

Identify innovations that are right for your organization.

THIS IS HOW™

The continued rise of healthcare costs makes it more important than ever to choose innovations that will deliver real results that matter to your organization. We'll help guide you toward solutions that can lower costs, improve outcomes and deliver a better experience for your employees.

Understanding your population is the first step to an impactful solution.

Together, employers such as you provide health insurance for nearly half of the U.S. population. Yet each one of your employees is unique when it comes to health, preferences and what motivates them. With all the innovative solutions available now and new ones emerging every day, how do you choose what will have a meaningful impact?

It starts with knowing your population.

178M



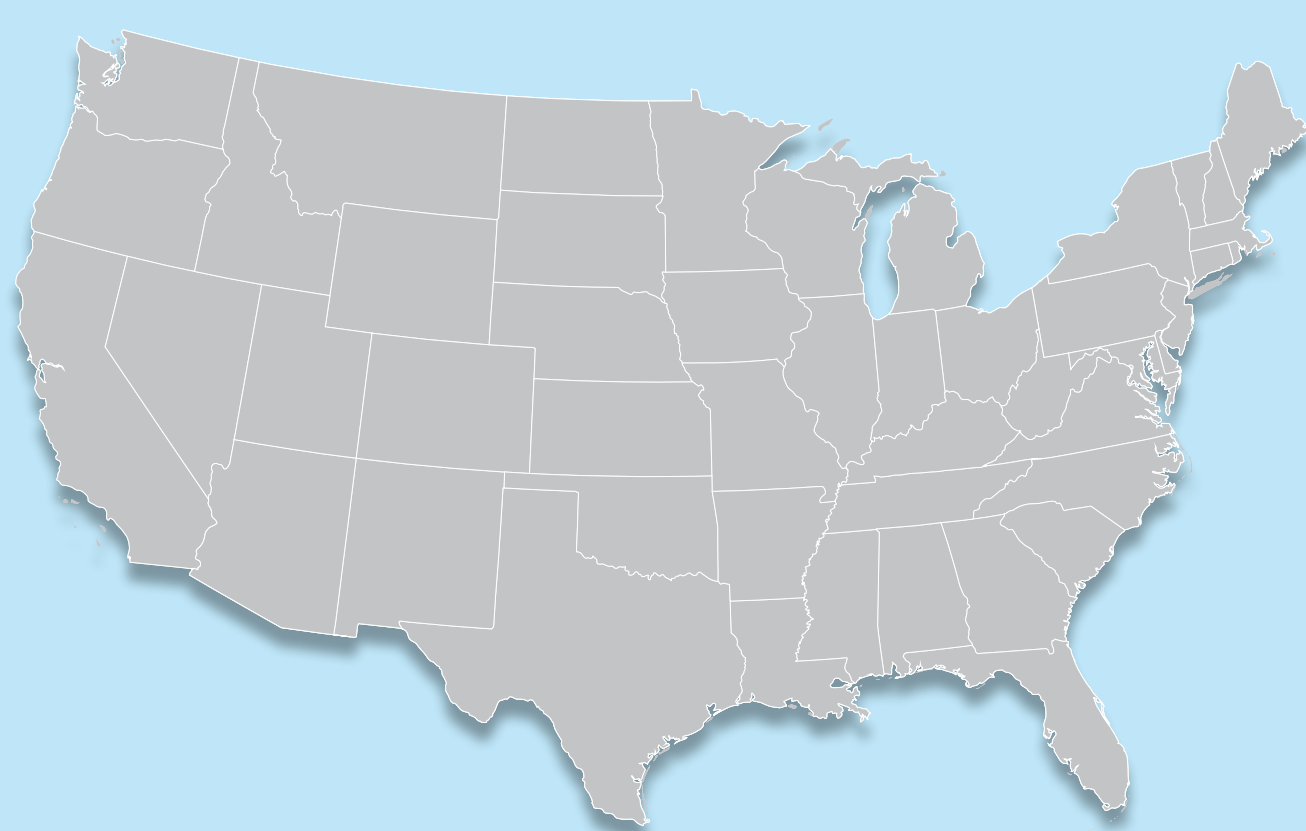
Number of employer-insured in U.S.¹

¹ Mercer/American Benefits Council, "Leading the Way: Employer Innovations in Health Coverage," 2018.

Understand your local health issues.

How does your state compare to the rest of the U.S. in population health? To find out, [click here](#).

To see examples from select states, click the tabs below.



Zero in on your population.

How do you find out what's ailing your workforce? Here are primary ways employers gather data.



- Claims/carrier
- Health screenings
- Activity trackers
- Enrollment numbers
- Surveys
- Focus groups

What are the pain points?

For employers

Employers across the U.S. cited these strategic priorities for the next five years to address their healthcare pain points.²



79%

Control high-cost claims



76%

Create a culture of health



68%

Manage specialty drug cost

For employees

Employees said that, other than lower costs, having more of these things would make their health insurance coverage better.³



43%

Comprehensive benefits



27%

Transparency about coverage



25%

Flexible, more options

² Mercer, "National Survey of Employer-Sponsored Health Plans," 2018.

³ America's Health Insurance Plans/Luntz Global, "The Value of Employer-Provided Coverage," February 2018.

Consider the role of technology.

Below are percentages of large employers (500+) who use technology to improve healthcare access and delivery.

Telehealth ⁴	98%	<div style="width: 98%;"></div>
Mobile apps ⁵	37%	<div style="width: 37%;"></div>
Wearables ⁵	31%	<div style="width: 31%;"></div>
Other web-based tools ⁵	42%	<div style="width: 42%;"></div>



⁴ NBGH, "Large Employers' Health Care Strategy and Plan Design Survey," 2020.

⁵ Mercer/American Benefits Council, "Leading the Way: Employer Innovations in Health Coverage," 2018.

Tips to activate engagement.

No matter how you plan to address your or your employees' pain points, employee participation can be key to your program's success. **Click the buttons for quick tips from experts.**



Be omni-channel.

Put them in the center.

Appoint ambassadors.

Healthcare innovation that matters.

Before you choose from the thousands of healthcare innovations out there, make sure that it is purposeful and will drive meaningful results. Our data-driven insights can help you cut through the innovation clutter.

Download our eBook at smarterbetterhealthcare.com.