



**Validation**Institute

# 2021 Validation Report

**Review for: Splashlight Solutions**

**Validation Achieved: Level 4 - Contractual Integrity**

**Valid through August 2022**



# Company Profile

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**Category:** Predictive and Preventive Health  
**Website:** [www.splashlightsolutions.com](http://www.splashlightsolutions.com)  
**Public or Private:** Private  
**Year Established:** 2011  
**CEO:** Lisa Gran  
**Company contact:** info@splashlightsolutions.com

**Description:**

**Splashlight** offers a unique Reduce, Predict and Prevent solution that works to provide measurable savings to employers, insurance companies, TPAs, and other organizations that want to shift from being reactive about rising healthcare costs to being proactive.



# Predict & Prevent Primary Claims

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## “The Coaching Choice”

1. Splashlight’s predictive analytics will accurately identify and stratify the high risk and rising risk individuals using three years of historical health claims and workers’ compensation claims. They use the first two years of data to build the model and the third year to prove validity. While many vendors promise a reduction in cost of the highest-cost or highest-risk segment, they recognize that this cohort regresses to the mean, and a demonstration of effectiveness requires showing savings after making a “dummy year adjustment” to account for that regression effect. Splashlight will contract to show savings validly, taking that adjustment into account.

2. Prior to beginning their Prevent services, Splashlight provides a benchmark of predicted future medical costs for health claims and workers’ compensation medical claims. Using their validated predictive analytics methodology they then adjust for those ICD10 codes that are mutually agreed with their clients to be impactable through their prevention services. They will apply measures that are attributable to The Coaching Choice solutions which they expect to result in a reduction of overall costs by at least 5%.



3. Splashlight’s contractual language and outcomes reporting will be transparent and plausible. All research limitations (e.g., “participants vs. non-participants” or the “natural flow of risk” or ignoring dropouts) and methodology will be fully disclosed, sourced, and readily available.

4. Splashlight will measure the actual savings realized each quarter and annually and adjust their savings totals accordingly to show the total costs and savings for the client. Further they will guarantee in their contracts that their costs will not exceed more than 40% of the actual savings achieved over a three year period. If the actual annual savings have not exceeded annual costs after a six month period to adjust for delays in claims received, then Splashlight will continue to provide services at no charge for up to an additional year or until the actual savings are realized through validated measures.

5. The participant experience will be tracked for all participants with the following expectations:

- 80 percent of the identified population will participate in The Coaching Choice program.





- 80 percent of participants in The Coaching Choice program will report their willingness to recommend the program to others.
- 80 percent of participants in The Coaching Choice program will report their improved confidence in their ability to manage their healthcare.
- 80 percent of the participants in The Coaching Choice program will report that it improved their quality of life.
- 80 percent of the participants in The Coaching Choice Program will report positive personal experience as a result of participation.





# Findings & Validation

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Splashlight contractual language will guarantee that their costs will not exceed more than 40% of the actual savings achieved over a three-year period. If the actual annual savings have not exceeded annual costs after a six-month period to adjust for delays in claims received, then Splashlight will continue to provide services at no charge for up to an additional year or until the actual savings are realized through validated measures.





# Validation and Credibility Guarantee

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**Splashlight Solutions** achieved level 4 validation for Contractual Integrity. Validation Institute is willing to provide up to a \$10,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit <https://validationinstitute.com/credibility-guarantee/>.

## Level 1 – Savings

Can reduce health care spending per case/participant or for the plan/purchaser overall.

## Level 2 – Outcomes

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

## Level 3 – Metrics

Credible sources and valid assumptions create a reasonable estimate of a program's impact.

## Level 4 - Contractual Integrity

Vendor is willing to put a part of their fees "at risk" as a guarantee.





**Validation Expiration:** August 2022

# CERTIFICATE OF VALIDATION

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**Applicant:**

**Splashlight Solutions**

2700 Westown Parkway

West Des Moines, Iowa, 50266

**Product:**

Splashlight's contractual language and outcomes reporting

**Claim:**

Splashlight contractual language will guarantee that their costs will not exceed more than 40% of the actual savings achieved over a three-year period.

**Validation Achieved:**

**Level 4 - Validated for Contractual Integrity**

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**Al Lewis**

**Senior Advisor**

**Validation Institute**

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**Benny DiCecca**

**Chief Executive Officer**

**Validation Institute**





# About Validation Institute

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**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 health care.

