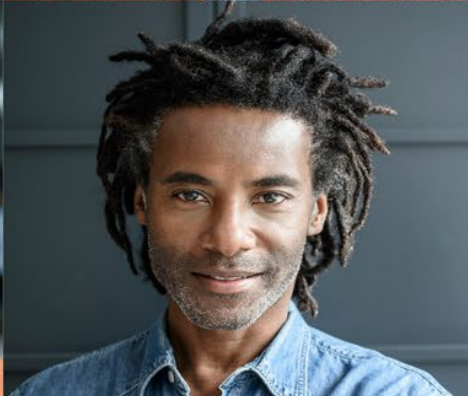
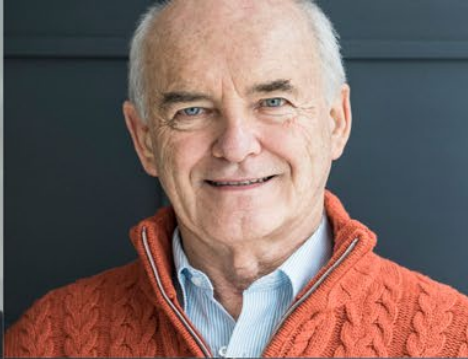


Special Webcast

How to Strategically Measure Program Impact Through Data Trends

September 29, 2021



Some of the critical questions and issues we will be answering today

- Demonstrate tactics to initiate plan design with data-driven direction
- Turn all your health data into strategic program selection
- Explain metrics and solutions to easily evaluate and measure program impact



Earn Credits



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Making the most of the webcast

Ask Questions
(via the Q&A box)



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Resources



Today's Speakers



Jennifer Jones
Population Health
Practice Leader
Springbuk



Penny Moore
Chief Commercial Officer
Springbuk



Stela Lupushor
(Moderator)
Senior Fellow &
Program Director, Human Capital
The Conference Board

Health Intelligence

Synthesis of knowledge (data) distilled down to *opportunities* and *information* at your fingertips



The Silicon Review®
30 MOST INNOVATIVE BRANDS



Awarded Best Use of AI in Insurance by the The Global Annual Achievement Awards for Artificial Intelligence

Insights Answers

Insights

Welcome to Insights! We've analyzed your data and uncovered actionable opportunities for your population. Below, you will find curated content to improve health and care efficiency for your members, focusing on strategies and tools to mitigate risk, decrease cost, and track improvement over time.

Insight Stream | October 2018 ●
Discover data trends, savings opportunities, and ways to improve the health of your population.

Risk Mitigation 17 ▾
 Care Efficiency 15 ▾
 COVID-19: Increased Risk of Severe Disease 10 ▾
 Drug Savings 8 ▾
 Storage: Procedures 4 ▾
 Potentially Unnecessary Procedures 4 ▾

Total Savings Opportunity ¹ | Unique Members Identified ¹
\$951,165 | **1,875**

Preference Sensitive Conditions ×

Identified ¹ 4 Opportunity ² **\$260,484**

Spinal Fusion and Joint Replacement ★

Overview | Strategy | History

COVID-19 Risk: Diabetes ×

Forecasted ³ 189

Type 2 Diabetes: Members Currently Identified or At-Risk ★

Overview | Strategy | History | Forecast

Preference Sensitive Conditions ×

Identified ⁴ 33

Arthritis: Risk of Knee or Hip Replacement Surgery ★

Overview | Strategy | History

Avoidable ER ×

Identified ⁵ 4 Opportunity ⁶ **\$4,525**

Preference Sensitive Conditions ×

Identified ⁷ 1 Opportunity ⁸ **\$2,750**

Generic Savings ×

Identified ⁹ 2 Opportunity ¹⁰ **\$289**

Poll Question:

Is there a shared understanding between your executive team and HR/benefits team around your health benefits challenges?

Response Options:

1. Yes
2. No

Poll Question:

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Response Options:

1. Yes
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Poll Question:

I would say, my organization's ability to objectively measure program ROI is:

Response Options:

- Mature and proven
- In process
- In need of help
- Non-existent

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Empowering Your Moments in Time

Plan Design

Generic Drug Savings, Steerage of Procedures, ER Avoidance, Core Financial Reports



Program Selection

Which programs does my population need and will impact cost trends



Program Impact

Objectively measure performance of point solutions and other vendors



Poll Question:

What is your biggest challenge in employee health benefit planning?

Response Options:

1. Plan Design
2. Program Selection
3. Measuring Program Impact

Poll Question:

What is your biggest challenge in employee health benefit planning?

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Program Impact

Objectively measure performance of point solutions and other vendors

Data Guides Plan Design

- › Potential impact is driven by data science and Event Detection algorithms
- › Data is easily and readily accessible
- › Recommended strategies provide guidance for impactful programs

✕

Preference Sensitive Conditions

Identified

74

Opportunity

\$3,233,645

Spinal Fusion and Joint Replacement ☆

🏠

Overview

➡

Strategy

🕒

History

Preference-sensitive admissions are hospital inpatient admissions for services that should be evaluated in terms of risks and benefits for the member, and where less invasive therapeutic alternatives are available. Research indicates medical decisions for these services may not reflect the member's preference. Examples include spinal fusion and joint replacements.

Did You Know? "In a 2010 study, only 36 percent of members facing important medical decisions indicated that they were extremely well informed about the decision confronting them."

⚡ See related Answers

Sources: 1

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Program Selection

Which programs does my population need and will impact cost trends

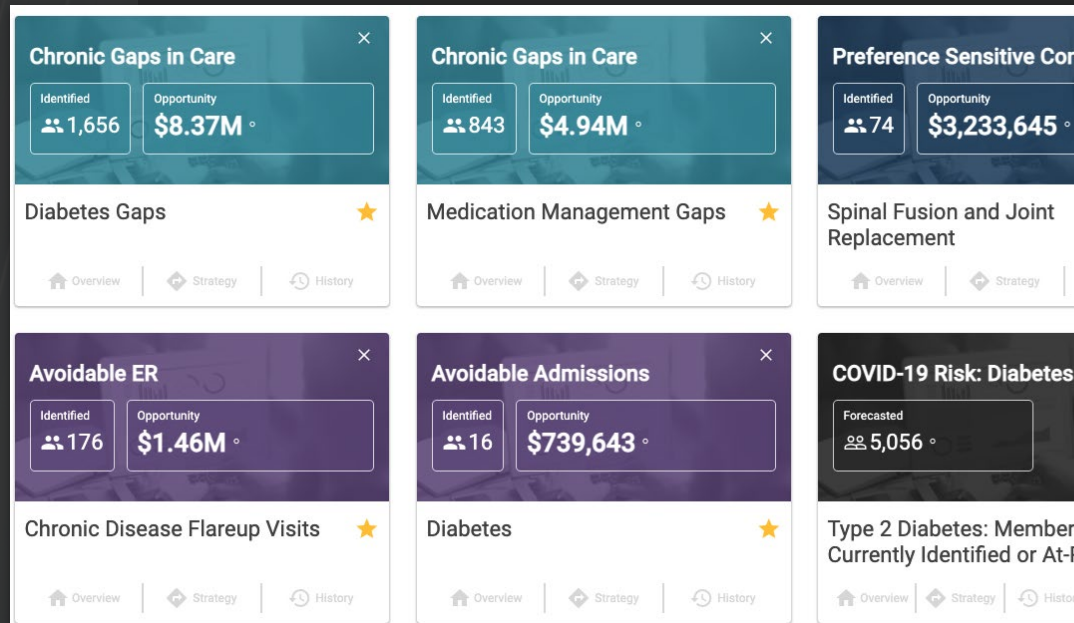


Program Impact

Objectively measure performance of point solutions and other vendors

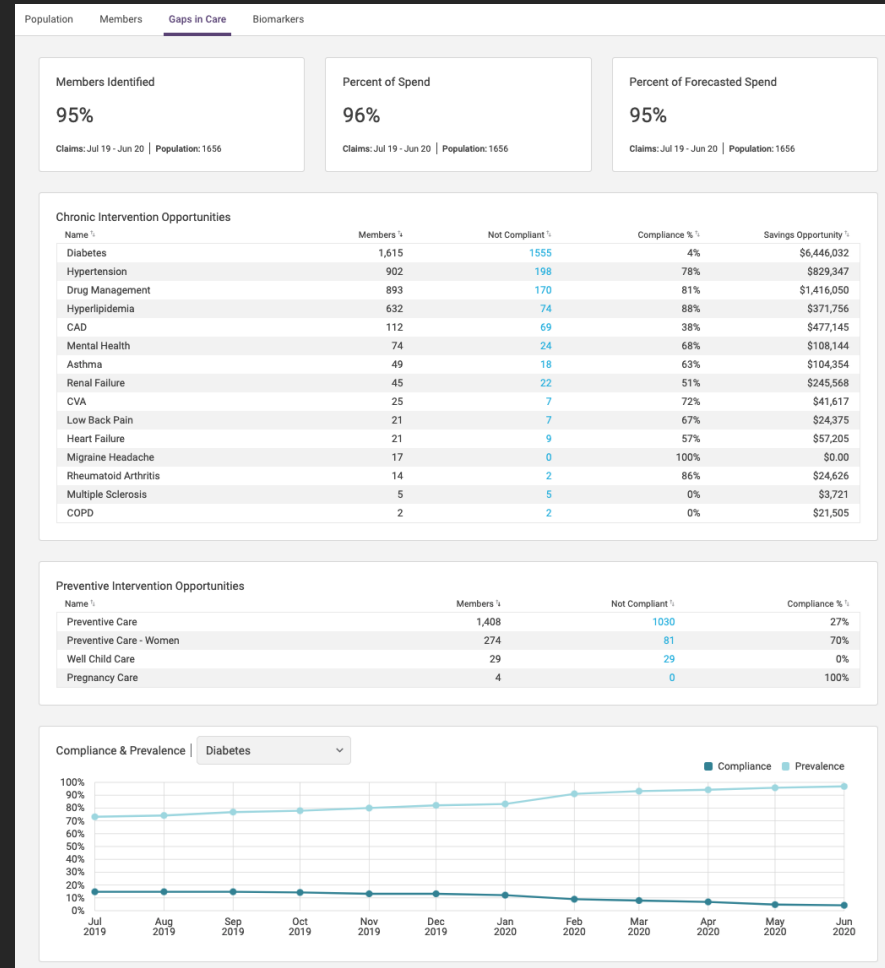
Program Selection

- › Quickly identify top conditions or areas of needed focus
- › Create cohorts or focus populations in seconds to track throughout platform
- › Get the insights needed to select or modify programs and set correct goals



Focus Populations

- › Deeper understanding of who is driving the cost for a specific cohort.
- › Quick demographic breakdown to assist in evaluating if and how a program would benefit your employees.
- › Ask the right questions when evaluating a program, writing a RFI, or working with your consultant.



Poll Question:

How well can you track and report on the success and impact of health intervention/point solutions over time?

Response Options:

1. Very well
2. Moderately well
3. A little
4. Not at all

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Program Selection
Which programs does my population need and will impact cost trends



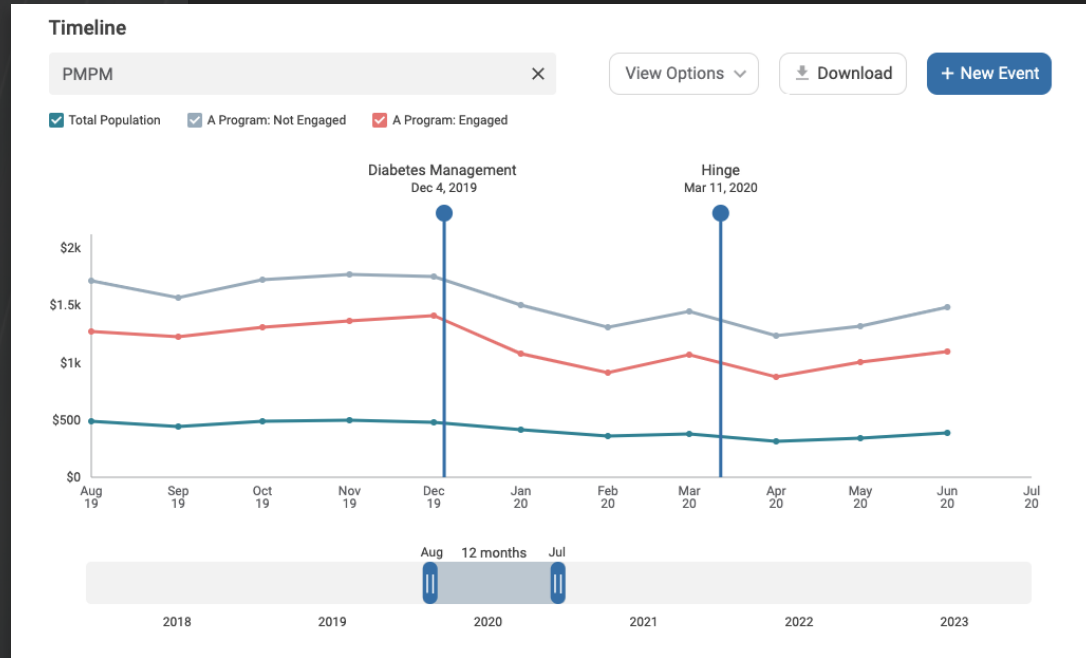
Program Impact
Objectively measure performance of point solutions and other vendors

Timeline

Tell the story of the interventions that have driven the greatest impact in your population's health.

Utilization and cost impact metrics

- > Compliance rates
- > ER/Inpatient/ Outpatient/Pharmacy Utilization
- > Cost
- > Risk Scores
- > Preventative Screenings



Impact Report

Allows your team to define and track metrics that matter to you

Automatically refreshed monthly

Example using following data sources

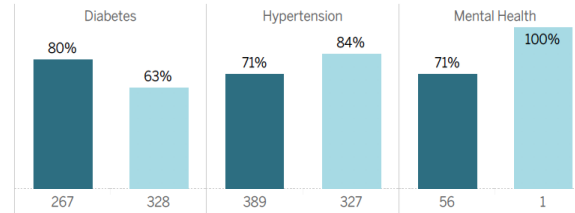
- › Monthly Enrollment
- › Lab Data
- › Member level data
- › Monthly Claims Summary
- › Gaps in Care Data
- › Diagnosis Groups
- › Medical Claims

Compliance Impact: Program Utilizers vs Non-Utilizers

Measures without any compliant members excluded

Compliance Percentage by Condition

Total members displayed on the bottom



■ Program Utilizers ■ Non-Utilizers

Diabetes Program Utilizers

- Diabetes 17.3%** Higher Compliance
- Hypertension 12.3%** Lower Compliance
- Mental Health 28.6%** Lower Compliance

Breakdown by Measure

Condition	Measure Description	Program Utilizers	Non-Utilizers
Diabetes	Plus CAD: Statin therapy	94%	92%
	With Hypertension: attention to blood pressure	89%	91%
	Medical attention for nephropathy: screening or evidence of nephropathy	90%	84%
	With nephropathy: ACE-I or ARB	92%	83%
	Hemoglobin A1c (HbA1c) testing	93%	79%
	LDL-C screening performed	90%	72%
	Lipid profile or all component testing (total cholesterol, LDL-C, HDL-C, triglycerides)	90%	71%
Hypertension	Receiving two or more agents, one should be thiazide diuretic	84%	88%
	Multiple risk factors & receiving at least two agents from different classes	70%	74%
Mental Health	Appropriate antipsychotic medications		100%
	Antidepressant medication: effective acute phase treatment	93%	
	Antidepressant medication: effective continuation phase treatment	73%	

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Want to explore more best practices?

PLEASE REACH OUT DIRECTLY TO:

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Jennifer Jones
jjones@springbuk.com



Upcoming Webcast Programming from The Conference Board



- [Inclusive Leadership for Building Equitable Organizations](#) (October 7, 2021)
- [The Employee Experience: Definition, Measurement, and Its Role in Promoting Positive People and Organizational Outcomes](#) (October 12, 2021)
- [Time For A Radical Shift Towards Teaming](#) (October 12, 2021)

View all our upcoming webcast programs at
<https://www.conference-board.org/webcasts/upcoming/>

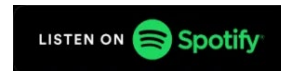


NEW Podcast Series: C-Suite Perspectives - Insights for What's Ahead™



Hosted by our CEO, **Steve Odland**, this bi-monthly series features in-depth interviews with thought leaders from The Conference Board to provide senior and C-suite executives with data-driven insights to prepare them for what's ahead.

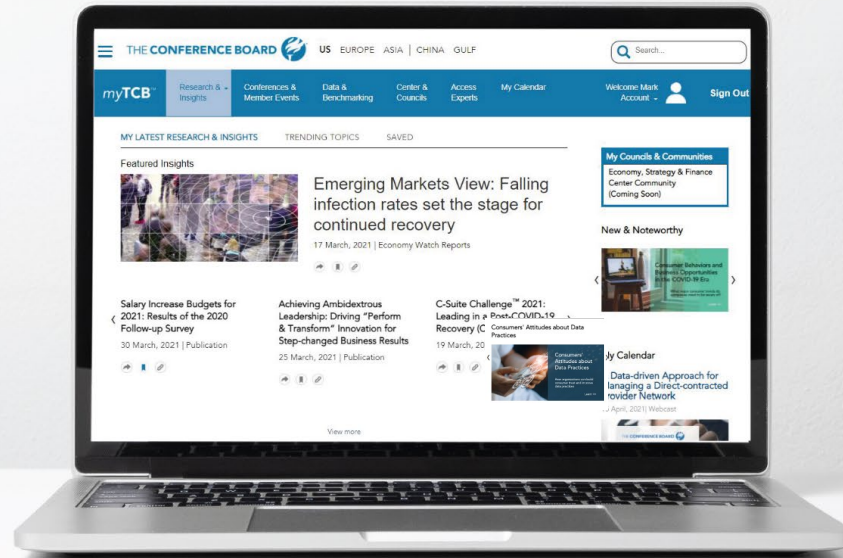
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The Conference Board members.

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