IBIBridge

The Challenge. The complexity of managing workforce health/wellbeing, medical/pharmacy care, absence, and lost productivity -- and the data related to these components -- has become increasingly challenging for employers. Employers can gain valuable insights from others on these issues, but rarely have the opportunity to connect across the country with colleagues from inside and outside of their industry trying to solve the same problems. At the same time, employers often aren't aware of the expertise available to help them more fully understand the complexity and dimensions of their issues nor of the market solutions that can support their interventions.

The Opportunity. The Integrated Benefits Institute, the country's leading nonprofit research and analytic organization focused on health and productivity, is developing IBIBridge to help employers overcome these barriers.

IBIBridge will connect employers to peers through a private technology platform developed by IBI to explore strategies, insights, experiences and solutions organized around the key issues that they have in common. Participating employers also will have access to direct responses to their most pressing questions from leading subject-matter experts from IBI's broad solution-provider membership, spanning all parts of the health and productivity landscape.

The Process. IBI staff will provide ongoing moderation of the platform to assist groups with relevant questions and topics. Employer questions will be posted in a separate forum for subject-matter experts to review and respond. Experts' answers will be available to employers to read and comment upon, with the additional option to indicate interest in further discussion and be connected directly to the respondent to discuss the issue and available solutions. Because each employer issue will invariably touch the four components of the program – health/wellbeing; medical/pharmacy design and care; absence/performance/productivity; and data/metrics – subject-matter experts in all four areas will respond to employer questions. This will help provide a more holistic approach to the issues. Engagement will be ongoing and facilitated by IBI staff through posting of content and questions to jumpstart conversations among employers.

Employer users will have their information masked, showing only their industry, organization size and job function and solutions providers will not be able to contact employers unilaterally. Once an employer user takes the steps to reach out and directly message a solutions provider, the identity of both individuals will be available to the other. Solution-provider information also will be available for employers to view so that employers may initiate contact when they see an opportunity to partner based on solutions provider answers to questions and the solutions they provide. Solution provider user profiles will list the solutions their organization provides (scope limited by IBI membership level), as well as the individual expertise of the specific user. Subject-matter expert responses to employers will not be viewable by other subject-matter experts.

Feed updates will be automatically provided to users to keep them abreast of activity in the forum. The portals also will be mobile-optimized.

The Outcome. In addition to helping employers connect on common issues and engage with subject-matter experts, market insights from IBI analysis of discussions will be an important outcome from this platform. Issues and responses will be tracked by IBI and will be easily segmented based on the demographic data users provide for research and analysis purposes. IBI will be able to identify the issues and trends that get responses from different industry segments and job functions while keeping individual employer identities confidential.