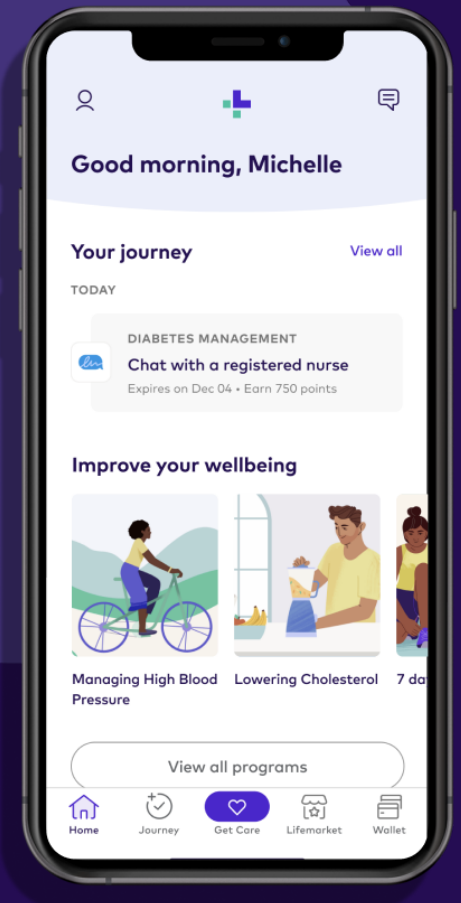
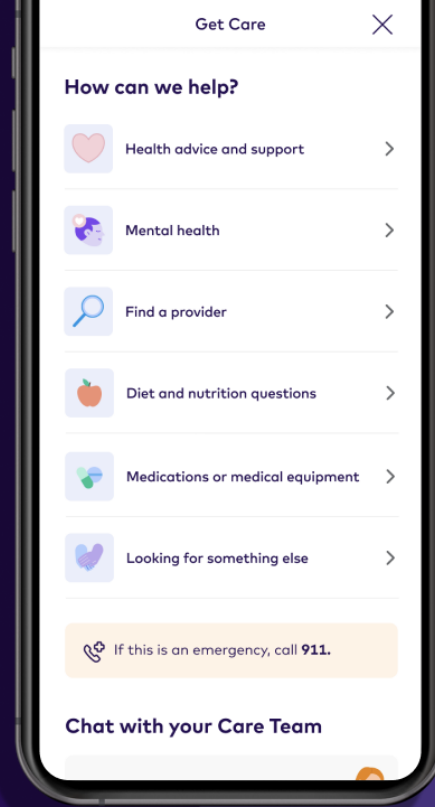




## A BUYER'S GUIDE:

# Digital Health Engagement and Navigation Platforms



We know that delivering an integrated health and benefits experience is anything but easy; it's confusing, overwhelming and overly technical. We're here to help. We'll highlight the ways a platform approach can help improve your organization's overall health and benefits strategy. We'll also explore the technology behind platforms and share questions to consider when looking for your ideal partner.

# So what is a health and benefits platform?

Platforms are meant to bring together health, benefits and wellbeing programs into an easily accessible digital front door for employees. This technology should make it so employees have one place to go in order to access, navigate and pay for all of their health and wellbeing programs.

## No more portals. No more logins. Just one effortless benefits experience.

- Platforms should be modular, allowing you to integrate various point solution technologies into their infrastructure. A platform maximizes your current resources, supercharging your point solution spend.
- Your health and benefits platform needs to be the *singular source of truth* for all health and benefits information and the focal point for employee engagement. Portals and multiple logins make healthcare confusing and discourage engagement.
- Platforms should support your business by *facilitating visibility into program usage*. What is the ROI of your health and benefits spend? Data visualization and insights are essential in a modern organization.
- Platforms should foster communication between you and your employees. In a world of remote work and disparate workforces a platform can help you *streamline messaging with personalized communication* through mobile devices.

### Features of a Health and Benefits Platform

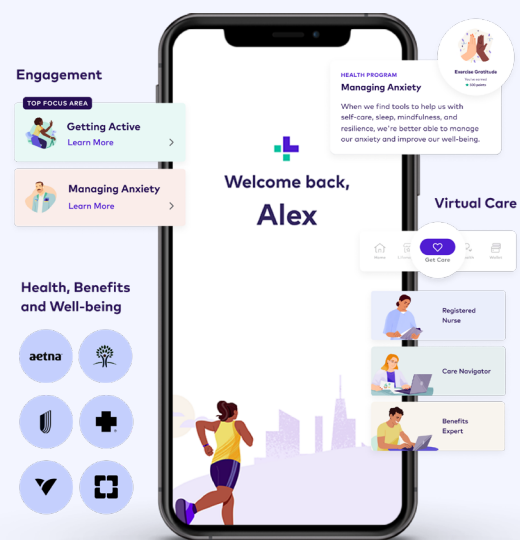
- A digital and personalized “front door”
- Benefits Engagement
- Benefits Management
- Care Navigation
- Actionable Data & Insights

## At League, we take the concept of a health and benefits platform one step further.

**Better Benefits:** an easier and more personalized way to access, navigate and engage with health, benefit and wellbeing programs.

**Better Care:** targeted outreach and interventions help drive engagement with care management programs designed to help reduce high-cost claims and improve health outcomes.

**Better Health:** enhanced clinical support to help ensure employees access the right care at the right time.



	Point Solution	Platform
Employees	<ul style="list-style-type: none"> <li>Addresses a specific need (e.g. diabetes, sleep, heart health, mental health)</li> <li>Points to the specific solution and provides deep expertise</li> <li>Enrollment: usually &lt;30%</li> </ul>	<ul style="list-style-type: none"> <li>Ability to provide access to any health or wellbeing need (e.g. financial health, physical or mental health, fitness offerings)</li> <li>Helps manage all programs, providers, payments</li> <li>Enrollment: usually 95%+</li> </ul>
Employers	<ul style="list-style-type: none"> <li>ROI insights for a specific program</li> <li>Increases uptake of specific offering</li> <li>Improves specific health outcomes</li> <li>Can result in lower healthcare costs in one area</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive ROI insights for all offerings</li> <li>Increased uptake of many benefit offerings</li> <li>Improves overall health and wellbeing of workforce</li> <li>Lower healthcare costs overall (\$500-1,000/employee/year)</li> </ul>

[Read the report from Josh Bersin](#)

## Point Solution Vs. Platform

There are countless companies promoting specific services in the health and benefits marketplace. They can offer a great deal of value but with a limited scope. There are also issues related to assembling a number of point solutions which involve complexity, portal fatigue and a general inability to access care. A platform approach to health and benefits addresses all of these issues and should create a solid foundation upon which an organization can address specific concerns.

### Questions to consider:

- Is this a one-off clinical solution or does it address a broad spectrum of employee health concerns?
- How expansive is this platform? How versatile is it with dealing with a number of health and wellbeing solutions while maintaining a seamless user experience?
- Is it important for your employees to access all their health, benefit and wellbeing programs in one place?

## General Effectiveness

When evaluating a health and benefits platform, the most important consideration is how effective it will be at improving the health and wellbeing of your employees, and by extension the overall performance of your organization. Then focus your attention on how the platform addresses other aspects of your business beyond the HR department.

### Questions to consider:

- Does this platform have a track record of success in improving employee health and wellbeing? How is this measured?
- Do employees like using this platform? Does the platform provide data on employee experience? NPS scores?
- Does this platform effectively increase engagement in the specialized programs/point solutions that you are already paying for?
- Along with employee health, how does this benefit your HR department? Can you expect a reduction in administration time? Or spend less time fielding employee questions?



## Integrations

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You need to assess the approach these digital platforms bring to the overall functionality of your organization's HR ecosystem. Integrating point solutions and other benefits available into a single platform allows you to centralize your entire health and wellbeing offerings. Consider the types of integrations that the platform will facilitate; HRIS, point solutions, insurance carriers, carrier programs, in-house programs, etc. Digital transformation is a complex process, so figure out if your platform partner requires a full build or offers a plug-and-play solution.

### Questions to consider:

- Is the vendor's system proprietary and will it require an overhaul of all of your existing programs?
- Will this platform integrate seamlessly with your existing partners? What about your HRIS? Can they also integrate some of your own in-house programs?
- Will the platform provide a single centralized place to access all of their health, benefit and wellbeing information?

## Employee Experience

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Maximizing employee experience is now a corporate strategy that extends well beyond an employee health and benefits plan. Creating an experience your employees love is critical. A large portion of employees' interactions with your company occurs when they access their health and benefits plan. To foster a positive experience, information needs to be easy to find and easy to understand.

### Questions to consider:

- What is my current employee experience strategy? What role do health, benefit and wellbeing programs play?
- How can this platform support care navigation? What role will self-serve models play vs. human concierge-type services?
- Does the employee experience encourage or discourage benefit usage?





## Personalization

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Personalization is one of the most important parts of any digital experience. There is no engagement without personalization. People need content that applies to them, at the right time. When healthcare is tailored to the individual, platforms can enhance the user experience by setting specific goals and program recommendations based on their needs. These targeted health integrations are what drive consumer behaviors.

### Questions to consider:

- Does this platform leverage different types of data to power its personalization?
- Is this program customizable for the needs of your organization? Can it be personalized to your insurance carriers, technologies and infrastructure?
- Does this platform allow for program customization based on individual user personas?

## Engagement

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Creating a best-in-class, consumer-grade experience is paramount to employee engagement in healthcare, and it produces valuable dividends. Most employees engage with their health and benefits programs a few times a year. A platform approach should provide enough utility to shift the engagement model to weekly or preferably, daily. The goal is to create a destination for health and remain relevant 365 days a year.

### Questions to consider:

- Does the platform utilize data as a system of record or as a system of engagement?
- Does this platform have the breadth of services to maintain engagement with your employees throughout the year? I.e. a combination of acute care and lifestyle support?
- Does this platform produce content that is actively engaging for your employees? How robust is their content library? How often is new content being produced?
- Does the platform currently incentivize employees to engage in their health?

## Program Visibility and Insights

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When choosing a digital health platform, being able to track usage and engagement levels should be top of mind. With transparency into how your employees are using the platform, you can better understand what programs are and are not being utilized to their full potential. Visibility also provides insight into change over time—is your employees' health improving? Are you getting enough value to justify the financial investment?

### Questions to consider:

- Are you getting real-time insights into the health and wellbeing of your employee population?
- What data points does the platform provide and what decisions can they help drive?
- Is your health and benefits ROI measurable?
- Are your employees using the programs you pay for now? If not, how could you optimize these programs to provide a better fit?



## Data Management and Security

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Your employees' health information is personal, private and valuable, and it must be kept secure. Employers should identify how confidential data is shared to provide user insights while maintaining high-fidelity security. A technology partner should prioritize data security as part of their platform design.

### Questions to consider:

- How often does the platform perform data security audits?
- Are they compliant with national and international data security standards?
- Does this platform utilize smart data tools to drive employee engagement while also maintaining data security?

## Mobile First

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Mobile devices account for the vast majority of all online traffic and are essential for user engagement. If your platform isn't primarily optimized for mobile engagement, it will not be effective. Our phones go with us everywhere, which means getting on your employees' home screens is crucial for increased levels of engagement.

### Questions to consider:

- Can your employees access the platform on their mobile devices?
- How does your current health and benefits experience look and function on a mobile device?
- Does the platform provide your employees a reason to engage with their health throughout the day?



## Time to market

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Timing is everything. As HR philosophies and strategies evolve, there is an increasing demand for digital transformation to occur faster and faster. Some companies have tried building their own platform in-house, while others have opted for a rip-and-replace model. Both of these methods are costly in time and money and don't always guarantee an effective platform and employee experience. Plug-and-play is the future, allowing companies to integrate their health solutions into an existing platform that is customizable. These technologies offer a significantly shorter time to implementation and can save time and money.

### Questions to consider:

- Are you concerned about the time it will take to implement this platform?
- How much internal disruption will this platform implementation incur?
- Does the platform partner have a history of on-time implementation?

## Integrated Communications

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Health and benefits platforms provide a great deal of value when they are viewed as a company-wide strategic asset. Platforms can be a shared services model through which the entire organization can communicate and fill in other gaps.

### Questions to consider:

- Does this platform facilitate better communication across the organization?
- Does it impact every level of your organization?
- Does this platform allow for a shared services model?
- Is this an agile tool that allows your organization to change its use over time?



## About League

Founded in 2014, League is a technology-focused health company powering the digital transformation of healthcare and the leading health operating system. Employers like Unilever, Uber, Shopify and Lush Cosmetics use our award-winning platform to deliver an integrated and personalized health, benefits and wellbeing experience that employees use and love. This new "front door" to healthcare eliminates the current sea of point solutions via an integrated ecosystem of over 100 insurance carriers, healthcare partners and HRIS systems. Hundreds of thousands of people across the world use the League platform to access, navigate and pay for care.



**Ready to find out how League can elevate your organization's health and benefits experience?**

[Download our RFP template](#)