

Harness the Power of Data Analytics



Employee benefits are one of your biggest cost drivers. You've tried cost sharing and implementing health and wellness initiatives, but costs continue to rise.

Employees can't shoulder any more of the burden. In some cases, they're postponing treatments—they just can't afford them. Your costs could actually increase if poorly controlled conditions result in:

- Emergency room visits
- Hospital stays
- Increased workers' compensation and disability claims
- Reduced productivity.

Gain Clarity Through Data Analytics

You use data to make strategic business decisions every day. But you don't demand the same level of data insight from your benefits and risk programs. That's why you aren't able to significantly impact program costs. Different vendors house your data—health, pharmacy, workers' compensation, disability, etc.—in separate silos. You get static reports that don't offer much insight.

- You can't see how changes to one program impact another
- You can't perform more detailed analysis to get to the root causes of issues
- You don't get an analytical support team
- You can't customize the metrics to measure the issues that matter to you.

To make sustainable changes that control your costs and improve employee health outcomes, you need to integrate all your benefits and risk program data in a single, secure platform. Once your data is integrated and validated, you will have the visibility and clarity you need to make informed decisions.

Without data analytics, you're making decisions blindly.

What Data Should You Assess?

The more data sources you integrate, the more comprehensive view of your population you'll get. At a minimum, you should assess:



The total amount you spend on healthcare, and how that cost is trending

You need the following data to perform an accurate assessment:

- Medical claims
- Pharmacy
- Absence management
- Disability
- Workers' compensation



The health of your population

- Demographics (age, sex, etc.)
- Condition prevalence (how many members have diabetes, asthma, heart disease, etc.)
- Lifestyle risk (tobacco use, weight, etc.)



Enrollment and eligibility data and trends

- You can often learn a lot by seeing who isn't enrolling in your benefits programs and why not.



Wellness engagement and program participation rates and trends

- You want to know how many people are actively participating and what programs they are accessing.



Absence management data and trends

- You need to understand how absenteeism is impacting your productivity.

You Need a Data Analytics Vendor

The next step is to identify a data analytics vendor to collect, store, and integrate your data. Make sure the vendor collects data across all your benefits and risk programs to give you most insight into program performance. Static reports show you what is happening, but can't uncover why the issues are occurring. Choose a vendor who will partner with you to identify the root causes of issues so you can design programs that meet your population's needs and allow you to better manage your costs.

Innovu created [7 Tips for Choosing the Right Data Analytics Vendor to Effectively Manage Your Human Capital Programs](#) to help you.

About Innovu

Innovu delivers secure, cloud-based data analytic solutions to self-funded and fully insured employers, benefit advisors, and communities (business groups on health and industry associations). By securely integrating benefits and risk data across all programs — medical, Rx, vision, dental, wellness/biometrics, workers' compensation, disability, absenteeism, safety, 401(k), etc. — we create a 360-degree view of their populations.

They can use this correlative, never before seen insight to design and measure targeted benefits programs and interventions that improve member health and mitigate business risk.



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