

# PROACTIVE CARE NAVIGATION: CLOSING CARE GAPS, CUTTING COSTS

WEDNESDAY, OCTOBER 29, 2025 | 12:00 - 1:00PM



#### **Speakers**



Marc Stevens, RHU
Partner, Sr. Strategy Consultant
Main Street Insurance Group



Lauren Roberson, ANP-BC
Head of Nurse Advocacy
Connect Healthcare Collaboration



Paul Richmond
COO
Wellnecity



MODERATOR
Sally Pace
CEO
Connect Healthcare Collaboration





#### **Webinar Procedures**



All lines will be muted



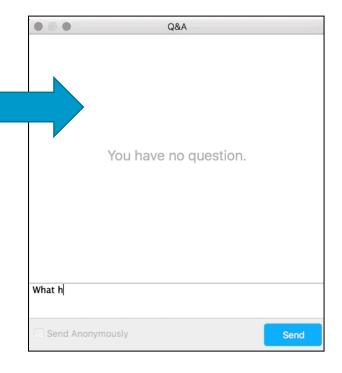
Please submit all questions using the "Q&A" dialog box



Email Diane Engel at <a href="mailto:dengel@nebgh.org">dengel@nebgh.org</a> with any issues during this webinar



A recording of the webinar and a PDF of the presentation will be shared.









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Paul Richmond

CCO, Wellnecity



Sally Pace

CEO, Connect Healthcare Collaboration (Moderator)

#### The Hidden Cost of Confusion

#### **Over 80%**

of employees are confused about their benefits.

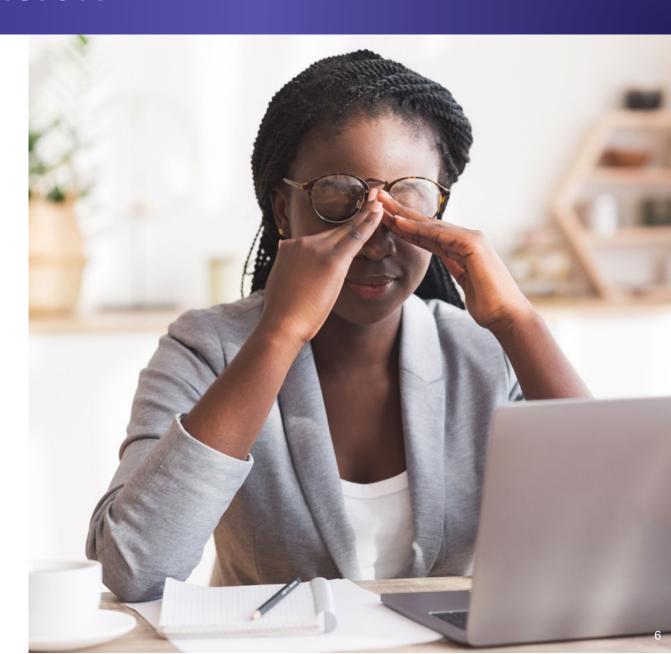
(HR Morning Survey 2024)

#### **Over 70%**

of employers require employees to contact multiple vendors for benefits programs.

Employees are often provided with a list of 5–10+ separate 800-numbers, each corresponding to a different benefit vendor.

(Sources: SHRM 2024 Employee Benefits Survey)



#### What Data is Telling Us

90%

of U.S. employers cite rising healthcare costs as their TOP strategic concern (WTW, 2025 Benefits Trends Survey)

### \$935 Billion

annually is driven by unnecessary services, missed preventive care, and inefficient care delivery.

(Peterson-KFF Health System Tracker, 2025)

5% of members drive 50% of total healthcare spend

(KFF Health System Tracker, 2024)



#### Precision Over Volume

Modeled Savings & Clinical Outcomes:

## \$760M/year savings from 5% cost reduction among top 5% high-cost patients

(System-wide estimate)
Source: Wodchis WP, Austin P, Newman A, Corallo A, Henry D. *The Concentration of Health Care Spending* 

## Reduced 38.3% preventive care hospitalization risk

## 37.7% reduced medication adherence hospital risk

(n=1,171, 5-year)

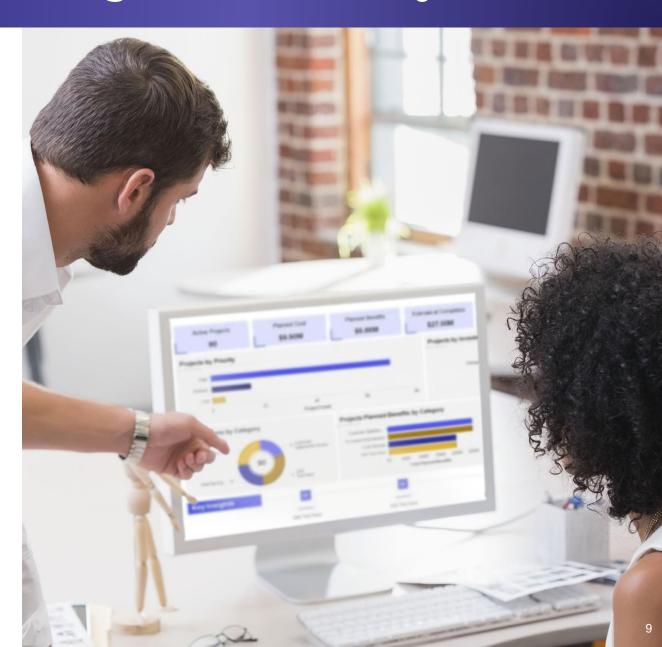
Source: Zhang Y, Chen Y. The Role of Machine Learning in Reducing Healthcare Costs: The Impact of Medication Adherence and Preventive Care on Hospitalization Expenses.



#### Predictive Analytics Turns Insight into Timely Action

74% of organizations consider predictive analytics critical for workforce management, but only 29% have implemented it

Deloitte, HR Analytics study 2025



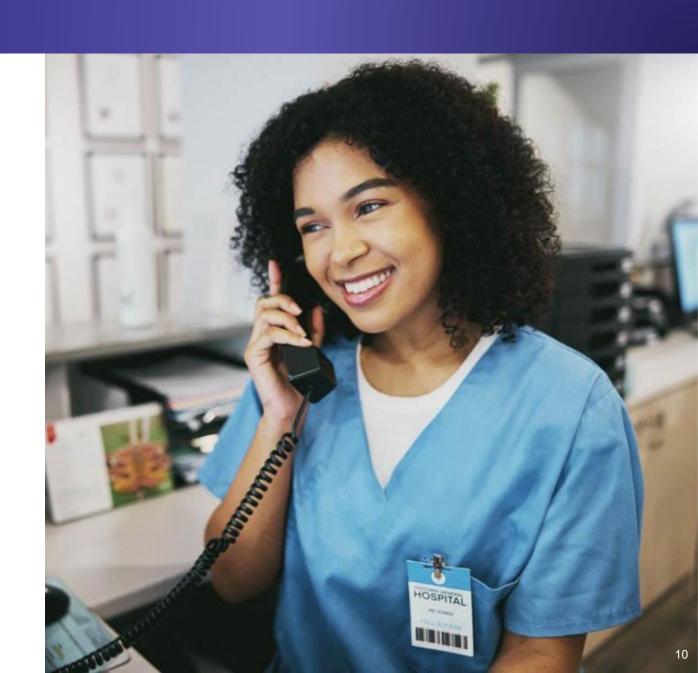
#### The Power of Timing

# 78% reported avoiding what would likely have been an ER visit

Within 24 hours of flagging, CHC nurses reached 92% of flagged members

## 45% reduction in avoidable hospitalizations

Care management and real-time alerts at critical risk inflection points enabled CHC nurse outreach within 24 hours.



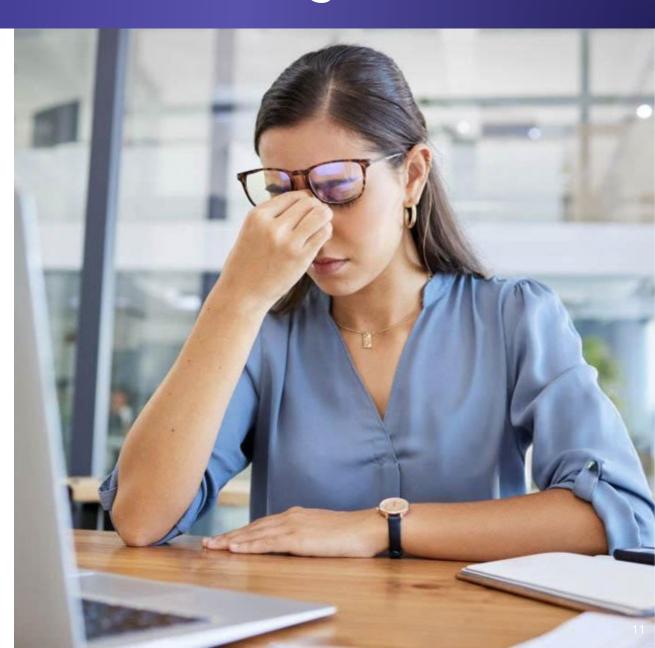
#### From Passive Reporting to Active Management

**More than** 

1 in 4

U.S. adults (28%)
delayed or skipped
needed medical,
dental, mental
health, or
prescription care
due to cost barriers.

Health Tracker, 2025



#### From Patterns to People

#### CLIENT EXAMPLE

#### **Summary**

Employer Size: 5,000 Employees

Program Focus: Targeted interventions

#### **Key Metrics**

- •589 targeted members of interest
- 100% members of interest proactively engaged
- Over **4x ROI** investment
- •\$600K+ in annualized savings

Source: Q1 2025 Results



"We reinvest our savings directly into our employees' health and well-being."

#### From Patterns to People

#### CLIENT EXAMPLE

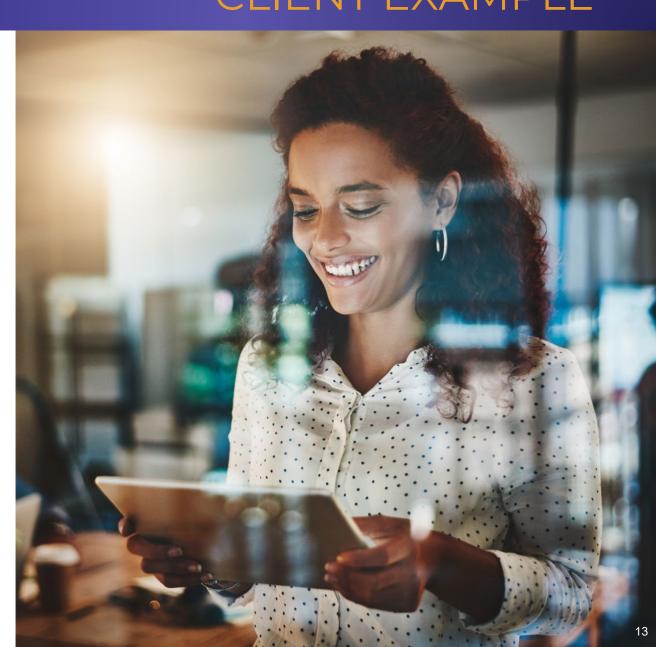
#### **Summary**

Employer Size: 50,000 Employees

Program Focus: 10% potential cases flagged

#### **Key Metrics**

- •1,242 targeted members of interest
- 125.5% outreach member exceeded engagement fueled by inbound interest.
- 18% referred and being treated for clinical care.
- •\$2.1M+ in gross savings



#### **Key Summary**

- 1. Early, data-driven intervention changes outcomes
- 2. Trust and guidance matter
- 3. Personalization drives impact

## 08A • Thank You



### Free Analysis

Click the QR Code or email demo@wellnecity.com







**BUSINESS GROUP ON HEALTH** 

#### **Upcoming NEBGH events:**

- November 3 Mondays with Dr. Mark & Dr. Michael
- November 6 Transformations in Cancer Care: Innovative Approaches for Better Experiences and Outcomes
- November 13 The Cancer Care Continuum: Supporting Employees
   Throughout the Cancer Journey
- November 20 The Silent Crisis: Rethinking Men's Health at Work
- December 10 Annual Membership Meeting

#### **SAVE THE DATE FOR THESE 2026 EVENTS!**

- February 12 31<sup>st</sup> Annual Tribute to Leadership
- June 18 15th Annual Health & Wellness Benefits Conference





