CASE STUDY

How to Choose the Right Point Solution Programs and Measure Results with the **Certilytics Impact Evaluator**

Plan Sponsors

How one Fortune 100 employer maximized solution impact to achieve over $200 in PMPY savings

As an HR and benefits leader, you're likely bombarded with sales pitches for new point solutions—the next great fitness tracker, disease management program, or mindfulness app.

In this case study, we'll show you how we helped one Fortune 100 employer cut through the noise and maximize solution impact with the Certilytics Impact Evaluator.

OUR CUSTOMER'S CHALLENGE

The Fortune 100 employer had historically focused on managing healthcare costs by pursuing the best discounts and modifying benefit design. But with prices rising, the employer wanted to take a more proactive role in selecting point solution programs that would best meet the unique needs of its employees and their families while reducing the total cost of care.

As the employer's HR and benefits leaders considered options, they faced a problem: They were overwhelmed with pitches for new programs and lacked a data-backed methodology for quantifying potential impact. In order to decide among so many tools and programs, they needed to answer questions such as: Should they invest in diabetes management, heart health, fitness tracking, clinical outreach, mental health services, or an array of other choices? How could they get employees to engage with each program to its fullest potential? And how to measure success?

THE SOLUTION

The employer partnered with Certilytics to determine the most impactful strategy for investing limited resources and measuring results. We helped the employer answer the following questions:
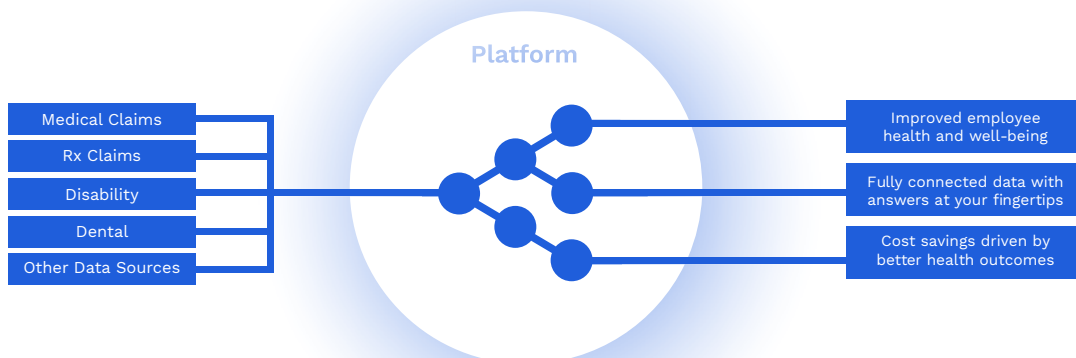
1 How do you quantify the potential impact of new programs?

First, the employer unified its benefits data on our connected data platform and leveraged the **Opportunity Framework** to understand the areas where a new program would have the biggest impact. With this holistic view, the employer's HR team was able to compare several potential point solution programs and be confident they were selecting the one that maximized engagement and best suited the unique needs of their employees. Using our analytics, the HR team set realistic expectations for ROI.

The Certilytics Opportunity Framework *is an AI-enabled solution that tells you, in dollars, the value of improved care outcomes, such as better medication adherence or a reduction in unnecessary ER visits. It shows you not just what's driving cost, but what's driving avoidable cost—and the most impactful strategies for capturing those savings.*

Our connected data platform unifies client data on one platform, supercharged with predictive insights

Platform

Medical Claims
Rx Claims
Disability
Dental
Other Data Sources

Improved employee health and well-being
Fully connected data with answers at your fingertips
Cost savings driven by better health outcomes

2 **How do you align partners and vendors behind a unified, value-based strategy?**

Next, the HR team established value-based goals with the solution vendor, backed by performance guarantees. The team felt confident in this approach because the guarantees could be tracked through Certilytics' transparent, real-time data analytics, delivered via intuitive dashboards.

We also helped the employer implement a care coordination plan, sharing individual member risk profiles with the point solution partner to direct resources to the employees and their family members who would benefit most.
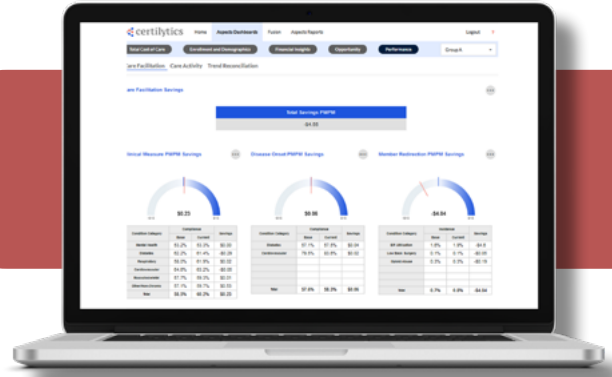
3 **How do you measure results and build a strong ROI story to ensure continued stakeholder support?**

The employer evaluated solution impact with our retrospective program measurement tool. This tool uses a robust, causal methodology to quantify the true value of current and future programs on an apples-to-apples basis, accounting for confounding variables. These include differential member risk, morbidity, and Social Determinants of Health.

Our analysis showed $200 in PMPY savings across the employer's member population. This enabled the HR team to clearly demonstrate ROI to internal stakeholders, winning support to continue this program and invest in additional point solutions.

THE RESULTS

- ▶ Over **$200 PMPY** in reduced healthcare costs
- ▶ Improved health and well-being
- ▶ Increased employee productivity and retention
- ▶ A successful, valued HR team

Ready to learn how we can help you select the right programs and demonstrate ROI?

Schedule a Q&A with our team today!

https://www.certilytics.com/impact-qa/