

PROACTIVE CARE NAVIGATION: CLOSING CARE GAPS, CUTTING COSTS

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

Wellnecity®

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 dengel@nebgh.org with any issues during this webinar



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

Q&A

You have no question.

What h

☐ Send Anonymously Send

Closing Care Gaps to Protect Your People and Your Bottom Line

October 29, 2025

SPEAKERS:



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



**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."

— Will Foster, VP Total Rewards, Lumexa Imaging

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**

Q&A • Thank You



Free Analysis

Click the QR Code or email
demo@wellnecity.com

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** – 31st Annual Tribute to Leadership
- **June 18** – 15th Annual Health & Wellness Benefits Conference

Remember to rate this webinar!

