

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 high-risk individuals. Some individuals that were referred for surgery continued using Telespine during recovery.

