

4 questions to ask your health and well-being vendors.

To achieve higher engagement and better outcomes in your programs, it is crucial to choose a vendor who uses the right data to identify participants who will benefit the most from your programs.



How do you segment program participants?

Your vendor should be able to precisely segment your employee population to find the people who will benefit the most from your well-being solution(s) and, by doing so, achieve the greatest financial savings for your organization. Identifying individuals strictly by condition can miss the mark. They may not benefit from the program, while others may be dealing with multiple chronic conditions, complicating socioeconomic factors, or mental health concerns that make it harder to manage their condition. By looking beyond specific conditions to take a whole-person view of the data, you will be able to identify those individuals who can benefit the most from your programs.



What is your engagement strategy?

Programs that try to manage one condition at a time have consistently low engagement rates of 4–6%. With engagement rates this low, it is virtually impossible to drive meaningful outcomes for your population, and can be difficult to justify the cost of your program. However, engagement can climb to an average of 30% when applied data science, along with effective engagement strategies, are used. Vendors should be able to clearly articulate their key engagement strategies, track record of results, and demonstrate how they prioritize engagement within your population. If effective engagement isn't a core focus, your outcomes will always be lackluster. However, there are two ways to drive engagement. First, pinpoint the segment of your population who uses the health care system the most, but who are not seeing their health improve. Then, communicate effectively and frequently, with relevant, clear messages that drive measurable outcomes.



Do you use multiple data sources?

To accurately assess individual health outcomes and predict changes to total cost of care, it is important to use multiple sources of data. Self-reported perception of health is valuable in predicting changes in health care use and health outcomes. And using objective data, like medical and Rx claims, provides clarity on program outcomes that is much needed but often lacking.



How do you measure ROI?

The business case for choosing a health and well-being vendor should be strong, focusing on demonstrated cost savings and improved health for your employees. Does your vendor offer a financial guarantee based on achieving positive outcomes and lowering health care costs?

Your well-being programs can be a win-win by boosting your employees' health—and reducing your health care costs.