



3 Steps to Overcome Point Solution Fatigue



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Drowning in Point Solutions



Drowning in Point Solutions

Drowning in Point Solutions

Employers and health plans have thousands of health and wellbeing point solution vendors (PSVs) to choose from. **On average, employers offer more than a dozen health-focused programs** to their members. Some even manage separate sets of point solutions for different subsets of their population (e.g., part-time vs. full-time).

As a result, benefits teams need additional capacity and resources to meet the incredible administrative burden each point solution requires, which includes:

- Vetting, contracting, and managing available solutions
- Devising and executing a successful member engagement strategy for each solution and population subset
- Troubleshooting potential issues as they occur
- Measuring whether current point solutions are driving meaningful and verifiable outcomes

Adding to the pressure is the fact that members' health needs are constantly evolving and benefits offerings must keep up with those changes.

It's no surprise point solution fatigue has become so rampant for benefits leaders.

It's also a lot of information for members to digest.

Members can become overwhelmed when determining what solutions are available to them and which would be most relevant to their unique health situations. This can lead to great programs being under-utilized or, in the worst case, not reaching or engaging the intended population at all.

Bottom line: Point solution fatigue is placing undue stress on benefits leaders, making it harder for members to navigate their healthcare journey, and ultimately preventing improvements in health outcomes and healthcare spending.

Point solutions—especially those that are best in class— hold a lot of promise. In addition to helping benefits leaders reach more members and close more gaps in care, they can play an important role in an employer's value proposition, enhancing the company's ability to attract, engage, and retain employees. To achieve these goals, though, there needs to be a way to overcome point solution fatigue.



3 Steps to Overcome Point Solution Fatigue

Fortunately, there are ways to create a clear path forward, ease the burden, and ensure you and your population achieve the maximum benefit from the point solutions you choose.

3 Steps to Overcoming Point Solution Fatigue

Identify the Best Point Solutions

Step 1: Identify the Best Point Solutions

Starting off with the right point solutions for your organization and members increases the likelihood you'll achieve positive health and cost outcomes. It also reduces the time and resources you'll need to invest in administration and course correction later on down the line. When choosing your point solutions, here are some things to keep in mind:



The types of solutions your population needs

While there are many exciting point solutions available, some of which demonstrate excellent results, the specific needs of your population must be prioritized. As you look at the health of your population, identify which key areas could be most impacted with the help of a point solution. If you have high rates of hypertension, for example, leverage PSVs that target that issue, like [Hello Heart](#) and [Vida](#).

PSVs should also be willing to understand your population and the factors that make it unique. A unionized workforce might have different concerns than one that isn't unionized. A remote work environment involves different challenges than one where everyone comes into the office every day.

Identify the Best Point Solutions

When determining which types of solutions to prioritize, consider the following data:

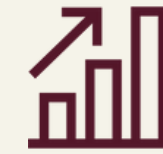
- **Member data** (e.g., healthcare claims, zip code, income, race/ethnicity)
- **Publicly available data** (e.g., income, provider access, food security by zip code)
- **Member health assessments** (e.g., self-reported health status, health goals)
- **Corporate mission** (i.e., what will help attract, engage, and retain employees?)



The true value of a point solution

Each PSV should also be extremely clear on their value proposition, clinical expertise, and primary differentiating factor. They must be able to articulate their strengths and exactly what they're offering.

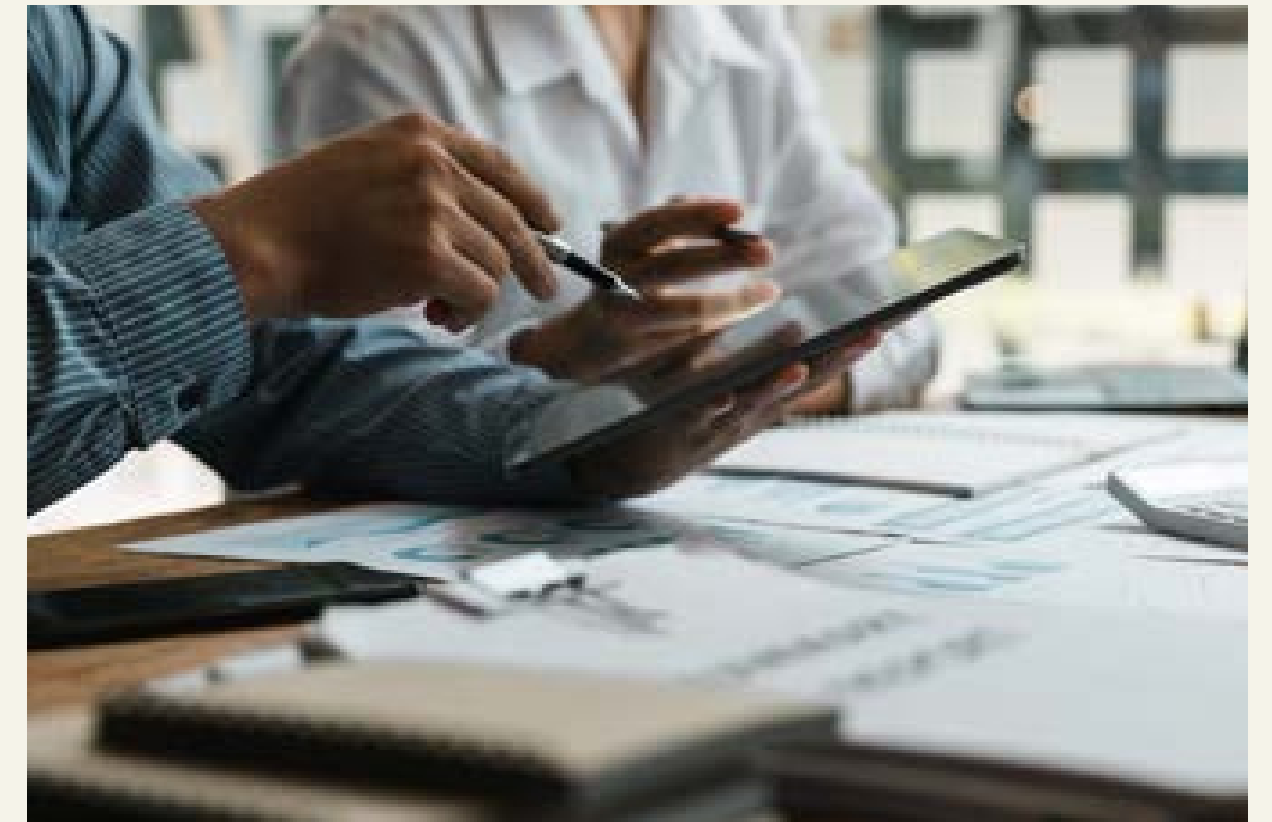
Make certain you understand how they measure health outcomes and define success. Unfortunately, it's not unheard of for PSVs to offer solutions rooted in technology but without supporting clinical validity. An evaluation of [280 diabetes mobile applications found only five](#) associated with clinically meaningful improvement.



How each point solution encourages and tracks engagement

Different populations come with different inherent challenges, so each PSV needs a plan to create and sustain engagement with your unique members. This includes knowing:

- What voice, tone, and language will get the best results
- Which channels will be most effective
- The best time to reach out to members
- Which tactics will make an impact



Identify the Best Point Solutions

You'll also want to understand how different PSVs measure engagement and whether those metrics are actually meaningful to your organization. Are performance guarantees based on the number of people who sign up for the app? Or, are outcomes, activity, sustained engagement, and ROI included in those calculations?



What a point solution's payment policies are

Pricing models and payment policies can be revealing in terms of how well developed PSVs believe their solutions are. Whereas some might utilize a standard rate (e.g., per member per month), others are more willing to share risk. When performance guarantees come down to an alignment of incentives, it makes measuring value a more straightforward process, which can help you feel more confident in your decisions.



A collaborative approach is key

Effective PSVs understand that they're not solo players offering a single solution but, instead, they're part of a larger healthcare ecosystem. To effectively serve members, they need the capacity to work with other healthcare solutions, identify trusted resources, offer referrals, and share data.

Every PSV in apree health's ecosystem has been vetted for consumer experience, clinical validation, and security and legal requirements. This process takes a "best-in-class" approach to ensure only the top solutions in each category become integrated in the Ecosystem.

3 Steps to Overcoming Point Solution Fatigue

Encourage and Evaluate Member Engagement

Step 2: Encourage and Evaluate Member Engagement

Too often members are unaware of what benefits are available to them. They may not know they have access to certain point solutions or how those solutions could benefit them. Postcards can get thrown away, and emails are often deleted.

While engagement can be challenging to achieve, if your point solutions are going to improve member health, it's vital. What's necessary is an engagement strategy that serves your members, the information they require, in a way they'll see it, at the moment they need it. Here are some engagement strategies to consider:



Match the right members to the right solution

Sending simultaneous communications about six different point solutions to your entire population and expecting the right message to magically connect with the right person does not work.

Once you have a set of point solutions in place, prioritize them according to which will have the biggest initial impact for specific segments of your population. While this requires a high level of coordination and access to rich data, doing so ensures relevance and increases the likelihood of engagement. A member struggling with diabetes will be far more likely to pay attention to specific programs that will help them manage it—like [Virta](#), [Livongo](#), or [Omada](#)—as opposed to a vast collection of emails or memos that span a broad range of health and wellbeing benefits.

Encourage and Evaluate Member Engagement



Find the moments that matter

There are distinct moments within a member's life that spur them to take action on health-related issues. They might reach a milestone age where certain screenings become important or their child might need a specialist. Make sure the information they need is available during these key moments. There are also moments that matter within your organization as a whole, like open enrollment and benefits fairs. Refine your messaging during these windows.



Get personal

Connect the value of point solutions to factors that are important to members. Perhaps improving their personal fitness will enable them to participate in more activities on an upcoming vacation. Or, if they're in an industry where burnout is high, offering coaching or behavioral health solutions—like [meQuilibrium](#) or [Spring Health](#)—may be the best approach. Connect the action you want the member to take to an outcome that's meaningful to them.



Provide awards for healthy behavior

apree found that when incentives are offered, program engagement is an average of eight times higher than when there is no incentive. But make sure you incentivize meaningful actions, more than just signing up for a program. You want to provide rewards for the activities that truly encourage behavior change, like walking a certain amount of steps each day for at least a week, tracking your blood sugar levels on a regular basis, or completing three sessions with a health coach.

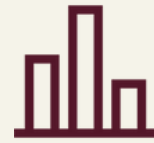


Leverage existing touchpoints

Find leaders within your organization who are passionate about health and wellbeing. An executive sponsor like a CEO or department head can make a big impact in getting the message out. Encouraging managers to talk about benefits programs with their teams can also be helpful, as can making announcements on the company intranet and during employee events, such as all-hands meetings and company-wide celebrations.

Built on a foundation of data and powered by the Genius engine, apree's navigation solution prioritizes and promotes relevant recommendations for each member to drive better health and wellbeing outcomes.

Encourage and Evaluate Member Engagement



Measuring meaningful engagement

Entering into your PSV partnerships with an understanding of how they track engagement is vital. For example, engagement cannot be reliant on the number of members who register for a point solution because even if every single member signs up, unless they engage further, those actions have no impact on health outcomes.

Begin by identifying the eligible percentage of your population, specific to each program. Then, build a realistic engagement number for that percentage, and measure that target against your data. Determine a reasonable outcome metric—miles walked in a day, for example. From there, you can begin to build a far more sophisticated and precise portrait of engagement (and thus the potential for a positive impact on health outcomes).



Ask yourself, “What’s the best way for my population and segments of my population, to receive these messages?” A few considerations:

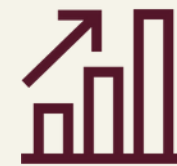
- Messages from executive sponsors work best within organizations with strong internal cultures
- Home mailings can be an effective option for reaching members who don’t frequently use computers
- Emails, text messages, and push notifications are often effective with consultants, those in the tech industry, and workers in distributed environments such as transportation, retail, or food service
- Pop-up clinics can be great options for organizations that hold onsite events
- If your workers spend their days on a manufacturing floor, consider a different approach. Some organizations have found success with in-person outreach: bringing in laptops, offering food, and helping to get members registered.

3 Steps to Overcoming Point Solution Fatigue

3 Optimize Your Ongoing Point Solution Strategy

Step 3: Optimize Your Ongoing Point Solution Strategy

Inevitably, you'll need to investigate whether your point solutions are continually improving health outcomes, creating great member experiences, and offering good value. While it's typically best to retain PSVs as long as possible rather than frequently switching it up, there are some points to consider as your initial contracts end:



What's the RIO

When calculating ROI on point solutions, be prepared to show the true scope of the PSV's impact. Look beyond which population health issues are being solved and determine the overall positive impact on your organization. To make the case for a particular solution, you must be able to communicate its connection to company culture, values, and goals.

"You may need more than just the ROI. It might have to be tied to the culture of the business and what the business is trying to communicate about its employer value proposition and its external market position. Say you're a company that develops healthful products. Therefore, having an internal culture of health is important in terms of consistency and credibility."

– Erik Sossa, President, E.A. Sossa Consulting, LLC

Optimize Your Ongoing Point Solution Strategy

For example, demonstrating an app's impact on morale and turnover reveals an ROI that extends beyond health outcomes and cost savings.



Is the PSV delivering on its promises?

Can you point to the successes you've had with a particular PSV? What outcomes have you achieved together? How do your members feel about the solution? Has the PSV demonstrated that they truly understand healthcare and their place within the healthcare ecosystem?

PSVs also need to be able to sustain engagement over the long term. If engagement began strong but dropped off over time, that's often an important sign to reconsider your partnership. It's important to note that just because a PSV misses a few outcomes doesn't necessarily mean you should drop them right away. Perhaps they're delivering on the outcomes that are most important to you, or they're exceeding expectations in other areas. In that case, it is probably worth moving forward with them.



Is the point solution evolving or is it stagnant?

Because of the fast-moving nature of healthcare, PSVs need to be constantly evolving and looking to the future.

New research emerges every day and recommended treatments change quickly, which means a point solution that worked well yesterday might not be the best choice for tomorrow.

Renewals are also a good point to take note of whether the PSV's pricing model is evolving and whether or not they're willing to share the risk by charging based on member outcomes.



Is there any other promotion your team could do?

While it's critical for the PSV to hold up their end of the bargain, there are some efforts that need to come from your organization, as well. Have you enlisted any of your executives to promote specific programs? Did you provide meaningful incentives? If so, have you considered a different type of reward?

Take some time to review your promotional efforts and see if there's anything else you can try. For example, when it comes to incentives, you could survey your population to see what would be most meaningful to them. A brand new TV may seem appealing, but perhaps the majority of your members would prefer a gift card or an at-home stationary bike.



Leverage a Connected
Navigation Partner to
Ease Fatigue and
Achieve Optimal Results

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Navigating healthcare can feel overwhelming, especially when members are faced with a fragmented system of diverse point solutions. To simplify this journey and reduce fatigue, apree offers a connected navigation platform that integrates a wide range of resources into a single, seamless experience.

This unified approach is crucial in alleviating the frustration of managing multiple health tools. Rather than juggling numerous apps, logins, and interfaces, members benefit from a cohesive platform where everything they need is integrated into a single space.

However, we also understand that every member has different preferences for how they engage with their care. That's why apree provides multiple access points to our ecosystem—whether through the app, web platform, personalized outreach from a Care Guide, or in-person visits to our Advanced Primary Care centers—ensuring that support is always accessible, whenever and however it's needed.

Beyond simply connecting digital tools, apree's Care Guides can recommend personalized programs and assess eligibility for individual members, adding a human touch to the navigation process. Additionally, members who visit our care centers have the unique advantage of receiving "prescriptions" directly from their PCP to further navigate members to the correct PSV.

By offering access through multiple touchpoints and incorporating both technology and personalized care, apree helps ease point solution fatigue and supports members in achieving their health goals with ease. This integrated navigation not only simplifies the experience but also ensures that members can easily access the most relevant and effective solutions to improve their health.

**With apree's comprehensive digital experience,
that integrated experience is not only possible,
but intuitive and simple.**

Leverage a Connected Navigation Partner to Ease Fatigue and Achieve Optimal Results

apree has extended the concept of connected navigation, helping customers overcome point solution fatigue and achieve desirable results. Here's how:

Point solutions are vetted so you don't have to

apree has established partnerships with more than [30 best-in-class PSVs](#) covering 20+ health and wellbeing categories. These partners are carefully selected and reviewed based on their clinical foundation and ability to deliver meaningful health outcomes, member experiences, and cost savings.



The apree team is constantly watching the healthcare space, evolving its partnerships as new solutions come to the market.

The administrative load lightens immensely

apree can sell all PSVs on one paper, preventing you from needing to navigate contracts, SLAs, vendor security reviews, and more for each new solution.

Deep data troves and expertise provide critical insights

apree's digital app harnesses more than a decade's worth of data—over one billion data points from claims, biometrics, health risk assessments, and member activity—to assist you in crafting a clear and comprehensive understanding of your population's needs. You'll also have access to a personalized dashboard where you can see in-depth reporting on how all of your different PSVs are performing in one place.

Thoughtful communication strategies and personalization boost engagement

apree can also help you with member engagement by creating annual communication plans for you, on top of the segment-level nudges that automatically come with partner integrations. This data-driven personalization ensures members' experiences on the platform are uniquely tailored to their activity and needs.

**Leverage a
Connected Navigation
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Incentivizing members becomes simple and fun

You can offer incentives for actions taken within a specific point solution—which apree’s digital app tracks via real-time, two-way data exchanges—by turning on rewardable activities such as participation in a mindfulness and meditation program, or other personalized actions like measuring your blood pressure regularly.

Access to care is expanded

With apree’s digital experience, it’s simpler than ever for members to identify and access innovative solutions to improve their health, no matter where they live. Plus, the platform will recommend PSVs related to the type of care a member needs. For example, if the member is

searching for a physical therapist, apree will alert them to the musculoskeletal employer- or plan-sponsored program available to them, such as [Hinge Health](#) or [Sword](#).

Point solutions are held accountable

apree ensures its point solution partners maintain integration standards and uptime guarantees, timely customer support, and account management best practices.

Ready to learn more?

Click here to discover how apree can help you maximize your PSV investments – and achieve increased engagement, improved health outcomes, greater cost savings, and a better experience for both you and your members.

About apree health

Castlight Health and Vera Whole Health are now apree health

apree health brings together a best-in-class navigation platform with clinical advocacy and advanced primary care delivery to provide a vastly better health and care experience, improve outcomes, and significantly lower the total cost of care for a population. apree health solutions understand members' health risks, challenges and goals; engage them with personalized, relevant outreach and prioritized recommendations. They assist their members in managing their care by providing an integrated and coordinated care experience.