

Garner Health Case Study

Examination of Engagement

Overview and Takeaways

Clients

- Engagement varies greatly between clients. This is largely based on the number of registered users per client
 - Client engagement also varies over time

Engagement Funnel

- Emphasis on creating accounts and recommendations (steps 2 and 3)
- This will affect step 5 and result in more engagement via submitted claims.
 - Potential for A/B testing recommender systems

User Segmentation/Specialties

- Segmentation by sex and family status
- Focus on Primary Care services and Mental Health care

Summary of the Data

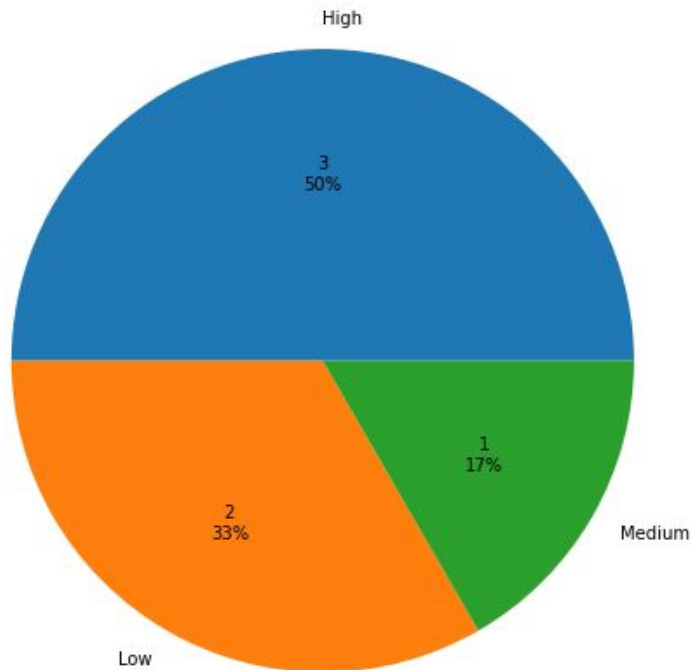
Mean Claim Amount	\$1939.96
Median Claim Amount	\$211.00
Conversion Rate (eligibility to user)	~42.8%

The claim amount data are highly positively skewed as evidenced by the differences in mean and median amounts

Client A User Count	45
Client B User Count	136
Client C User Count	471
Client D User Count	69
Client E User Count	210
Client F User Count	276

Client Engagement

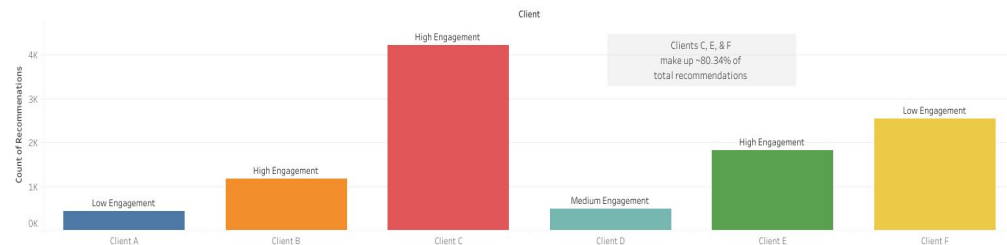
HR Engagement Across Client



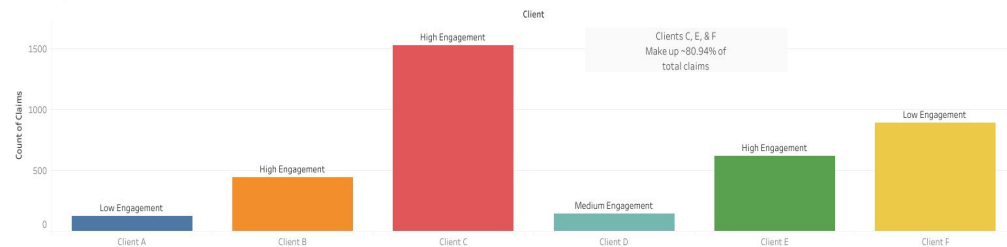
An initial look at HR Engagement shows the majority of clients have high HR engagement

But HR engagement doesn't translate perfectly to user engagement

Recommendations by Client



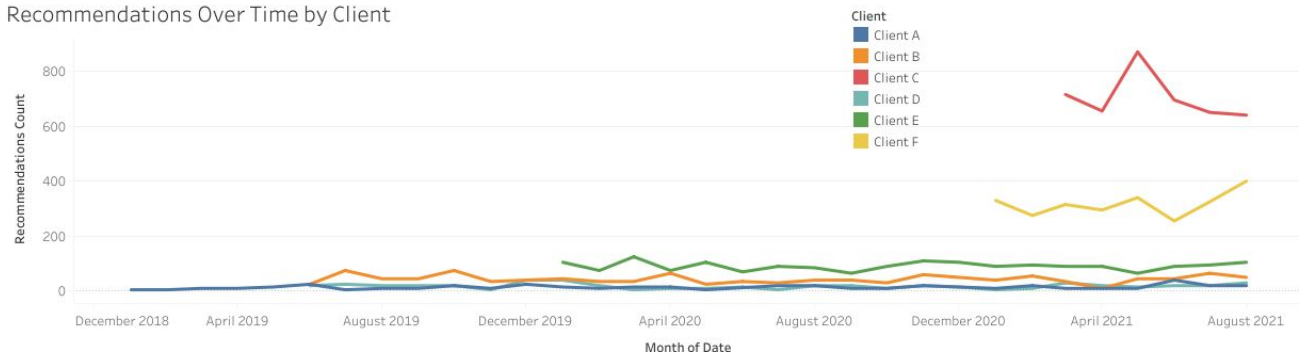
Claims by Client



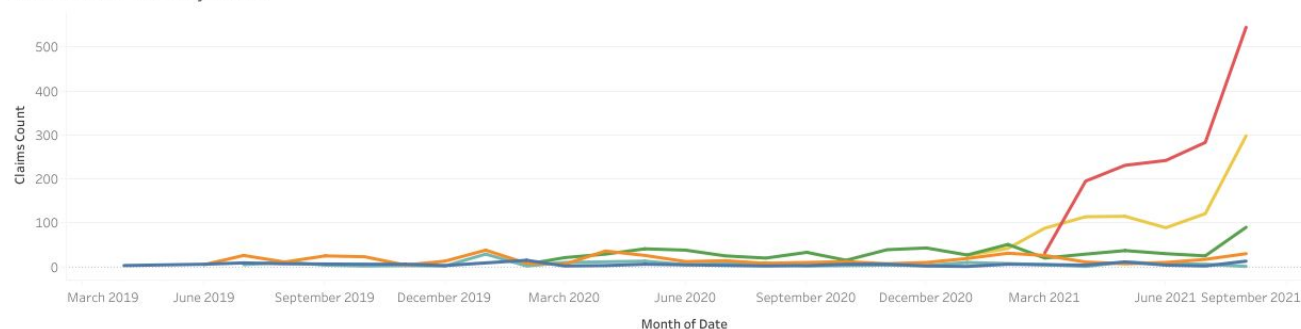
Client Engagement

Client engagement also changes over time.

Recommendations Over Time by Client



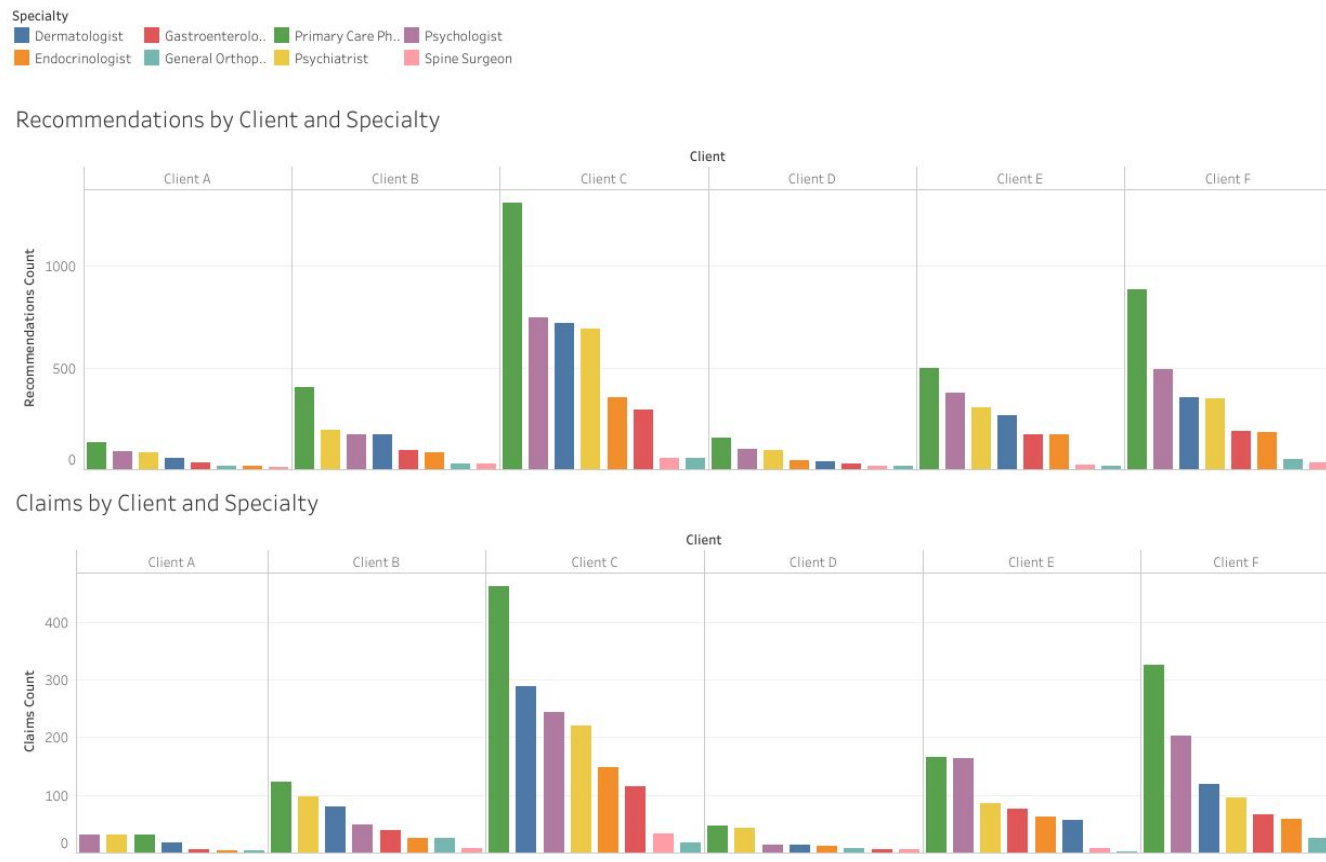
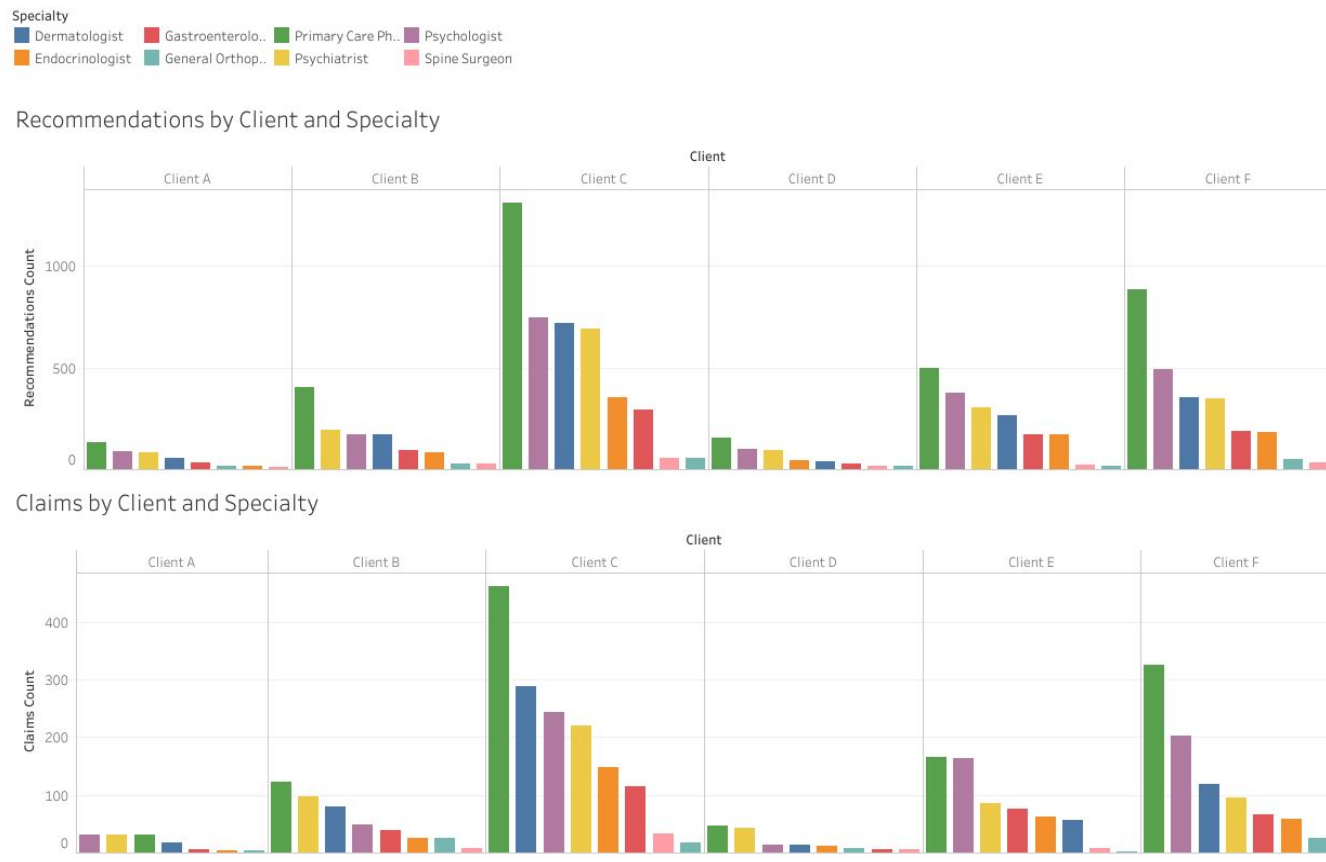
Claims Over Time by Client



- **Client C is seeing decreased engagement via recommendations over time but an increase in claims over time, signalling repeated visits to physicians**
 - **Overall, claims are increasing over time**

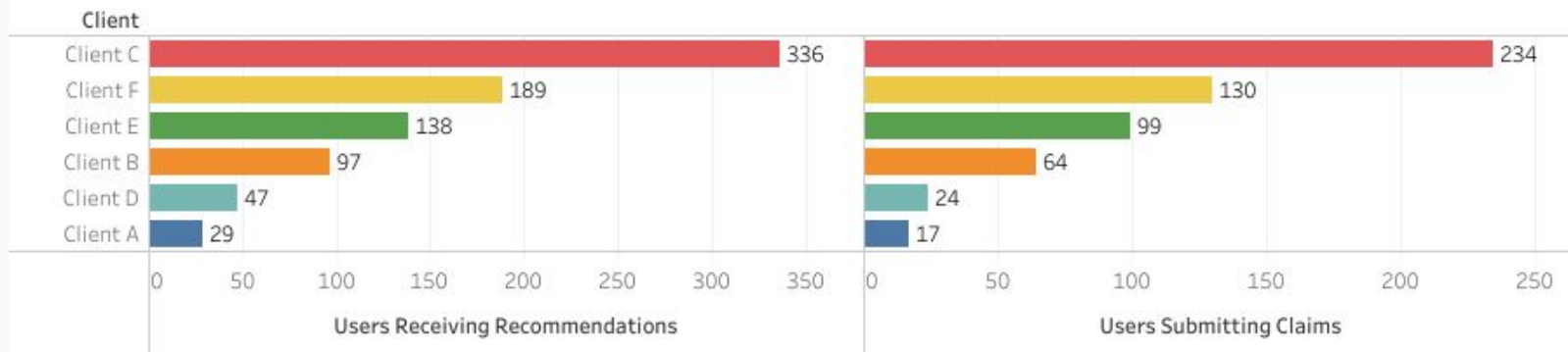
Client Engagement by Specialty

- **Users receiving both recommendations and claims follow a similar pattern across Client**
- **Clients C, E, and F all have higher user engagement, but this can be attributed to more users and likely larger companies**



Engagement Funnel

Unique User Recommendations vs. Claims



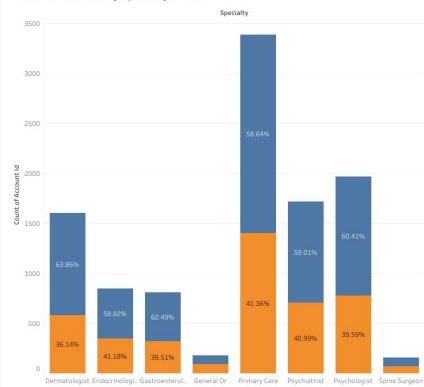
- ~57.2% of the observed eligible employees are not signing up for an account via the Garner Health platform.
 - 2820 vs 1207

- Similarly, only ~68% of observed users who are receiving recommendations are also seeing a healthcare provider and submitting claims

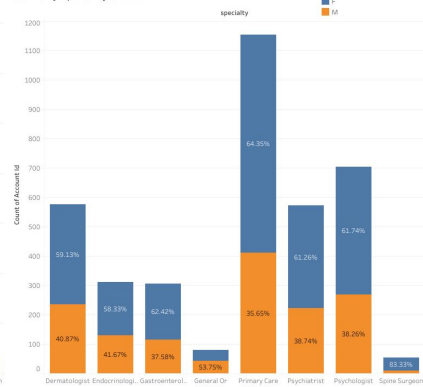
Focusing on both steps 2 (account creation) and 3 (recommendations) will encourage more engagement with the platform via both more users and claims submitted

User Segmentation by Sex and Family Status

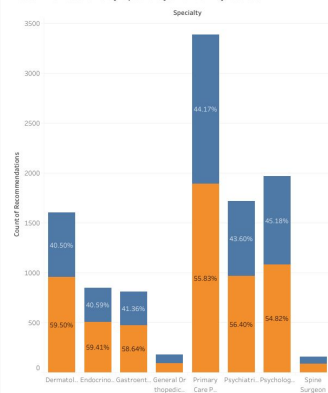
Recommendations by Specialty and Sex



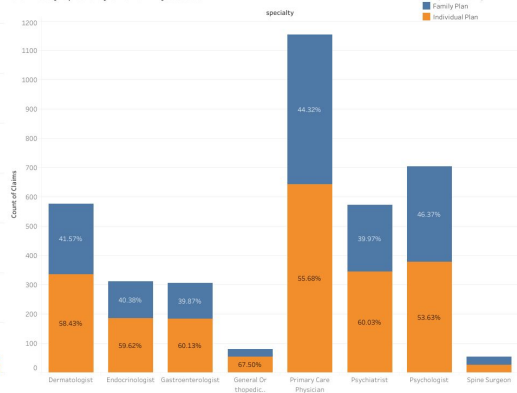
Claims by Specialty and Sex



Recommendations by Specialty and Family Status



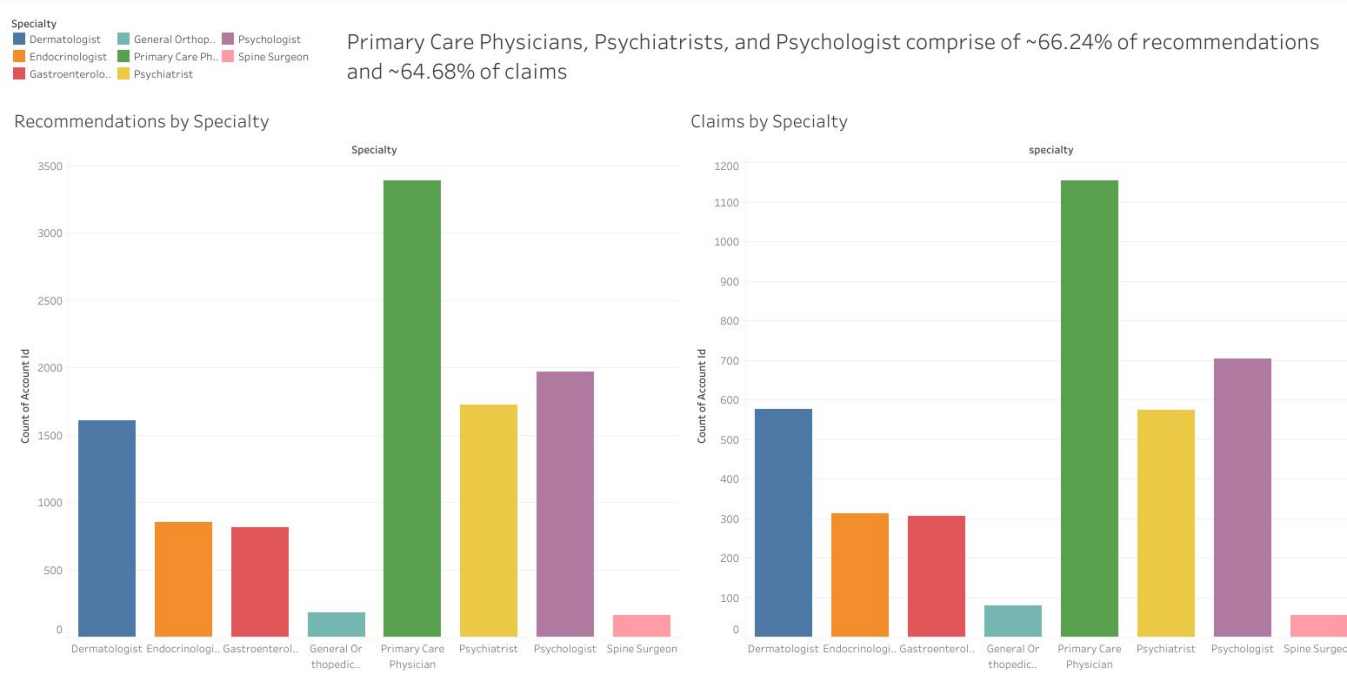
Claims by Specialty and Family Status



- Users seem to be seeking and receiving care differently based on their Sex and Family Status.
- Users on individual plans are seeking and receiving care more often than users on family plans.
 - This is likely because there are more users on individual plans (676) than family plans (531) signed up for the benefit.
- Female users are seeking and receiving care more often than Male users.
 - Similarly, this is likely because there are more Female users (707) than Male users (500).

Specialties to Focus On: Primary Care and Mental Health (MH) Services

Not only do Primary Care and MH services represent the majority of both recommendations and claims, but these specialties develop long-term, clinical relationships with their clients, encouraging more engagement with Garner via submitted claims



- **People receiving MH services often shop around until they find the correct fit**
- **Resultantly, this will also encourage more engagement via both recommendations and claims**

Thank You!

Any Questions?

email: marino.daron@gmail.com

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