

Employer's Health  
Advocate

## CASE STUDY



## Onsite Health Advocate Leverages Data and a Personal Touch to Deliver Tremendous Value

A manufacturing company engages an onsite health advocate and Vital Incite to overcome rural healthcare barriers and deliver a successful data-driven strategy empowered by strong personal connections.



# SITUATION

A manufacturing company in a small town faced the typical barriers to healthcare that many small communities experience, including **limited access to healthcare, a lack of resources, few providers, and insufficient healthcare education.**

The company hired an **onsite health advocate to engage with employees** and help them successfully navigate the complexities of healthcare, and to assist with health initiatives, such as direct contracting, healthcare strategy planning, and open enrollment.

The health advocate established strong relationships with the employees. However, she was only able to access biometric data. This gave her **very little insight into the health risk factors affecting individual members and related cost drivers**, and made it difficult to have an impact on the overall direction of care and implement strategies that have an impact on costs.

# STRATEGIES

The company enlisted the help of Vital Incite to empower the health advocate with data and reporting.

**By partnering with Vital Incite, all of the employee health data is integrated into one database, giving the advocate easy access to complete health information.**

The client also leveraged the **Vital Incite Clinical Strategy App (CSA)**, which enabled the advocate to understand the health risk factors facing each member before their appointment, to record the visit notes for each employee, and reach out to employees with chronic conditions and help them manage their care.

**The advocate also encourages each employee to track their personal health data.**

In looking at the data, Vital Incite and the company's benefit advisor worked with the client to implement cost effective strategies, including determining where to refer employees for procedures, and **negotiated better rates on services by creating direct contracts for imaging and lab services.** The team was also able to pursue opportunities to decrease pharmacy-related spend for expensive medications.

# RESULTS

**A focused and data-driven approach, empowered by strong personal connections, enabled the health advocate to deliver tremendous value to both the employees and the company.**

The advocate has been an incredible asset with a huge ROI to the company and its executive team.

**55%**

of the company's employees engaged with the advocate, **compared to the average of 9%**



**93%**

of the members with high-risk biometrics engaged with the advocate, including **75% of all hypertensive employees** and **80% of all diabetic employees** (vs. Indiana benchmarks of 12% and 15% respectively)



VITAL**incite**

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making health an asset