Consumer Data and Predictive Analytics Drives 400% Higher Engagement in Back Pain Program

Challenge

- A large employer wanted to lower musculoskeletal costs, its highest claims category, among its 19,000 benefits-covered employees and spouses.
- To measure efficacy of the program, the system only wanted to engage those at highest risk for back and neck issues.

Solution

- Leveraged Welltok's proprietary consumer data sets and predictive models to identify 5,863 high-risk individuals who were both in need for back/neck services and who would be receptive and likely to complete Telespine programs.
- Utilized the existing wellbeing program powered by Welltok to offer Telespine's remote back pain management and telehealth coaching via a personalized email and Action Card.

Results

Immediately after launch, it was clear that Welltok's data-driven approach had worked.

Analysis more accurately identified individuals at risk:

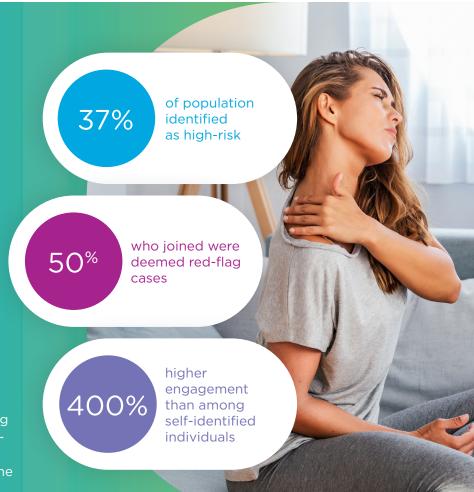
Welltok's analysis using consumer data identified 37% of the population at risk, a higher percentage than typically identified through claim history alone.

The right individuals were targeted:

In addition to identifying people who may have been missed, Welltok's receptivity scoring was accurate as engagement was 400% higher than among self-identified individuals.

Messaging was on point:

50% of those who joined in the first two weeks qualified as "red flag" cases, indicating that messaging quickly activated these highrisk individuals. Some individuals that were referred for surgery continued using Telespine during recovery.





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