

## Advanced data analytics is helping employers control healthcare costs

In the latest *Workplace Wellness Trends Survey* by the International Foundation of Employee Benefits Plans (IFEBP), more than 500 employers were asked to select the top three conditions impacting plan costs. The following topped the list:

- Diabetes (44%)
- Cancer (35%)
- Obesity (32%)
- Arthritis/back/musculoskeletal conditions (30%)
- Heart Disease (28%)

The medical conditions costing employers the most may not always be avoidable, but with advancements in technology and the availability of medical claims data, employers can make strategic investment to help reverse the trend of skyrocketing health plan costs.

### Countering the cost of noncompliance

The key to controlling costs is to help employees better manage their chronic conditions. However, many people are failing to take medication as prescribed or engage in recommended therapies, regimens or other procedures. Patients who are not compliant with care guidelines are more likely to experience adverse health events and require expensive medical interventions, including emergency care and inpatient hospital stays. Using data about chronic conditions prevalent in the employee population, employers can make strategic

investments in education and disease management programs to improve employee health and productivity while reducing avoidable health plan expenses.

### Effective approaches

An effective data analytics tool should aggregate and evaluate health plan data, allowing employers to identify health risks and trends to monitor. With the help of a benefits consultant, employers can focus on the most prevalent or costly conditions within their health plan population to target those needs and offer resources aimed at improving care management, such as employee education, health and well-being programs, and incentives that encourage members to be proactive about their health.

For maximum impact, a data analytics solution should consist of predictive modeling combined with the latest health analysis technology that confidentially assesses the health risks of every member.

Specifically, an effective data analytics solution provider should:

- Identify the prevalence of chronic conditions in the population
- Evaluate compliance with care guidelines by comparing the care received by members with chronic conditions and established care guidelines

*Continued >>*



Benefits and Risk Consulting

Investments, securities and insurance products:

NOT FDIC INSURED	NOT BANK GUARANTEED	MAY LOSE VALUE	NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY	NOT A DEPOSIT
---------------------	------------------------	-------------------	---	------------------

*Please see final page for important disclosure information >>*

- Provide predictive modeling to evaluate the relative risk and possible expenses of non-compliant populations
- Calculate healthcare expenditures for preventable conditions in the employer group
- Monitor utilization, cost, and prevalence trends over time

Data should be stratified and analyzed through various parameters, including:

- Episodes of care that focus on chronic or acute conditions, preventive care, surgical procedures, and prescriptions
- Service locations including office, emergency room, inpatient, and outpatient
- Diagnostic categories including endocrine, nutritional, and metabolic diseases, mental and behavioral disorders, and diseases of the nervous system
- Prescription drug classes including antidepressants, antihypertensives, antiasthmatics and bronchodilators

Rising healthcare costs threaten the financial sustainability of organizations across the nation. To protect the bottom line and create healthier, more productive employees, employers are focusing on chronic care management and discovering innovative strategies. Data analytics is the key to unlocking the full potential for intervention and positive change in the workplace.

**For more information, [contact us.](#)**



Benefits and Risk Consulting

Phone: **800-258-3190** | Email: [Info@AssociatedBRC.com](mailto:Info@AssociatedBRC.com)

Investments, securities and insurance products:

<b>NOT FDIC INSURED</b>	<b>NOT BANK GUARANTEED</b>	<b>MAY LOSE VALUE</b>	<b>NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY</b>	<b>NOT A DEPOSIT</b>
-----------------------------	--------------------------------	---------------------------	---	--------------------------

Insurance products are offered by licensed agents of Associated Financial Group, LLC (d/b/a Associated BRC Insurance Solutions in California). **The financial consultants at Associated Financial Group are registered representatives with, and securities and advisory services are offered through LPL Financial “LPL”, a registered investment advisor and member FINRA/SIPC.** Associated Financial Group uses Associated Benefits and Risk Consulting (“ABRC”) as a marketing name. ABRC is a wholly-owned subsidiary of Associated Bank, N.A. (“AB”). AB is a wholly-owned subsidiary of Associated Banc-Corp (“AB-C”). LPL is NOT an affiliate of either AB or AB-C. AB-C and its subsidiaries do not provide tax, legal, or accounting advice. Please consult with your tax, legal, or accounting advisors regarding your individual situation. ABRC’s standard of care and legal duty to the insured in providing insurance products and services is to follow the instructions of the insured, in good faith.