



The Future of Health Care Analytics and Employee Benefits

Presenters/Discussion Panelists:

Jeffrey Kluever, Executive Director, BHC; Dave Osterndorf, BHC Strategic Consultant & Chief Actuary, Centivo; Grant Gordon, Co-Founder & CEO, Artemis Health; Jamey Airhart, Enterprise Regional Director, Artemis Health; Sanjay Motwani, Chief Product Development Officer, Artemis Health; John Senay, Manager, Benefits, Wellness and Leave, Holman; Kate Scherkenbach, Vice President, Total Reward Manager – Benefits, Baird

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Executive Summary

Employers, providers, brokers, consultants and other stakeholders attended BHC's fourth Delivering Value Series symposium of 2022 (via webinar) to gain insights into how employers are managing their benefits programs by leveraging benefits analytics through BHC's most recent addition to its portfolio of best in class solutions – advanced analytics partner, [Artemis Health](#).

A majority of employers report one of their biggest challenges is analyzing data from multiple point solutions and program vendors to draw meaningful conclusions. During the program, attendees learned about steps employers can take to access the right insights to make better employee-centric decisions. They also heard how advances in technology and data analytics are changing the landscape of employee benefits.

Introduction – Jeff Kluever, BHC

- **Enthusied about the program and BHC/Artemis partnership**
 - Thanks to all presenters, panelists and attendees
 - BHC best in class strategic partnerships to date: Centivo (network development and medical plan administration); Navitus Health Solutions (pharmacy benefit)

management); Quantum Health (patient advocacy and care coordination); Teledoc/Best Doctors (informed decision-making); Welldoc (diabetes management); and Artemis Health (advanced data analytics)

- **Data analytics partner search**
 - BHCG Executive Steering Committee employer representatives very dissatisfied with data from vendors
 - Formed workgroup to identify data analytics partner (spent two years)
- **Very fortunate to partner with Artemis**
 - Fills a “black hole”
 - Supplements/replaces vendors not meeting expectations
 - Demonstrated true commitment to partnership
 - Best in class threshold pricing based on total enrollment
 - Best in class terms and conditions
- **Several BHCG member employers now moving forward to utilize Artemis’ analytic solution (e.g., Baird, BMO)**
 - Confident will see significant growth

Dave Osterndorf, BHCG/Centivo

- **Health care claims data has been available for decades**
 - From paper to digital; electronic medical records, etc.
 - Many other programs (e.g., disability management, point solutions, etc.) generate increasing amount of data
 - Use data relatively ineffectively, don’t leverage technology
 - Data is a “black hole” – lots of data but not a lot of actionable data
- **Progression of data – what can be measured?**
 - Blocking and tackling of financial data (“What numbers do I need?”)
 - Clinical health status of members (“What’s driving claims related to health?”; targets)
 - True ROI of initiatives (“Have the interventions we put in worked?”)
 - New opportunities/possibilities (e.g., use data to drive behavior for patients/provider community)

Grant Gordon, Artemis Health

- **Recognized health care could use good data and software (nine years ago)**
 - Realized the problem went deep – found investors
 - Studied where the problems and leverage to fix them seemed to be
 - Employers care about employees’ wellbeing as well as the cost of health care
- **Focus on empowering employers/their advisors to optimize health benefits using data**
 - Lots of opportunity to help employers through identifying data
 - Spent years speaking with benefit teams learning about challenges, etc.
- **Developed platform to connect all of employers’ data**

- 1,800 integrations to date
- Lots of innovation behind the scenes (360-degree view)
- Look at customers' data (what's working, what's not – what the data is telling them and then measure)
- Data-driven solutions
- **600 employer clients – 12 million lives**
 - Always evolving software – thousands of versions
- **Acquired by NOVI Health**
 - Looking to develop more products/solutions

Panel Discussion – Artemis Health Partnership with Employers

Moderator – Dave Osterndorf, BHCG/Centivo

Grant Gordon, Artemis Health; John Senay, Holman; Sanjay Motwani, Artemis Health; Kate Scherkenbach, Baird

Q. What does partnership really mean?

A. (Gordon)

- **Focus on a limited set of partners – lose focus if spread too thin**
 - Look for organizations to go deep with – drive adoption and determine priorities
 - Get new ideas through collaboration to drive more value

A. (Senay)

- **Not a buyer/seller relationship – dig deeper into value**
 - Look for a partner that understands us and is trusted
 - Know the data is accurate – can put reputation on the line with it
 - Pushes me to look at new ideas; uses shared experiences from other groups
 - Helps us zoom out and look at larger data set – refocus to zoom in (need a sophisticated warehouse to look at 2023 strategy)

A. (Scherkenbach)

- **In implementation stage**
 - Listening to what we are trying to accomplish
 - Don't get flustered with requests – coming to a common ground and willing to go the extra mile
 - Takes work, time and effort to build partnership
 - Fitting Artemis in to strong culture of health as a tool to continue our journey

Q. How do you use Artemis to continue a culture of health?

A. (Scherkenbach)

- **Gives us a holistic picture of the person through correlation patterns**
 - Medical, dental, health, wellness, financial wellness, voluntary benefits, etc.
 - What are the variables (e.g., demographics, geography, etc.)?

- Use data feeds to determine utilization of benefits and the makeup of our population and what is important to them
- **Work with Dr. Ray Fabius/HealthNEXT to assess culture of health**
 - Environment (facilities & programs)
 - Thousands of data points – have a tool to create a number
 - Goal is to improve score
 - Now have deep knowledge to create data environment and work together to evolve

Q. With so much digitization and quick growth, what is the biggest opportunity and where do you get input from the employer community?

A. (Motwani)

- **Differentiating from just analyzing “bread and butter” costs**
 - Combining dental, vision and other areas like productivity, disability, etc.
 - Looking at community-based demographics (e.g., transportation)
 - Pandemic accelerated the shift to point solutions more than enrollment – more fragmented marketplace
 - Introduced Console (point solution evaluation tool)

Q. What is your target audience for data solutions – employers, brokers, actuaries? Who is the most focused user?

A. (Motwani)

- **Three-pronged approach to reduce friction with data**
 - Employers – benefits teams get capabilities to make decisions
 - Advisors – identify opportunities they can explore (e.g., benefit design, etc.,)
 - Brokers – work with data scientists to look beyond medical/Rx to get the right solutions and track them

Q. Is the Artemis tool for you or your advisors?

A. (Senay)

- **Mostly used by us (employer), then partner with advisor to understand strategy**
 - Took a year to truly understand data
 - Understand risk strata, trend, etc.
 - Now know the best types of questions to ask
- **Gives a vision to our team**
 - Helpful to understand ups and downs, ways to address concerns (e.g., pandemic, delayed preventive care)
 - How employees are interacting with the health care system
 - Make sure they are taking advantage of wellness programs

A. (Motwani)

- **Artemis is a resource – analytics advisors become part of the employer/broker team**

- Connect the dots, understand specific nuances

Q. Who should have access to the data and how should they use it?

A. (Scherkenbach)

- **Total Rewards team first, but evolving**
 - Consultant partners have access (help to maximize tool)
 - Executive benefit team (CEO, Health Care Subcommittee, etc.)
 - Instrumental in providing resources
- **Able to take data and solve business issues**
 - Take away the jargon and create a story to speak to broader issues

Q. How do you engage the C-suite?

A. (Gordon)

- **We combine health and costs data**
 - So many other business advantages from running a well-managed benefits program
 - Console product has shown impact of benefits (e.g., are people at work more and are they more engaged?)
 - Correlate to estimate causation
- **Expand CEO perspective**
 - What do they care about and how do you show the connection?

Q. BHCG is a conduit to best in class solutions and has a mission to improve care and look for opportunities. How have you structured the Artemis partnership to that end?

A. (Kluever)

- **Contract includes tools to identify trends to share with members/health systems/providers to drive improvement**
 - No other data warehouse able to fulfill our mission
 - Helps us move forward in goal to be responsible corporate citizens

Q. (Kluever) How do we overlay the opportunities arising from both the BHCG/GNS Healthcare Physician Value Study and Artemis to deliver value for all?

A. (Osterndorf)

- **Next generation marketplace effort – true health care improvement initiative**
 - Fundamentally change health care through actionable data that looks at performance
 - Where and how to go for care (employees)?
 - How can I do my job better (providers)?

A. (Kluever)

- **Reinforces the power of collaboration**
 - Working together to make data-informed action plans changes the dialogue

Q. Where is the fertile ground in using data to collaborate with providers?

A. (Motwani)

- **Open ecosystem approach to look at insights and promote action**
 - Like other initiatives around price transparency – employers and providers working together to deliver value
 - Hospitals are employers -- looking at value-based initiatives
- **Looking to do more (scratching the surface)**
 - Collaboration is the key

Q. Whose data is it? How do you get the health plan and others to supply the data?

A. (Scherkenbach)

- **Have not had challenges in getting data**
 - For some, the request is new – need to educate
 - Contracts have provisions for ownership of data

A. (Senay)

- **Have usually been able to get the data**
 - Rx data is easiest
 - Need proper tri-party agreements and/or fees
 - Some point solutions give some pushback (“How are you using – determining ROI? Might not match up to our assumptions”)
 - Artemis partnering with major point solutions – less and less pushback
- **Being open about the reason and how you will use the data goes a long way** (not trying to misrepresent)

Links available to [slides](#) and [recording](#) (includes the Artemis Health platform demonstration by Jamey Airhart at 1:12:00 on the recording)