



# Health Intelligence + Integration

Rod Reasen - Springbuk

©2017 Springbuk, Inc. All rights reserved.

springbuk.  
springbuk.com

June 29<sup>th</sup>, 2007

springbuk.  
springbuk.com

©2017 Springbuk, Inc. All rights reserved.



## Slide 4

---

- 1**    how is this one?  
Nick Guerrisi, 8/25/2017
- 1**    Just a note on this. Modesty needs to prevail for a large group.  
This one may offend with the skirts.  
Rod Reasen, 8/25/2017
- 2**    You need to say "millennial" when you see it  
Rod Reasen, 8/25/2017

## What's All the Fuss About ROI?

**88%**

**94%**

**72%**

**95%**

<https://www.shrm.org/resourcesandtools/hrtopics/benefits/pages/cfos-health-goals.aspx>

springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

## Where do We Start?

springbuk.  
springbuk.com

©2017 Springbuk, Inc. All rights reserved.



# Data as Indicators

**Indicators:** anything that can be measured to predict a future event.



springbuk.  
springbuk.com

©2017 Springbuk, Inc. All rights reserved.

VIOULATION CODE AND DESCRIPTION	FINE AMOUNT	TOTAL AMOUNT DUE	PAY OR CONTEST BY DATE
9102020 RED LIGHT VIOLATION	\$100.00	\$100.00	07/13/08

Two images are shown side-by-side. The left image is a street view showing a red light violation. The right image is a rear view of a white Toyota car with license plate 957 4240.

Monitoring device. Please note, the registered owners appearing on the violation. If you believe the license plate (275). For information regarding hearing

**TOTAL FOR THIS PAGE \$100.00**

**PAYMENT STUB MUST BE ENCLOSED.**

RL 00037

Indicator A

springbuk.  
springbuk.com

©2017 Springbuk, Inc. All rights reserved.




Indicator B

springbuk.  
springbuk.com

©2017 Springbuk, Inc. All rights reserved.

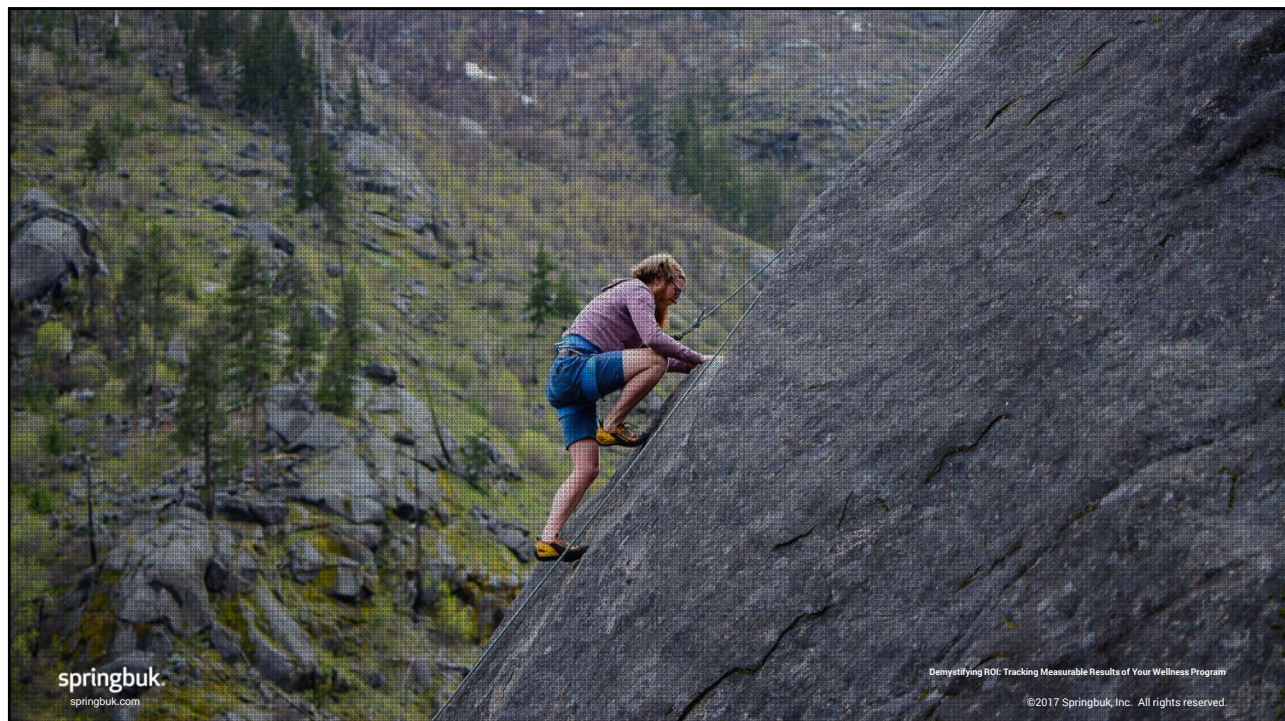
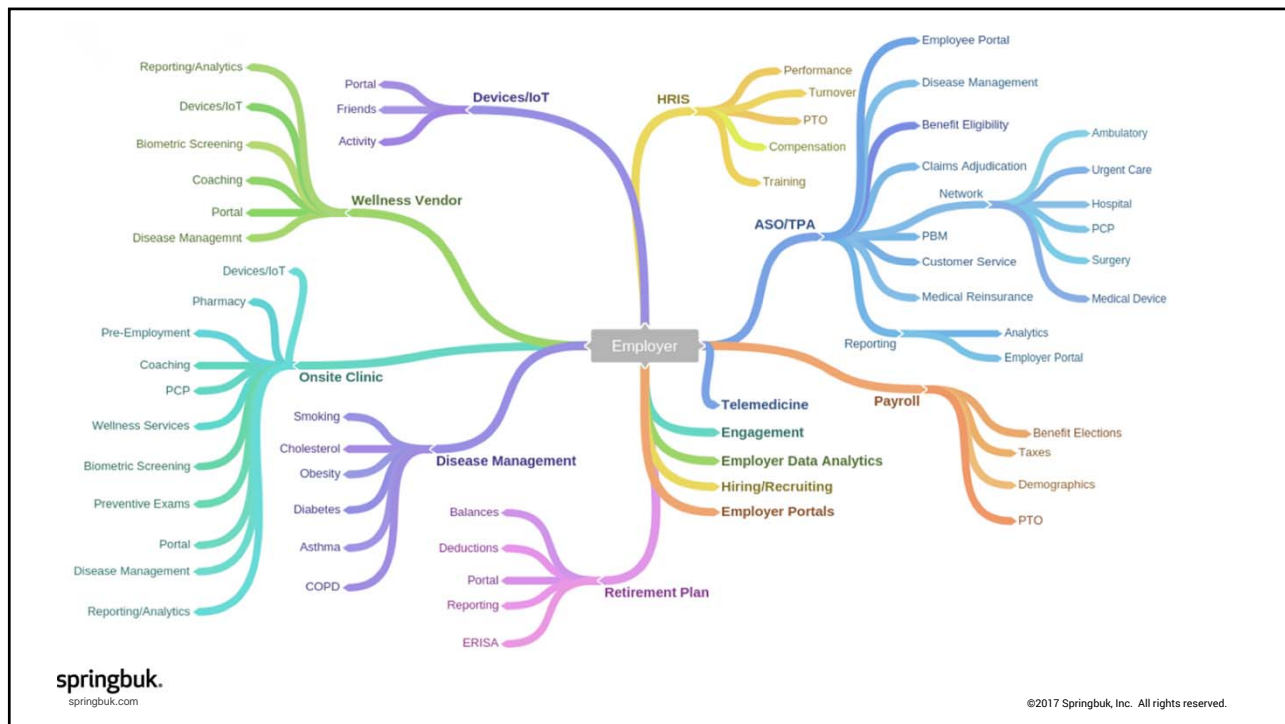
facebook      twitter      Pinterest



springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.







# Problem

Large employer facing a healthcare  
increase of \$6,000,000.

Frustrated  
Confused  
Motivated

springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.



## About the Employer

3,284 Employees

\$33,216,000 in claims spend

springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

## Major Spending Categories

**\$4.6 M**  
Heart

**\$3.9M**  
Neoplasm

**\$3.0M**  
Orthopedic

**\$2.2M**  
Gastroin-  
testinal

**\$1.7 M**  
ENT

**\$1.3 M**  
Pulmonary

**\$1.2 M**  
Trauma

**\$1.2 M**  
Psychiatric

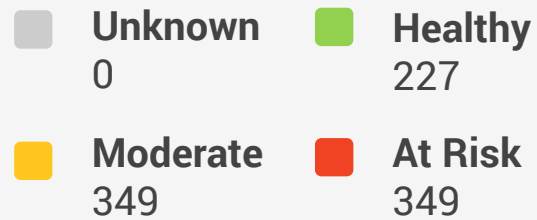
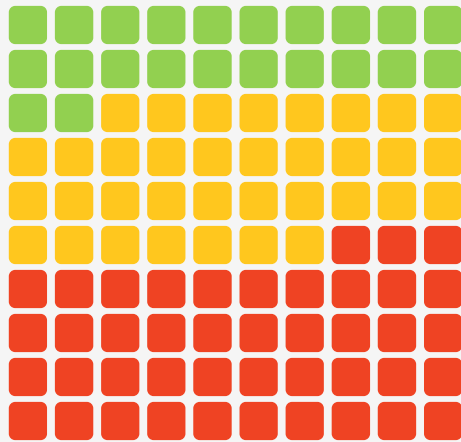
springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

# BMI

3  
4  
5



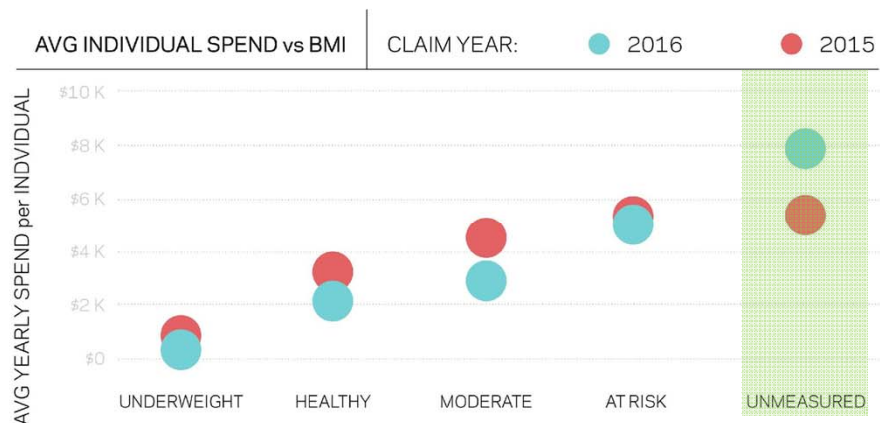
1011 Total Measured

springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

## Combined Data



springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

## Slide 17

---

- 2    Yep, take a look  
Nick Guerrisi, 8/28/2017
- 4    well done  
Rod Reasen, 8/28/2017
- 3    +nguerrisi@springbuk.com anyway to clean up this graphic?  
\_Assigned to you\_  
Rod Reasen, 8/28/2017
- 5    looks good. Get this to Tim today. I am good with this one for  
the 20  
minute presentation and 40

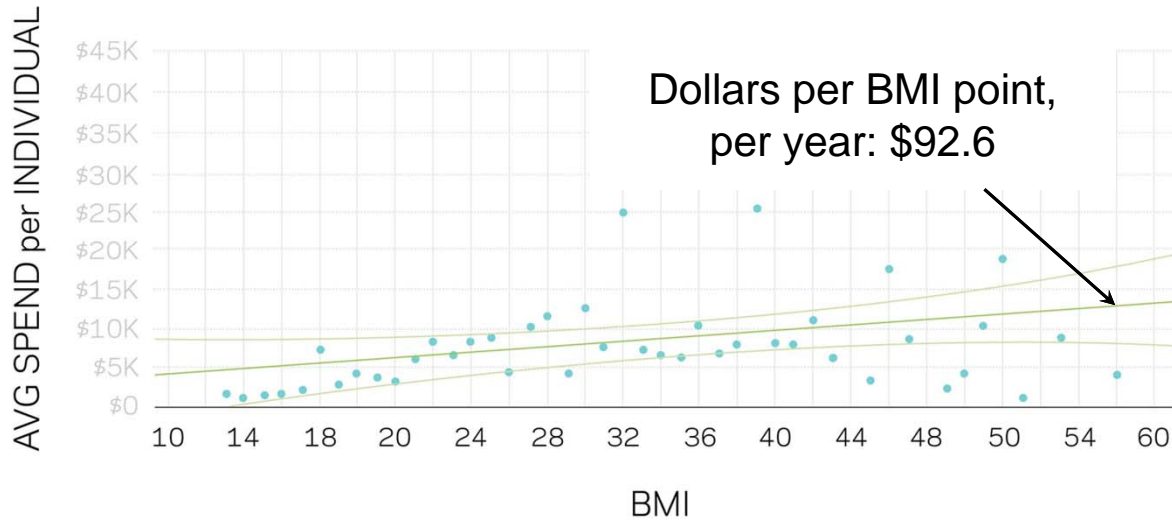
Rod Reasen  
Founder + CEO  
rreasen@springbuk.com

Springbuk®  
\*My Calendar \*  
<<https://calendar.google.com/calendar/embed?src=rreasen%40springbuk.com>>

If you would like to schedule a meeting with me please visit my  
public  
calendar to suggest a time.

please note: This transmission contains information from  
Springbuk, Inc.  
which may be confidential and/or privileged. The information is  
intended  
to be for the exclusive use of the individual(s) or entity named  
above. If  
you are not the intended recipient, be advised that any disclosure,  
copying, distribution or other use of this information is strictly  
prohibited. If you receive this transmission in error, please notify  
me  
via e-mail me at the address listed above. Thank you.  
Rod Reasen, 8/28/2017

## Combined Data

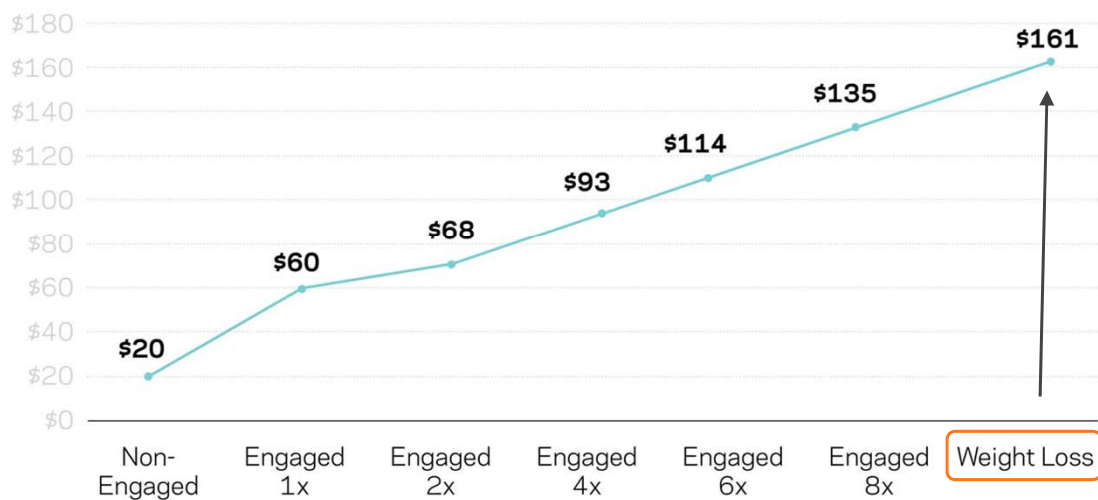


springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

## The Value of Engagement – ROI



springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.



# Case Study



springbuk.  
springbuk.com



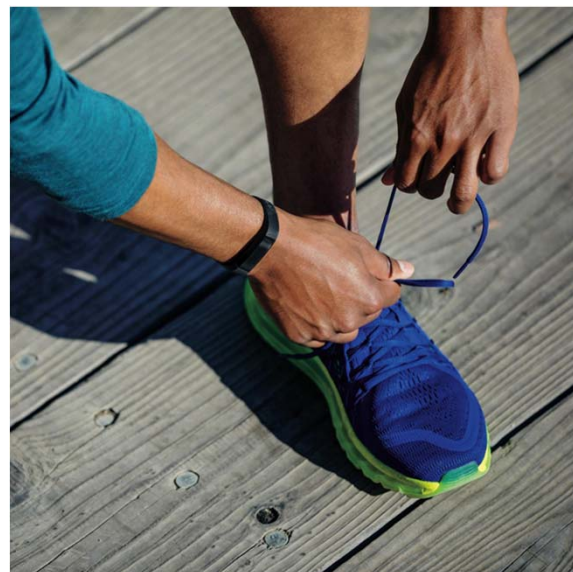
Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

# Case Study



springbuk.  
springbuk.com



Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

# Case Study

Baseline: \$5,367  
Year 2: \$5,072



springbuk.  
springbuk.com

Baseline: \$4,941  
Year 2: \$3,830



Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

## Our Challenge



springbuk.  
springbuk.com



Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

# Are You Ready?

springbuk.  
springbuk.com

Demystifying ROI: Tracking Measurable Results of Your Wellness Program

©2017 Springbuk, Inc. All rights reserved.

# Join Us On The Journey!

Q + A

springbuk.  
springbuk.com

Rod Reasen - Springbuk

@springbukhealth  
@reason2

©2017 Springbuk, Inc. All rights reserved.