



**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?

Truven applies a data-driven approach to help you validate the ROI of your health and benefits programs. Our healthcare analytics consultants bring the strategy and expertise to not only measure population health outcomes, but also empower you to make key decisions around your program budget.

## We get to the answers clients care about most

Truven 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 Truven

Truven by Merative is a portfolio of healthcare data and analytics solutions, backed by 40 years of deep healthcare expertise. We provide trusted insights and proven expertise to help employers, health plans, life sciences organizations, and government agencies drive better health and financial outcomes. With market-leading solutions like Health Insights and MarketScan, Truven serves 7 of the top U.S. health plans, over 40% of the Fortune 500, and the top 20 global pharmaceutical companies. Learn more at [merative.com/truven](https://merative.com/truven).

## 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 Truven 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, Truven 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 Truven 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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