HEALTHY EMPLOYEES.
HEALTHY PATIENTS.
HEALTHY BOTTOM LINE.

A CASE STUDY WITH SPRINGBUK ANALYTICS
OrthoCarolina is one of the nation’s leading independent orthopedics practices, serving North Carolina and the Southeast since 1922. With a workforce of nearly 1,200, the practice provides comprehensive musculoskeletal care including operative and non-operative care, diagnostic imaging and rehabilitative therapy.

**CASE STUDY HIGHLIGHTS**

- **0% increase** in medical spend
- **$1.2M** in health care savings
- **100% increase** in engagement
- **Real time monitoring** of health and program success
- **Integration** of vendor data into single, actionable view
CHALLENGE

CREATING A CULTURE OF HEALTH, BEYOND PATIENT CARE

Delivering the highest level of patient care is at the core of OrthoCarolina. This mission extends beyond patients to include the practice’s most important asset: its people. The wellness program is a testament to “practicing what is preached” in the medical community by empowering employees to affect their personal health, lead more active lives and be better consumers of healthcare dollars.

We have a responsibility to our employees to help them identify and mitigate potential diseases and health conditions.

- Allison, Human Resources Director

KEY CHALLENGES

- Identify employees that impact healthcare system early
- Create targeted programs to mitigate impact
- Strengthen program relevance to target engagement
OrthoCarolina implemented Springbuk to gain insights on where to invest health dollars. A welcomed alternative to manual spreadsheets, Springbuk has unified medical claims, pharmacy, biometric and payroll data into a single view. With more accurate data, OrthoCarolina can measure how wellness efforts are impacting costs.

Springbuk has empowered health coaches to engage the population by specific condition. Armed with fresh data and future forecasting, the wellness team is able to present accurate financials to leadership. These insights, paired with key wellness vendors, have helped OrthoCarolina achieve a 100% increase in engagement.

"Now, we can develop relevant programs based on the specific groups to target, instead of a blanket program we home will work."

- Allison, Human Resources Director
OrthoCarolina utilizes wellness vendors to help execute their population health strategy. Getting accurate and consistent data from vendors is a challenge: self-reported and participation-based data doesn’t provide the accuracy and depth to target, impact and measure health opportunities.

- Inaccuracy of self-reported, participatory data
- Inconsistent format and frequency of vendor data
- Missing data = missed opportunities
With Springbuk, OrthoCarolina has unified the data from all vendors into a single view. This integration enables vendors to “talk” to each other about the delivery and measurement of wellness initiatives. Springbuk provides a holistic view of the program, its successes, and potential opportunities. What’s more, the OrthoCarolina team has eliminated the use of inaccurate and manual spreadsheets.

With a complete view of vendor performance, OrthoCarolina has the agility to introduce and adjust vendor programs to match the needs of the population … without missing opportunities to engage. This vendor efficacy has helped maintain a 0% trend in health spend, compared to the industry average of 18%-20% increase.

“I’M A BETTER VENDOR PARTNER WITH SPRINGBUK. THE INSIGHTS HELP US DELIVER VALUE, AND FOCUS OUR EFFORTS ON THE PROGRAMS AND MEMBERS WITH THE GREATEST IMPACT TO ORTHOCAROLINA’S BUSINESS.”

- JASON B., WELLNESS DIRECTOR
OrthoCarolina operates their practice with agility, and expects the same with their wellness program. Data is a key driver to identify, engage and move members to better health, yet OrthoCarolina was limited to information from annual screenings and health coach notes. The organization lacked a forward-facing mechanism to target and tailor initiatives to improve the health of the population.

**CHALLENGE**

**FORECASTING FUTURE OPPORTUNITIES**

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**KEY CHALLENGES**

- Inability to "look forward" in the population
- Making proactive decisions with reactive data
- Difficult to adjust programs mid-year
BY KNOWING WHERE WE’RE HEADED, WE CAN MAKE PROACTIVE DECISIONS THAT AFFECT THE HEALTH OF OUR EMPLOYEES, AND ULTIMATELY, OUR BOTTOM LINE.

– ALLISON, HUMAN RESOURCES DIRECTOR

With Springbuk, OrthoCarolina can forecast spending and at-risk members to engage with vendor partners. The predictive modeling engine provides insights to adjust on-the-fly to target employee outreach and improve results. The forward-looking tool has helped the practice increase participation to 80% by personalizing programs and targeting specific conditions.

OrthoCarolina can see, in real-time, whether wellness efforts are impacting costs and what the forecasted spend will be. By being able to look ahead, the wellness team can better plan, measure and report on the success of the wellness program.
More than 6,000 employers turn to Springbuk® for trends and best practices in population health. We’ve paired this front-line knowledge with our wellness expertise to design a solution that helps you improve the health of your population.

For more information, request a demo at Springbuk.com