Aon Employee Benefits

BIG DATA

Empowering your Health & Wellbeing Strategy

REBA Congress
23 June 2017

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Fuzzy & Fluffy

What would you like to know?
Risk. Reinsurance. Human Resources.
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What we are going to cover…..

- What are the challenges facing employers?
- Why I am doing this?
- How can data help?
- Where can I find data to use?
- What does good look like?

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Health & Benefits: The big challenges facing employers today

Increasing absence, health and benefits costs

Will the responsibility for employee health and provision continue to shift from the State to employers?

What is the most effective way for my employees to access the healthcare system, particularly for the key health conditions: Mental Health, Cancer, MSK and Heart

Employee health concerns as 'lifestyle' related illness are increasing exposure to claims

How do I engage more with a multi-generational workforce and get recognition for my Employee Value Proposition

Lots of good data, how do I use this and truly integrate my approach to health and benefits?

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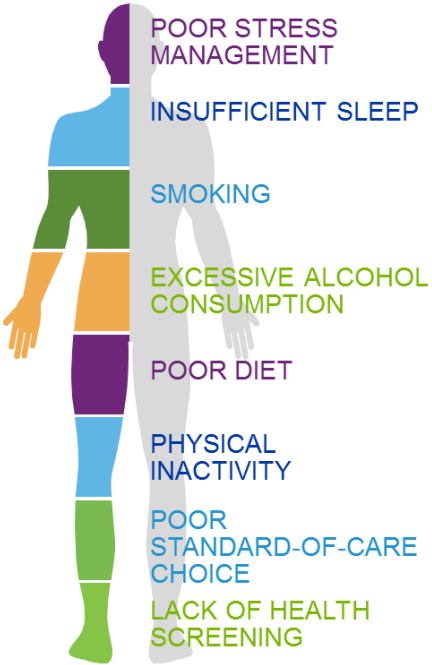
The key health risk behaviours that drive ill-health costs

8 Risks and Behaviours Drive



15 Chronic Conditions

- Diabetes
- Coronary Artery Disease
- Hypertension
- Back Pain
- Obesity
- Cancer
- Asthma
- Arthritis
- Allergies
- Sinusitis
- Depression
- Congestive Heart Failure
- Lung Disease
- Kidney Disease
- High Cholesterol

Accounting for 80% of total costs for all chronic illnesses worldwide

Source: World Health Organisation

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What should a complete Wellbeing strategy encompass

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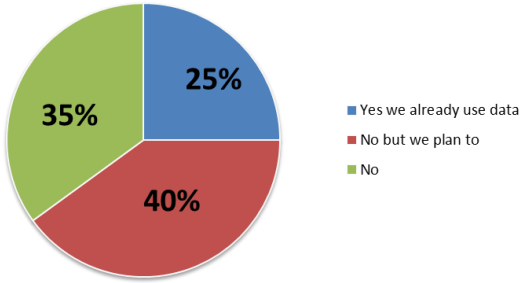
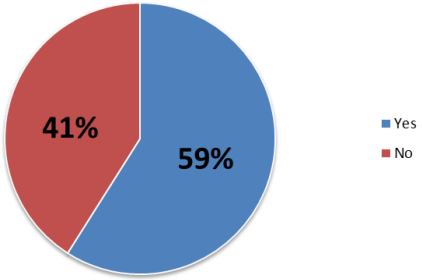
What are clients telling us?

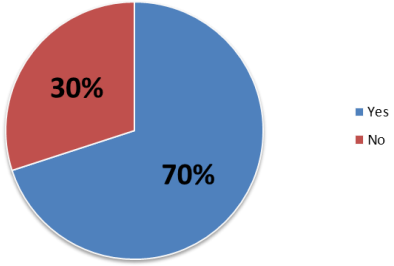
Only 25% currently use data but 40% plan to

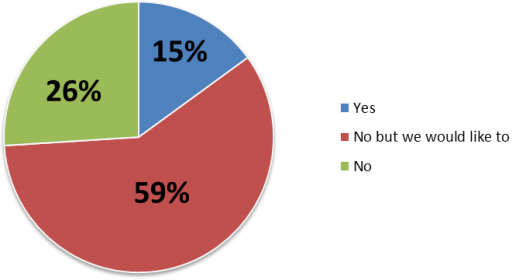




59% do not understand the impact of ill-health

70% plan to start measuring this soon





59% do not measure on ROI… but would like to

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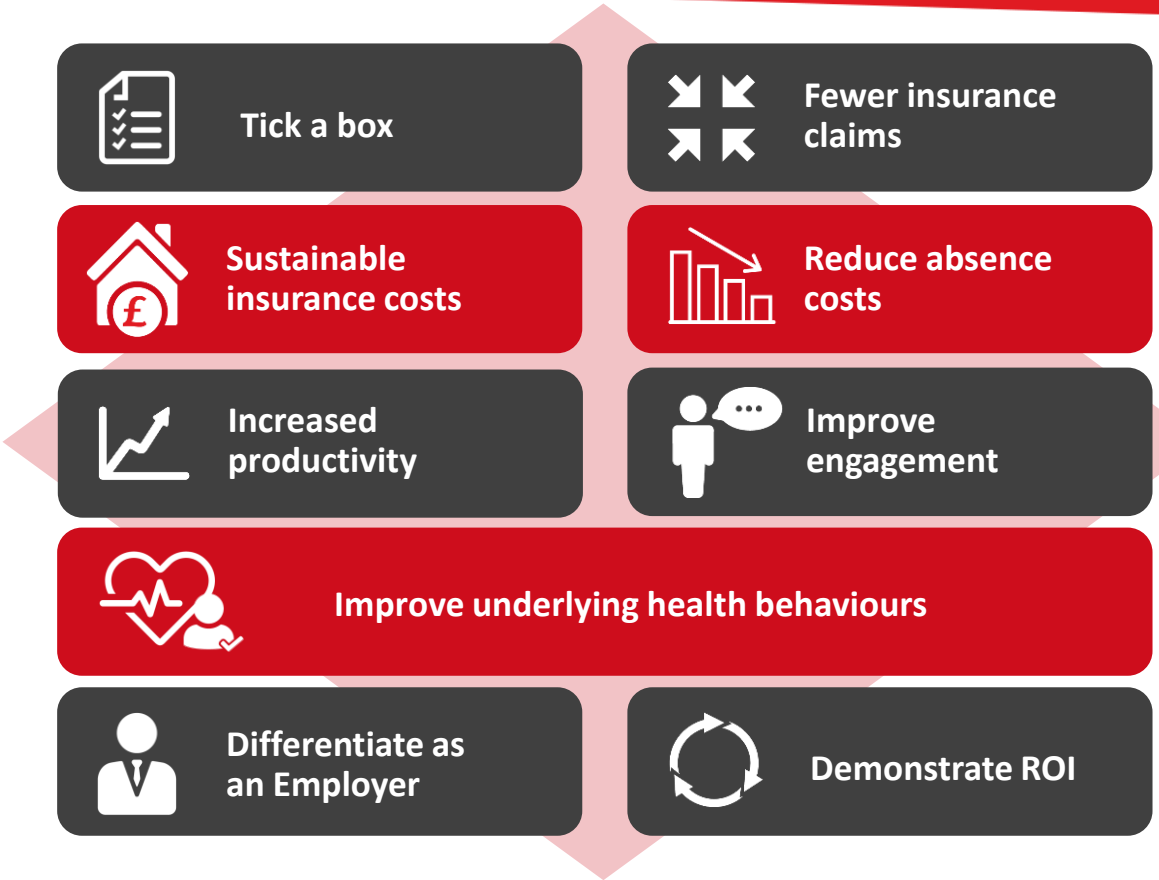
Aon Employee Benefits Health Survey 2017

Health & Wellbeing: What are you trying to achieve?



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How can data can help?

- Sets baselines
- Informs decision making
- Quantify risks
- Benchmarks against peers
- Segmented analysis
- Builds a business case
- Targeted & engaging communications
- Demonstrate better performance
- Improve underwriter confidence
- Helps measure improvements and prove ROI

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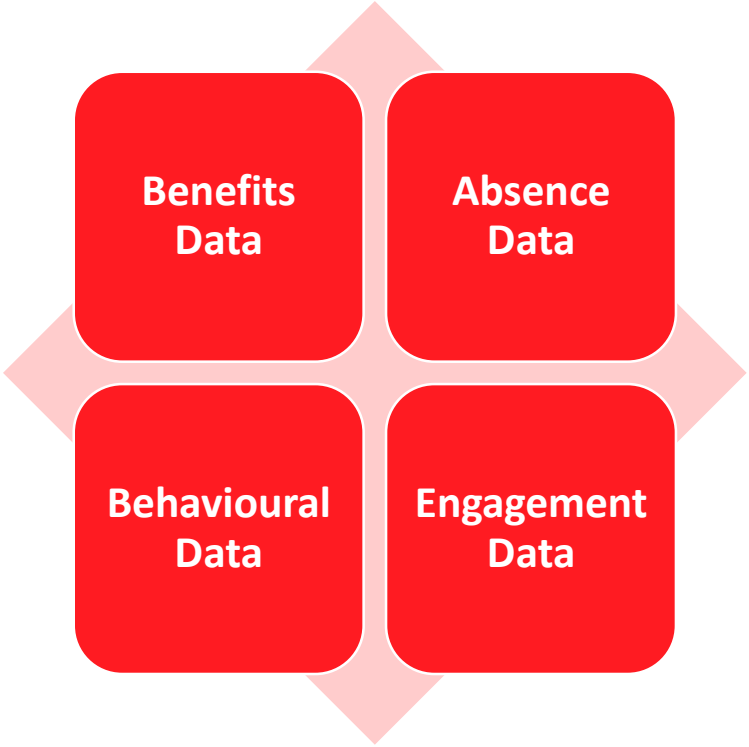
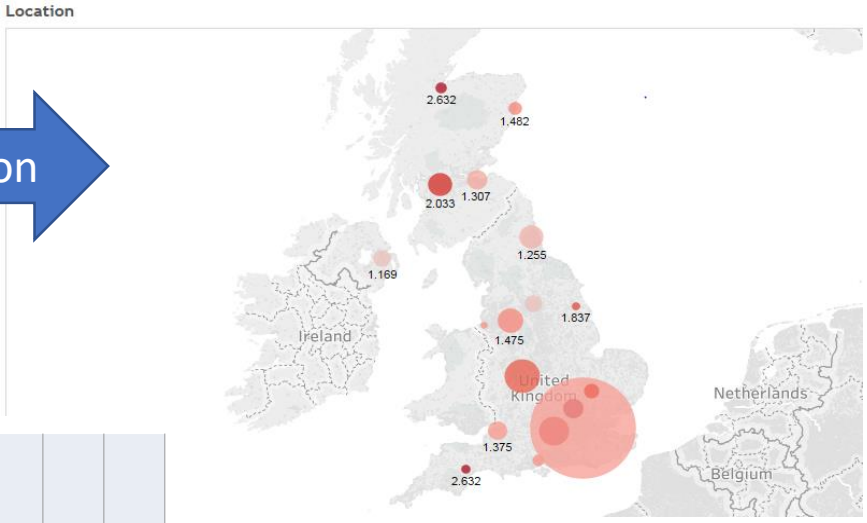
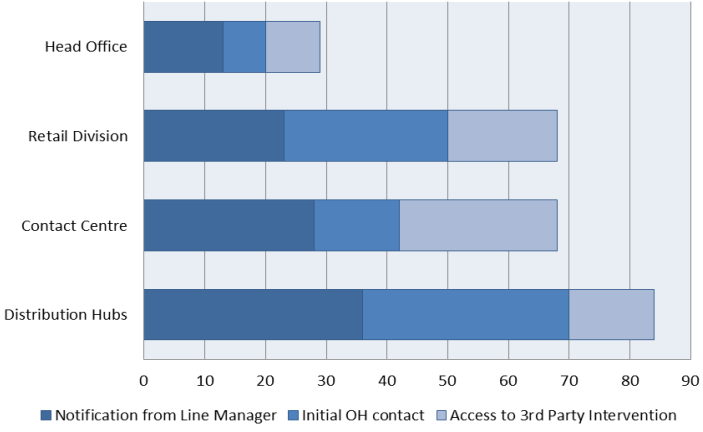
What data can I use?



Using data to drive strategy

Health profile by location





Health profile by division

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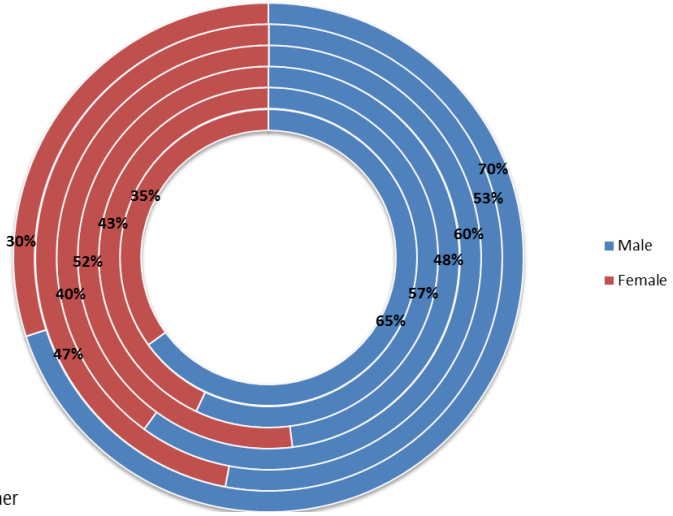
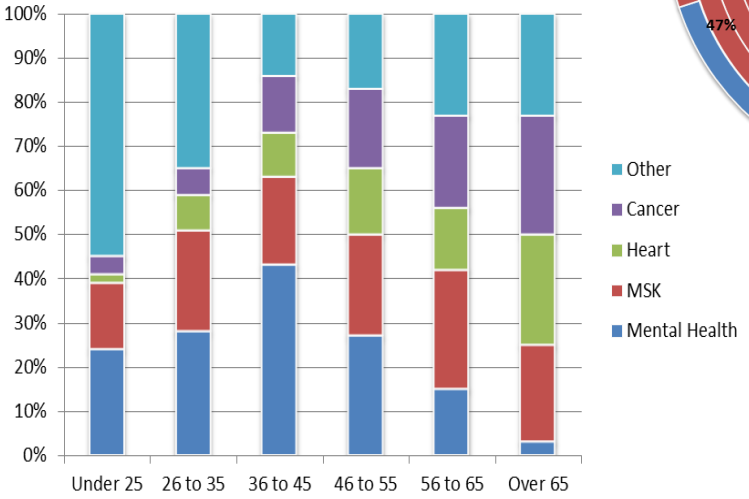
Health profile by gender





Health profile by age

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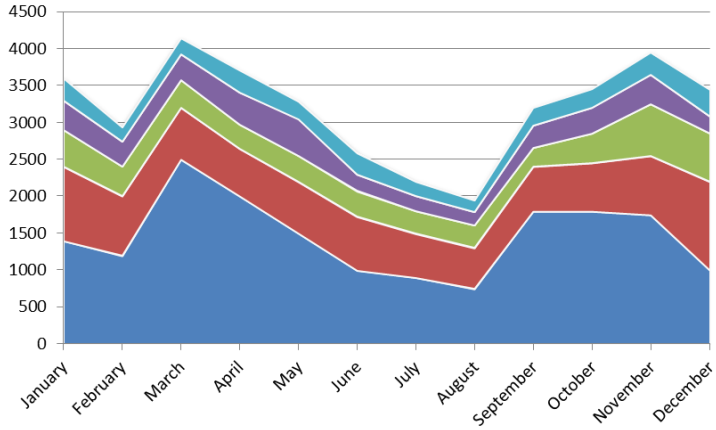
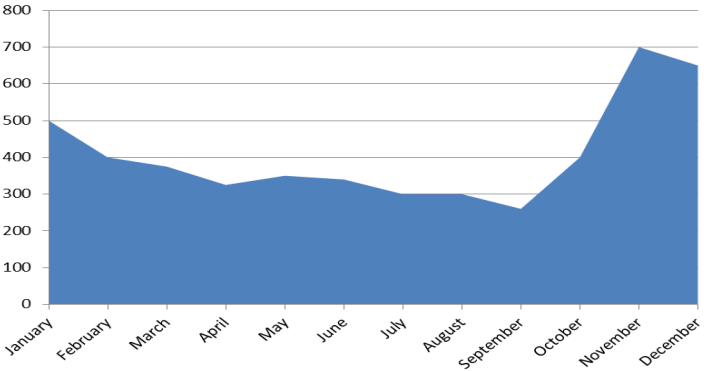


Plan your year



Segementation

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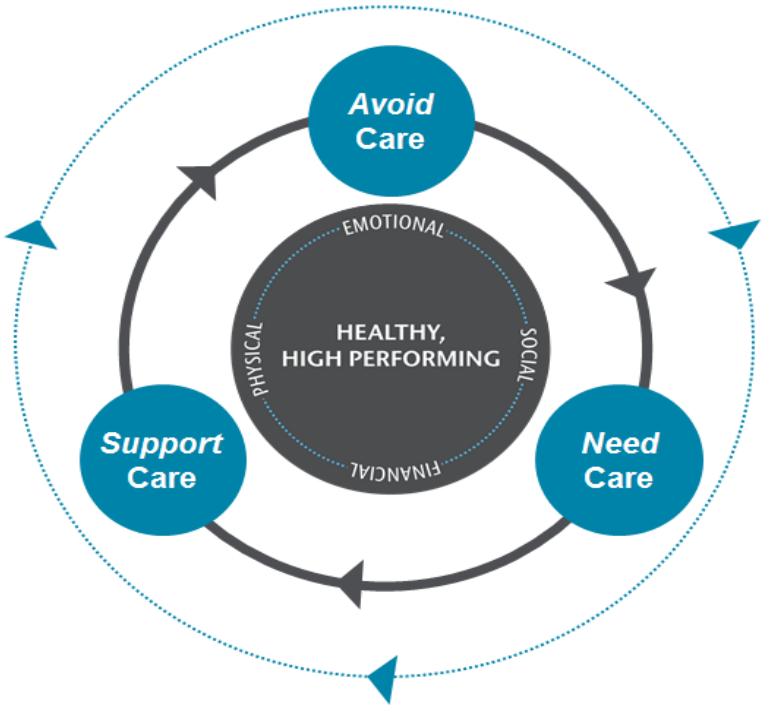
Health & Wellbeing: Knowing where to focus



- By Pillar of Wellbeing
- By Health Risk
- By Location
- By Division
- By Age
- By Gender

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How can data help optimal programme design strategy?

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Embracing the power of data analytics

Benefits data

Health data

Engagement data

Absence data

Quantify risk

Inform strategy

Control costs

Improve engagement

Set metrics

Informed decision making

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Questions……

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