Leveraging Data to Inform Communications Strategies and Engage Our People

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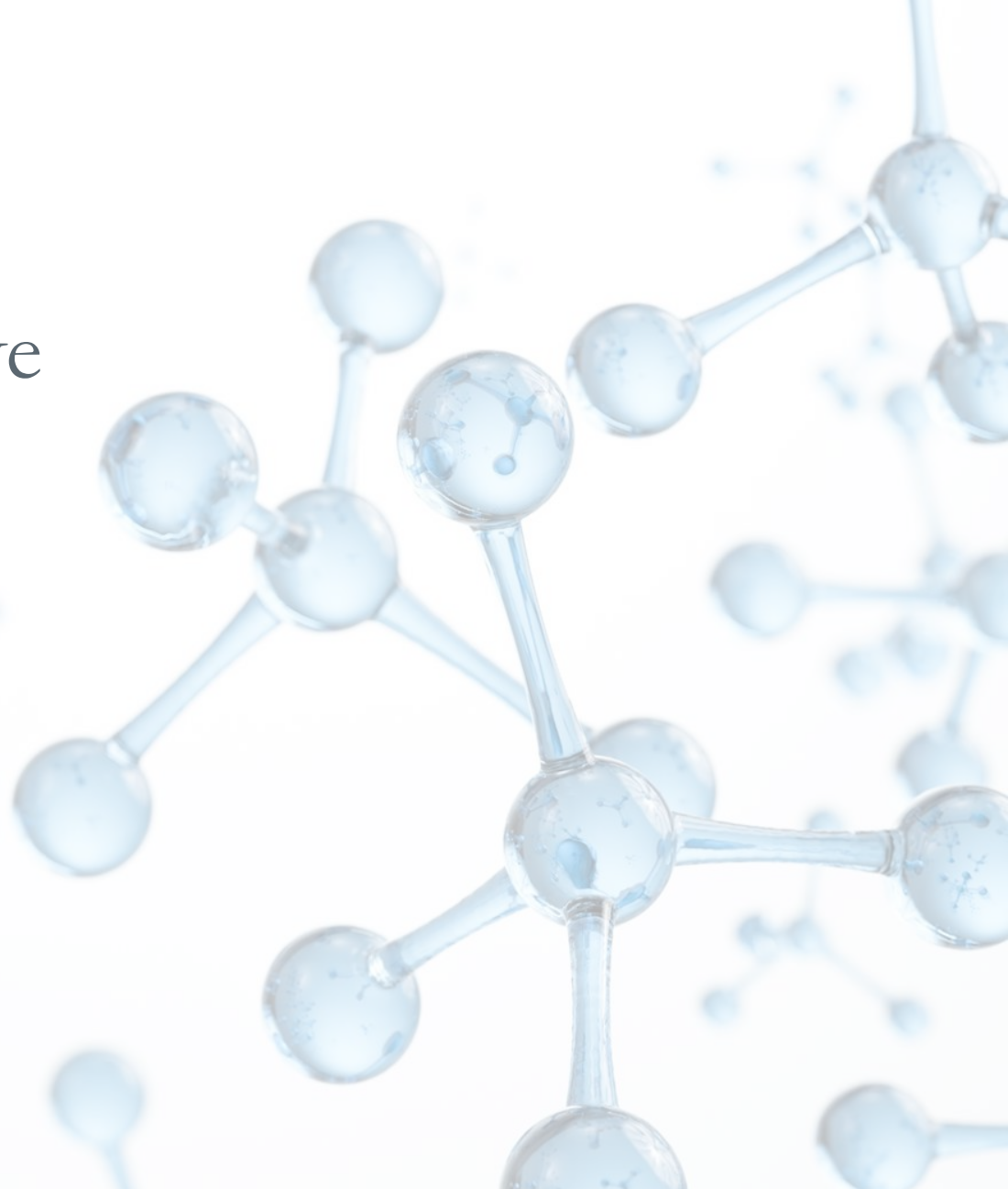
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The importance of data insights to drive business decision intelligence

A data-driven approach is the backbone and starting point for any solution or outreach plan, including those focused on advancing the health and wellbeing of your people.

What we know

INDUSTRY MEMBERS BY AGE GROUP

- 6.8%
- 23.8%
- 26.6%
- 42.8%

Legend:
- Age 0-19
- Age 20-49
- Age 50-64
- Age 65+
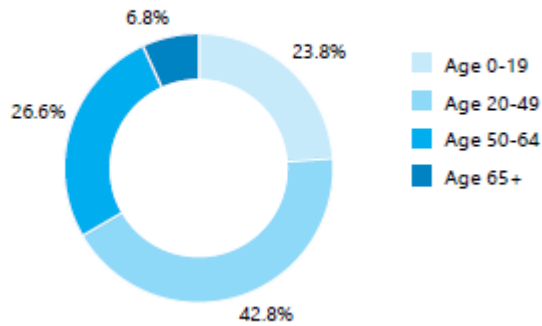
- Demographic variance from other industries:
  - Average age: 37.5 vs norm 34.1
  - 50% female population <u>but</u> lower % of females in childbearing year
  - Higher average contract ratio – more dependents on the plan
  - Higher number of retirees
- Higher tenure/retention of plan members
- Higher overall healthcare utilization
  - 90% with claim activity vs norm 82%

Why it matters

- Generational spread may require multi-channel communication approach
  - Retirees can drive costs – reaching them is critical
- "At Home" communication for dependents
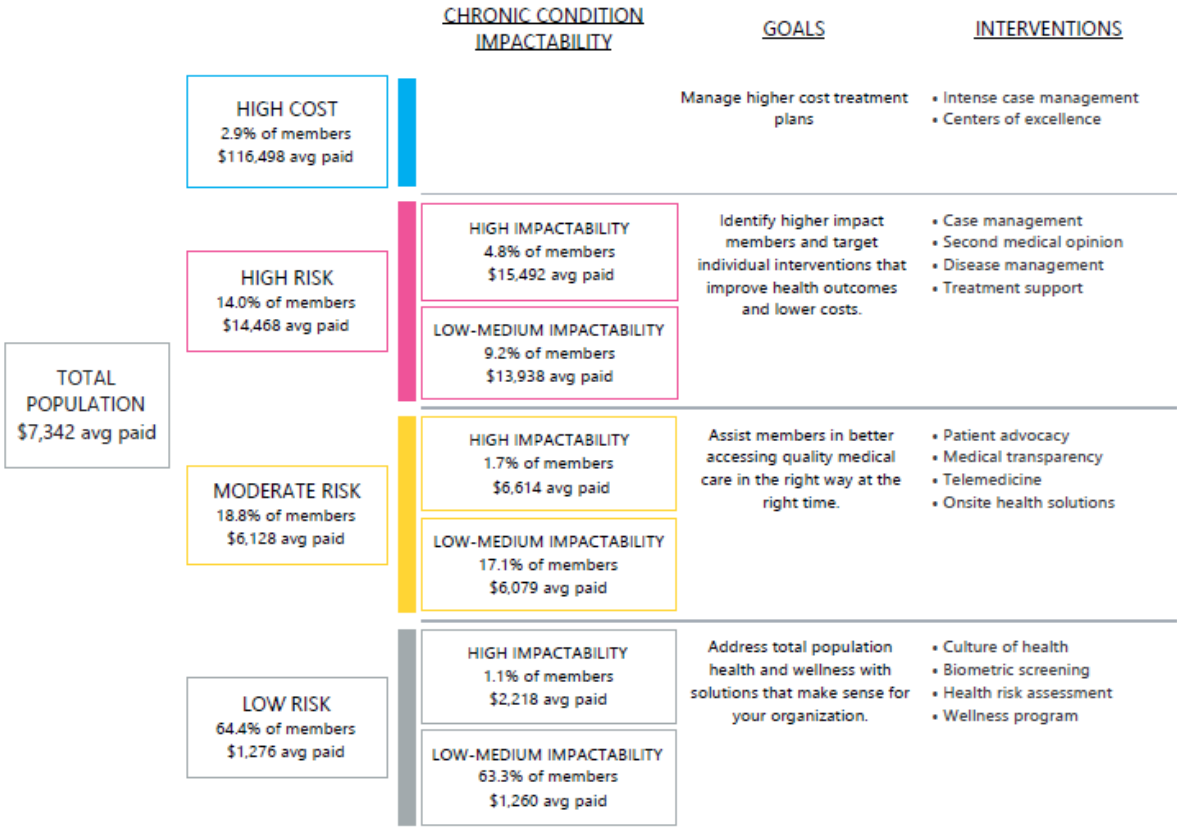- Tenure allows for campaigns that build and evolve over time

Risk assessment	Industry	Infolock® book of business
Relative risk score (RRS)	1.41	1.04
Chronic conditions impactability (CCI)	0.34	0.20

Condition count	Industry	Infolock® book of business
Members with one condition	19.2% of members; 19.6% of total plan spend	16.4% of members; 20.7% of total plan spend
Members with 3 or more conditions	14.6% of members; 43.2% of total plan spend	9.4% of members; 36.8% of total plan spend

- 37% higher overall risk than book of business norm
- 36.2% higher Rx usage (scripts/1000) and 43.8% higher spend (PMPM)
- Higher rates of:
  - Chronic Musculoskeletal Disease
  - Cardiometabolic Conditions
  - Severe Chronic Conditions (COPD and Coronary Artery Disease)
  - Mental Health Conditions – 52% higher than the norm
- 2.9% of members are High-Cost Claimants ($50K+ annual spend)
  - Represents 45.9% of plan spend

Diving into the data

CHRONIC CONDITION IMPACTABILITY

TOTAL POPULATION
$7,342 avg paid

HIGH COST
2.9% of members
$116,498 avg paid

HIGH RISK
14.0% of members
$14,468 avg paid

- HIGH IMPACTABILITY
  4.8% of members
  $15,492 avg paid
- LOW-MEDIUM IMPACTABILITY
  9.2% of members
  $13,938 avg paid

MODERATE RISK
18.8% of members
$6,128 avg paid

- HIGH IMPACTABILITY
  1.7% of members
  $6,614 avg paid
- LOW-MEDIUM IMPACTABILITY
  17.1% of members
  $6,079 avg paid

LOW RISK
64.4% of members
$1,276 avg paid

- HIGH IMPACTABILITY
  1.1% of members
  $2,218 avg paid
- LOW-MEDIUM IMPACTABILITY
  63.3% of members
  $1,260 avg paid

GOALS

- Manage higher cost treatment plans
- Identify higher impact members and target individual interventions that improve health outcomes and lower costs.
- Assist members in better accessing quality medical care in the right way at the right time.
- Address total population health and wellness with solutions that make sense for your organization.

INTERVENTIONS

- Intense case management
- Centers of excellence
- Case management
- Second medical opinion
- Disease management
- Treatment support
- Patient advocacy
- Medical transparency
- Telemedicine
- Onsite health solutions
- Culture of health
- Biometric screening
- Health risk assessment
- Wellness program

Why it matters

- Solutions targeting chronic conditions require targeted communications
  - Curate messages that impact each risk category
  - Mental health: focused solutions and collateral for first responders
  - MSK: high-impact, manual labor departments (animal services, parks, first responder, etc.)

CURRENT MEMBER ANALYSIS

	Industry prevalence	Infolock® book of business	Industry avg paid	Infolock® book of business
Asthma	5.6%	4.2%	$14,474	$12,589
Back pain	12.5%	7.9%	$13,910	$13,489
CAD	3.3%	1.8%	$25,690	$28,412
COPD	1.1%	0.6%	$28,039	$32,362
Depression	8.8%	7.0%	$14,718	$12,736
Diabetes	6.8%	5.5%	$21,804	$19,408
Hyperlipidemia	14.4%	10.4%	$14,575	$13,786
Hypertension	18.5%	13.8%	$15,759	$14,727
Neck pain	9.1%	5.5%	$13,488	$12,767
Osteoarthritis	6.5%	4.1%	$21,109	$20,847

Population health strategies

Precise analysis of your health plan member population

Improving health outcomes requires a systematic and continual assessment of a health plan population. Identification, segmentation, and needs assessments all work together to evaluate an overall plan member population.

Combine & compare data to identify opportunities

Combine data from multiple sources, before comparing your population health data to your industry peers, similar health plan group sizes, geography, and cohorts.
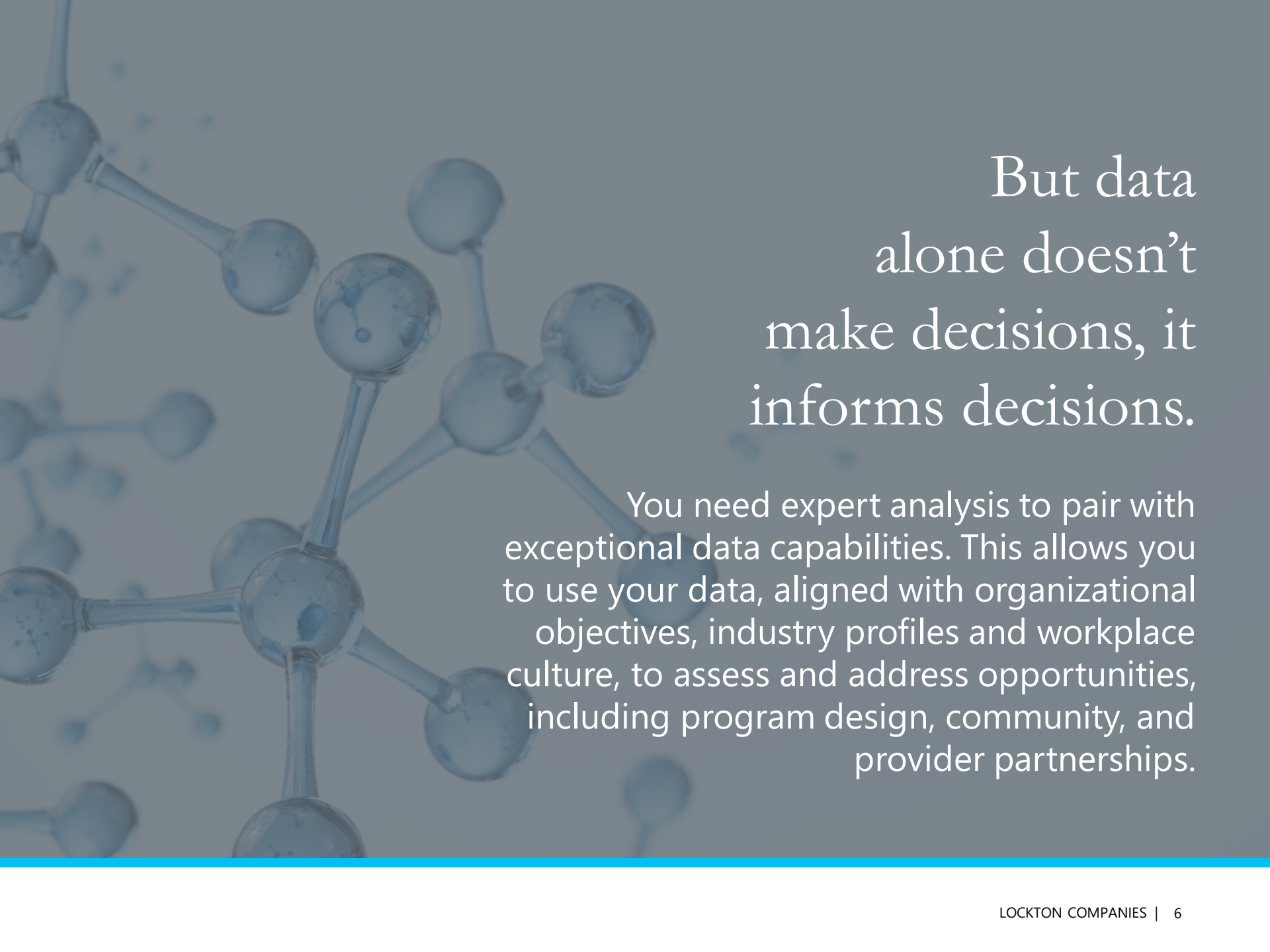
Targeted interventions & engagement

Bring together population health experts, clinicians and trusted specialists to identify the best opportunities that can help plan members have a better healthcare experience and improve their health, identifying plan members with:

- Emerging risk factors.
- Chronic conditions that need management or have complex risk factors, including behavioral health.

Measuring performance

Continually measure the performance of every population health strategy to ensure the recommended solutions are delivering the appropriate results.

But data alone doesn't make decisions, it informs decisions.

You need expert analysis to pair with exceptional data capabilities. This allows you to use your data, aligned with organizational objectives, industry profiles and workplace culture, to assess and address opportunities, including program design, community, and provider partnerships.

Independence changes everything.

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