



ValidationInstitute

2020 Validation Report

Review for: Freshbenies

Valid through February 2021



Company Profile



Category:	General
Website:	http://www.freshbenies.com
Public or Private:	Private
Year Established:	2009
CEO:	Reid Rasmussen
Company contact:	marketing@freshbenies.com

Description:

Freshbenies gives employers multiple tools in one easy and affordable membership. Contain costs and increase access to care with Advocacy, Telehealth, Behavioral Telehealth, and Savings Networks. All packages include benieWALLET and the freshbenies Member Engagement System which drives market-leading utilization. Whether large group, small group, self-funded or fully insured, **Freshbenies** gives the most control in the most ways.





Claim Assertion for Validation

Freshbenies offers employer health plan members several programs designed to encourage use of lower-cost medical services. **Freshbenies** programs include virtual access to specialists, advocacy services designed for price transparency and cost efficiency, and a pharmacy savings program.

One offering, the Teladoc program, gives members access to primary care, dermatology, and behavioral health visits by phone and video. By substituting the lower-cost virtual visit for a face-to-face visit, the program reduces the total costs for a plan. An engaging and unique communication campaign strives to increase use of the lower-cost services. (Note: the validation review focused only on the Teladoc program.)





Method / Calculation / Examples

An independent analysis performed by Veracity Healthcare Analytics in 2015 measured 12 months of per member per month spending (including all plan members) for the period before the Teladoc program was implemented, and 18 months from the period after the program was implemented. The population included 80,000 freshbenies' participants. The calculation aggregated a reduction in per member per month spending and the change in spending trend (slope).





Findings & Validation

The difference between the observed versus expected spending per member per month was \$21.30. The change in spending trend was -\$1.16 PMPM and was statistically significant. The change in PMPM spending was -\$9.68 and was not statistically significant. The two factors together, however, reached statistical significance.





Validation and Credibility Guarantee

Freshbenies achieved level 1 validation for Savings. Validation Institute is confident that **Freshbenies** performs as they state they are willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program*.

Level 1 - Savings

Can produce a reduction of health care spend including the cost of the provider. Product/solution has produced, and replicated a lower cost for healthcare overall or a specific component of healthcare

Level 2 - Outcomes

Product/solution has measurably “moved the needle” on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

Level 3 - Metrics

Claim is made that – with sourced, overridable assumptions linked to peer-reviewed or government sources

Level 4 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees “at risk” as a guarantee





Limitations

No data was offered and therefore no adjustments were made to reflect other changes the employer or plan may have made at the same time that Teladoc was introduced. Other changes may have had an influence on the PMPM spending and the trend, aside from the Teladoc program.

The analysis was of four different employer groups in the United States; other employers may have different results from the same intervention.





Validation Expiration: February 2021

CERTIFICATE OF VALIDATION

Applicant:

Freshbenies

6841 Virginia Pkwy., Ste. 103
McKinney, Texas, 75070

Product:

Teladoc program

Claim:

By substituting the lower-cost virtual visit for a face-to-face visit, the program reduces the total costs for a plan.

Validation Achieved:

Level 1 - Validated for Savings

Linda Riddell
VP, Population Health Scientist
Validation Institute

Benny DiCecca
Chief Executive Officer
Validation Institute





About Validation Institute

Validation Institute is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of healthcare.

To strengthen our offering and provide additional credibility around our service, the **Validation Institute** recently announced a Credibility Guarantee* that offers customers of validated solution providers up to a \$25,000 guarantee. This guarantee confirms that a validated solution provider will, achieve what the validation language on a marketing claim says it will achieve.

