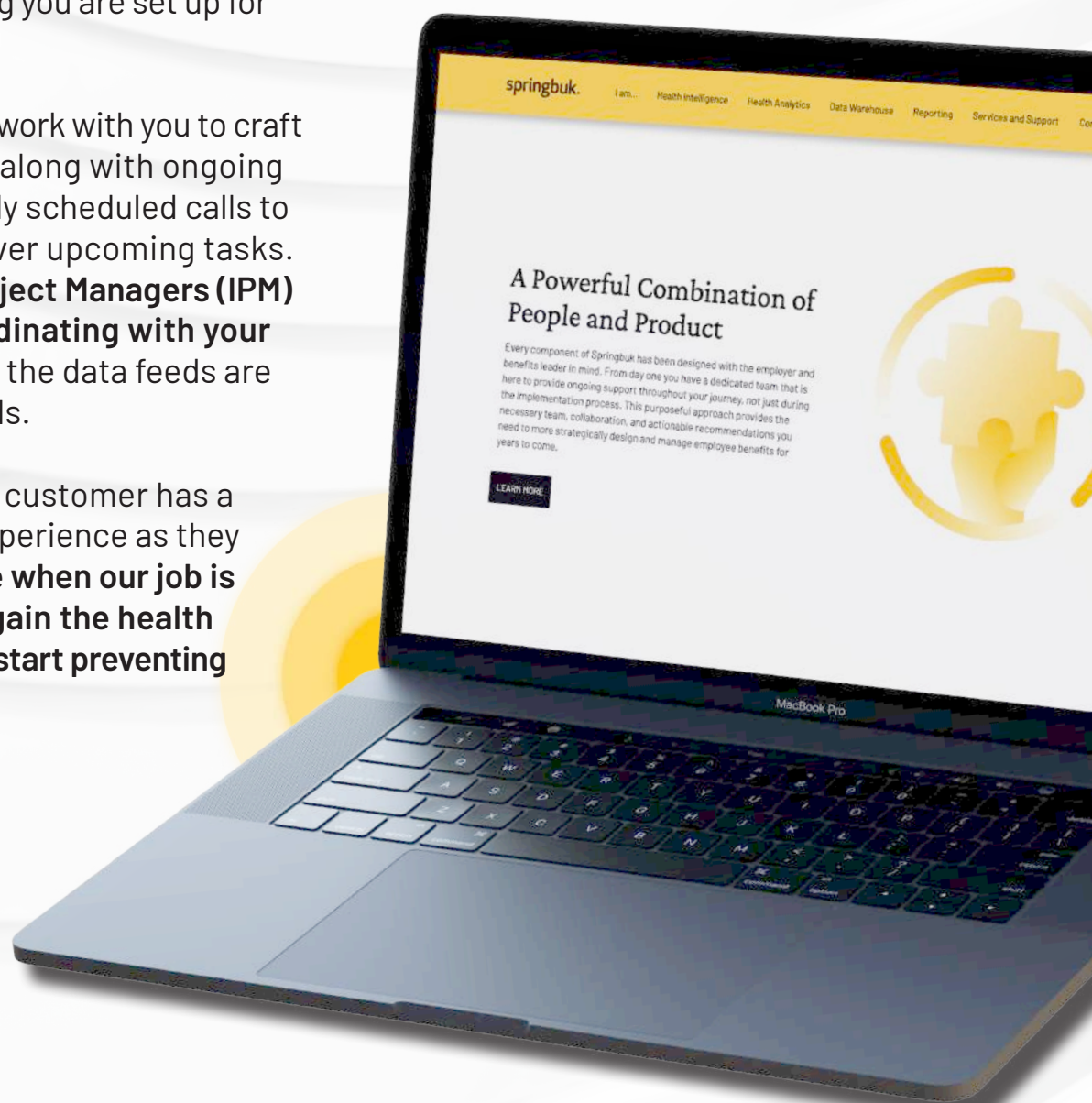
Initiate Plan Design with Data-driven Direction

The first step in crafting any top-tier benefits plan is understanding what your employees truly need. Every population is unique, and it's essential to keep in mind that benefit needs will shift as employees are hired, retire, or take on new opportunities.

When you begin preparing for your renewal season, a good starting point is understanding:

"What are my population's current needs and <u>care gaps?</u>"

❭ Historically, this question can be difficult to answer; legacy analytics solutions require you to know the questions to ask, where to look for answers, and ultimately give you just another directionless data point.

❭ But with the latest in artificial intelligence and machine learning, finding opportunities to improve health outcomes and optimize your plan takes a matter of minutes.


Powered by data science and thousands of algorithms, <u>the Springbuk Health Intelligence</u>™ platform generates actionable strategies to guide disease management resources and risk mitigation strategies more effectively.

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● Prioritize Benefits Strategies Specific to Your Population's Needs

Springbuk Insights™ goes beyond analyzing health and wellness data; it generates actionable strategies and predicts members at-risk of conditions to more effectively guide disease management resources and risk mitigation strategies.

Insights cards present information to implement strategies to take action and track improvement over time.
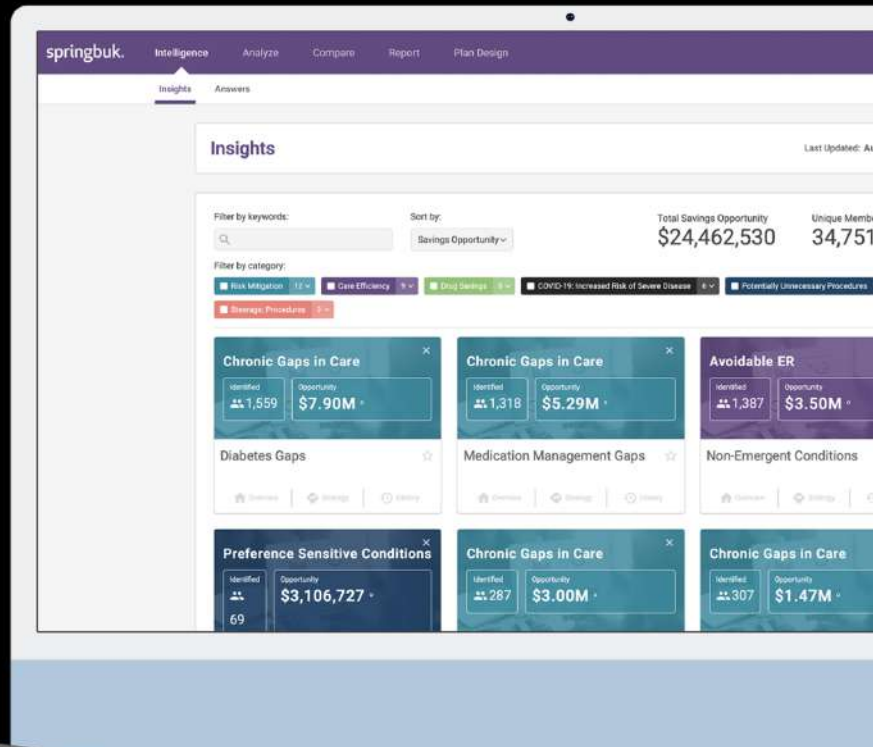
Upon logging into the platform, various Springbuk Insights cards will populate, displaying the **different opportunities within your population.** These can include:

Risk Mitigation	Chronic gaps in care, comorbid members, forecasting event predictions, high-risk members, and preventive care
Care Efficiency	Avoidable inpatient admissions, avoidable ER, and ER pattern of use
Drug Savings	Generic savings, opioid risk, and specialty drugs savings
Steerage Procedures	Members with preference-sensitive conditions at increased risk for future surgeries that may not be necessary
Potentially Unnecessary Procedures	Identifies members that received preference-sensitive surgeries

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The Springbuk Platform in Action:

Uncover Hidden Location Cost Variants to Optimize Spend

A brokerage firm's client was curious if the analyst could uncover any cost-saving opportunities their previous broker hadn't surfaced. Within minutes of logging into Springbuk Insights, the analyst identified a variance in MRI/CT scans' cost based on Outpatient vs. Office.

In an outpatient setting:

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

Guide Benefits Vendor Selections with Data

For years, an employer had not engaged a wellness program vendor in their benefits strategy. Their Wellness Health and Wellness Committee had been working with a benefits advisory firm to justify the cost of a wellness vendor, but came up short on the data sets needed to receive stakeholder buy-in.

The Springbuk Analytic and Strategic Consulting team built a custom risk factor analysis that included metrics around gaps in care and the Springbuk proprietary financial forecast and risk scoring models. This report also underlined various compliance gaps and opportunities to mitigate the risk of future disease.

For the first time, the employer's Health and Wellness Committee had the information needed to bring on a wellness vendor.

Program Selection

The next step in your plan design process is understanding, **"Which programs or point solutions will support the needs of my workforce?"**

Easily Identify Opportunities and Resources to Maximize Plan Impact

Springbuk Insights™ distills your data and curates direction on the next steps you can **act on today** by:

〉Driving **immediate impact** through the identification of gaps in care

〉Identifying **patterns** among your employee population

〉**Uncovering opportunities** to avoid unnecessary procedures, recommend lower-cost drugs, mitigate risk, and improve the efficiency of care

〉Targeting populations that are **at risk** with preventive interventions

〉Having a **single source of truth** between internal stakeholders, vendors, and health solutions
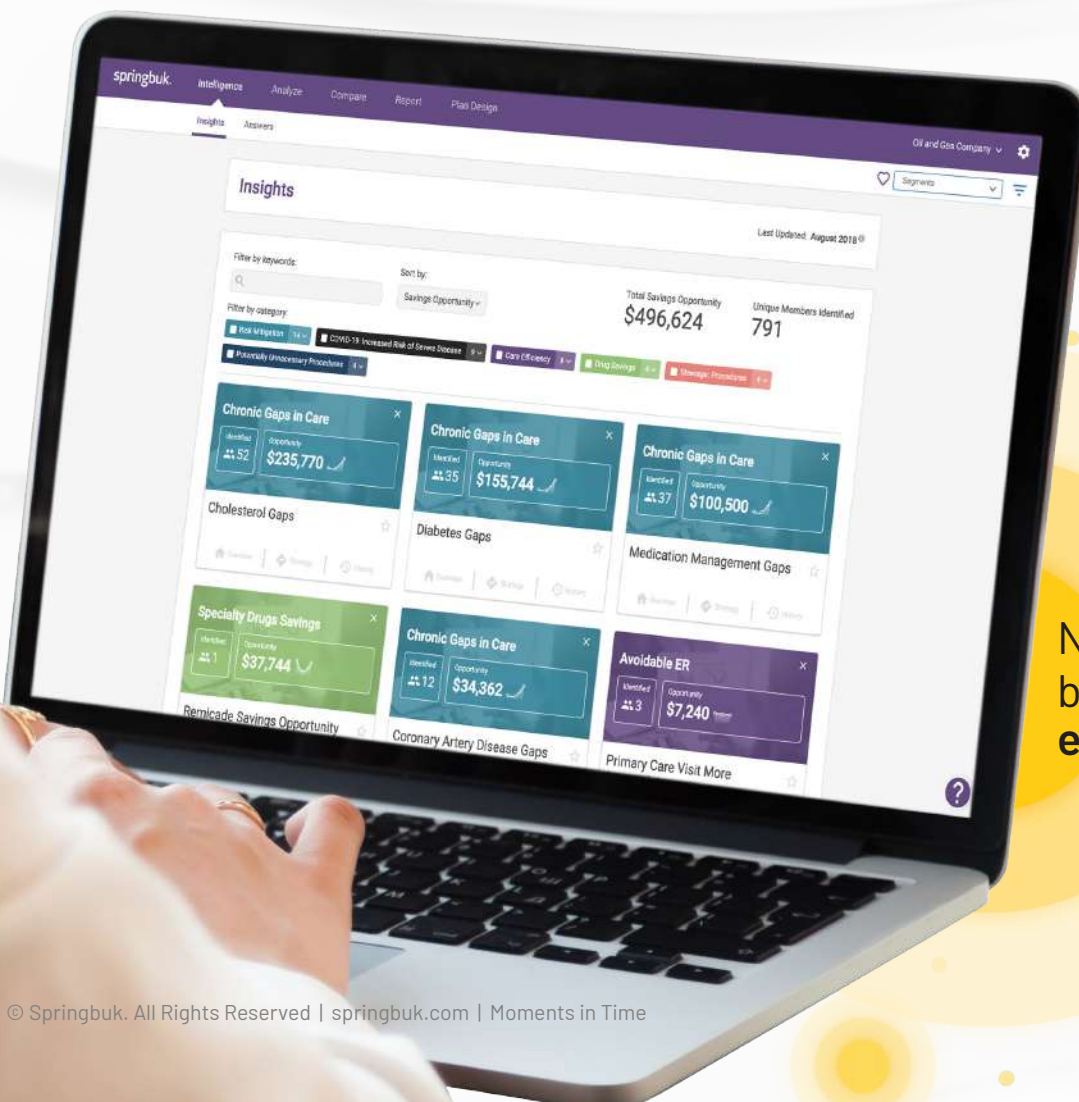
Now you don't have to be a data expert to be an **expert on your data.**

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With a cost-saving opportunity in focus, Springbuk goes the extra mile to equip you with curated strategies for your target population, such as:

❭ **Closing compliance gaps** to avoid future high costs due to flare-ups and chronic conditions

❭ Creating incentives to assure members receive the necessary **checkups for chronic conditions**

❭ **Individualizing treatment** management based on condition

> This type of information empowers you to ask the right questions when evaluating programs and understanding the difference between vendors to help you close compliance gaps and mitigate future risk.

The cards on your Insights dashboard will help generate a framework of where to focus your initiatives. For example, you might click into one of the Insights cards that:

❭ Identifies **2500 members** in your population with a diabetic gap in care

❭ Demonstrates an opportunity for **$3 million in plan savings**

The Springbuk Platform in Action:

Quickly Uncover Rx Savings Opportunities

When an employer client came to a benefits advisor, frustrated with their growing monthly spend on prescriptions, the team began exploring various opportunities, eventually leading them to a PBM that boasted significant cost-saving opportunities.

After weighing their options, the client decided to carve out their prescription Rx spend. This plan design change gave them the **freedom to flexibly design** their benefits plan and act on the cost savings opportunities.

Data-driven Plan Design Prevents Opioid Abuse

Within Springbuk Insights, an employer and their benefits advisor found that one of the greatest opportunities in the employer's population came from **connecting opioid usage with mental health.**

While the prevalence of at-risk employees within this employer population was below the Springbuk benchmark, the employer's innovative HR team saw an opportunity to proactively lead this conversation and drive meaningful change. **They worked to create a strategy to manage opioid usage and mental health by:**

❯ Identifying and monitoring at-risk behaviors for early opioid abuse detection

❯ Providing strategies and resources when opioid usage became an issue

❯ Creating opioid management and education programs through their pharmacy benefits manager

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Program Impact

After choosing your new program and enrolling your members, **the next step is to measure your plan's impact.** You've worked hard, and you should be able to showcase the effect your programs and plan changes are having on your population.

To achieve this, you'll want to understand, "What metrics can we use to track program engagement and identify opportunities to tailor communications?"

☀ Monitor Progress and Program Engagement to Keep Members on Track ⌖

Springbuk Timeline™ helps you see and tell the story of the interventions that have driven the greatest impact for your population's health.

❭ For example, if you noticed an increase in ER utilization for non-urgent visits, and you took action by implementing an increased ER copay, you could **see how the number of ER visits per 1000 members changed** after the copay had one into effect.

❭ Springbuk Timeline can monitor these changes over time, so you **know when to re-engage** with your population to keep members on track with health-related behaviors.
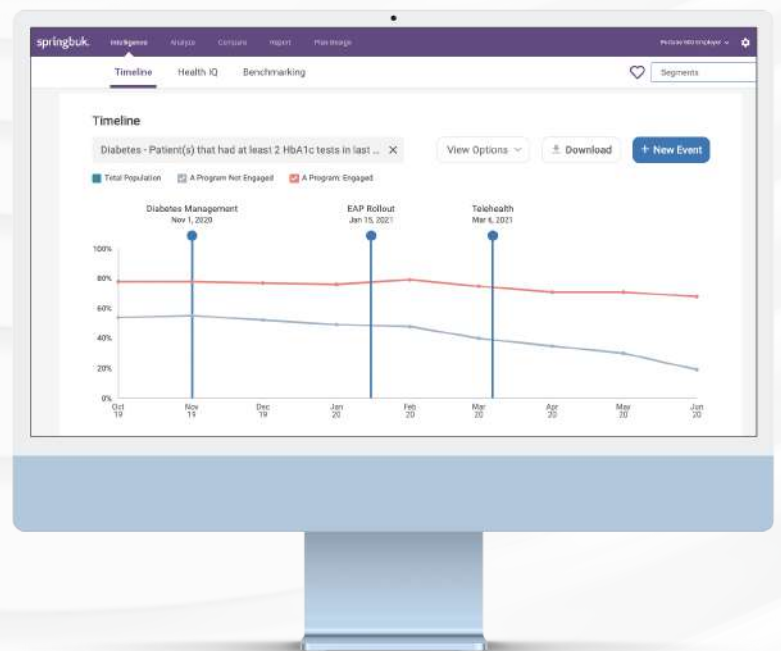
Using Timeline, you have the tools to:

❭ **Monitor the impact** of plan changes and programs over time and benchmark them against different time periods

❭ Associate health outcomes with the **plan design changes you've made**

❭ Create employee cohorts to **track progress** and compliance gaps

❭ **Compare the impacts** of different types of programs or vendor solutions

The Springbuk Platform in Action:

Increase Engagement and Mitigate Future Disease Risk

After a benefits advising team uncovered **only 66% of their client's population had completed mammogram screenings,** the team worked to bring in a mobile mammogram clinic that would be parked in front of the client's various offices for two days.

To track the success of the mobile mammogram clinic, the team used Springbuk Timeline to plot the mammogram clinic event and track the number of breast cancer screenings before and after implementation of the mobile clinic program and found:

〉 In the following 12-month reporting period, breast cancer screening **compliance for this population increased to 73%,** an overall increase of 10.6%.

〉 The screenings also indicated that **one employee had early-stage breast cancer.**

〉 The doctor stated had this benefit not been offered to employees, **this employee's cancer could have gone on undiagnosed and developed into a much more severe stage,** requiring more invasive treatment and increasing additional complications.

Measuring the Impact of Health and Well-being Programs

After an employer identified 1200 members in their population with a diabetic gap in care, demonstrating an **opportunity for $7 million in savings** opportunities, they implemented a new diabetes management program to close compliance gaps. To understand how the program was impacting their population, the employer wanted to know how they could continue to **re-focus and align resources** to meet employees' needs and health risks.

Using Springbuk Timeline, the employer easily **tracked which members engaged** with their diabetes management program. By quickly identifying the individuals who were not engaged, they could **tailor ongoing communications** and programs to this group. With Timeline, the employer has the insight needed to:

〉 Target monthly newsletters

〉 Move from general topics to specific educational resources

〉 Positively affect high-impact team members

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Use Your Data to Make Impactful Benefits Program Decisions

Whether you're preparing for renewal season or evaluating a plan design change mid-year, **Springbuk makes it possible to ensure your healthcare and benefits program decisions are backed and guided by data.**

Let us show you how we provide data-driven employers like yourself with the immediate insights needed to optimize your plans and maximize your most valuable resource - **your people.**

Visit springbuk.com for more information or to request a demo