



THE IMPACT OF DIABETES

A CASE STUDY



NOT JUST DATA. DIRECTION.

THE PROBLEM

When an insurer dropped coverage of a brand of insulin medication and forced Kapnick clients' diabetic employees to switch their medication brand to the preferred generic, some employees experienced severe nausea as a side effect.

The Kapnick team used Kapnick Lens to integrate, validate, and analyze the client's data to uncover program correlations and underlying cost drivers in order to better serve the client's growing diabetic and pre-diabetic population.

1 in 4
HEALTH CARE DOLLARS
SPENT ARE ON PEOPLE
WITH DIABETES

9.4%
OF US POPULATION
IS DIABETIC

THE SOLUTION

Going beyond the client's descriptive metrics, we used Kapnick Lens for predictive and prescriptive data analytics. Leveraging those insights with our strong carrier relationship, Kapnick was able to drive down our client's costs and provide proactive solutions.

TARGETED HEALTH COACHING

Employees now receive free expert health coaching and advanced blood sugar monitoring through a Diabetes "Maintenance or a Diabetes Prevention program.

EDUCATION & ENGAGEMENT

Through targeted campaigns, Kapnick increased employee engagement and education after seeing how many employees weren't using their healthcare benefits. With 23% of people with diabetes currently undiagnosed, preventing catastrophic complications or related illness is essential to save future costs.

AVERAGE DIABETIC MEDICAL EXPENSES
\$14K in 2012
\$17K in 2017

THE NUMBERS

Using Kapnick Lens to examine the company's history our experts uncovered:

- | A 50% increase of diabetic employees from 2015 to 2018
- | A 46% increase of healthcare dollars spent for diabetic employees from 2015 to 2018.
- | Claims costs increased from 18% of total costs to 24% in the same three-year period.
- | If the company continued without intervention the diabetic rate trend would continue, costing almost \$2 million by 2021.

CLIENT'S DIABETIC HEALTHCARE COSTS TREND

