



**MERATIVE APPLIED ANALYTICS
AND CONSULTING SERVICES**

Program Evaluation



ROI

Proactively demonstrate the ROI of health and wellness programs with an unbiased third-party evaluation



Engagement

Find out if the right people are engaging in programs or where there may be opportunities



Behavior change

Evaluate whether your program is influencing the intended behavior change, like increasing medication adherence or improving screening rates



Outcomes

Demonstrate whether program participants are experiencing a meaningful difference in outcomes, such as reduced co-morbidities or slowed disease progression

The market for digital health tech solutions is more crowded than ever. That means employers and health plans have more vendors to choose from as they look to supplement benefits programs with solutions in areas such as fertility health, telemedicine, wearable tech, behavioral health, and much more. But, how can you tell which programs provide the intended value?

Merative applies a data-driven approach to help you validate the ROI of your health and benefits programs. Our healthcare analytics bring the strategy and expertise to not only measure population health outcomes, but also empower you to make key decisions around your program budget health outcomes, but also apply those lessons in ways that can help you expand your business.

We get to the answers clients care about most

Merative understands the variety of programs used to manage population health are as unique as our clients themselves. So, we work with clients to design a thoughtful, unbiased measurement and evaluation strategy to answer key questions: Is my program working? Are the right people enrolling in programs? Are there barriers to enrollment? Why are my programs working or why are they not?

We can help vendors in a variety of specialties:

- Maternity
- Fertility
- Diabetes
- Musculoskeletal
- Wellness programs
- Weight management
- Heart health
- Financial health
- Mental health
- Resiliency
- Primary care (onsite or telemedicine)

About Merative

Merative is a data, analytics and technology partner for the health industry, including providers, payers, life sciences companies and governments. With trusted technology and human expertise, Merative works with clients to drive real progress. Merative helps clients reassemble information and insights around the people they serve to improve healthcare delivery, decision making and performance. Merative, formerly IBM Watson Health, became a new standalone company as part of Francisco Partners in 2022. Learn more at merative.com.

Learn more

Visit our [website](#) or [schedule](#) time with us to talk about how Health Insights can help you transform your benefits program



CLIENT SPOTLIGHT

A tailored measurement strategy reveals impact

A Fortune 500 employer asked Merative to evaluate its recently adopted musculoskeletal care vendor. They wanted an unbiased evaluation to determine whether the vendor's program delivered on its intended goals to improve costs, increase employee adherence to recommended care guidelines, and prevent overutilization.

Working with the vendor, Merative analysts designed and executed a three-part evaluation process that included:

- Evaluating vendor engagement data
- Profiling program participants
- Running an analytic comparison between participants and nonparticipants

The Merative difference is that we apply creativity and our unique expertise to measurement strategy, asking key questions to confirm that our analysis is relevant, thoughtful and structured to address the client's success criteria.

Our evaluation proved that patients participating in the vendor's program experienced significant benefits:

- Lower rates of self-reported clinical depression and anxiety after participation
- Lower medical costs compared to non-participants
- High measures of participant satisfaction

That's the kind of ROI that helps build confidence that you're spending time, energy and budget in the right places.

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