

## Case Study

# Employer Finds Double ROI with Digital Digestive Health Program

## The Challenge

As a non-profit, Company A has been an innovator in affordable healthcare for over 40 years. In 2019, it decided to enhance the quality of care that its members have depended on for decades by adding new benefits.

Company A recognized digestive disease claims were in its top five healthcare cost categories. However, digestive disease is a broad category covering dozens of conditions and symptoms. It's not a one-size-fits-all issue for people suffering with these painful, costly conditions.

This company needed a comprehensive solution to help wrap its arms around the full scope of the digestive disease category while providing exceptional, individualized care to its members who desperately needed help.

Note: Company A is an actual Vivante Health client whose name has been redacted.



# The Solution

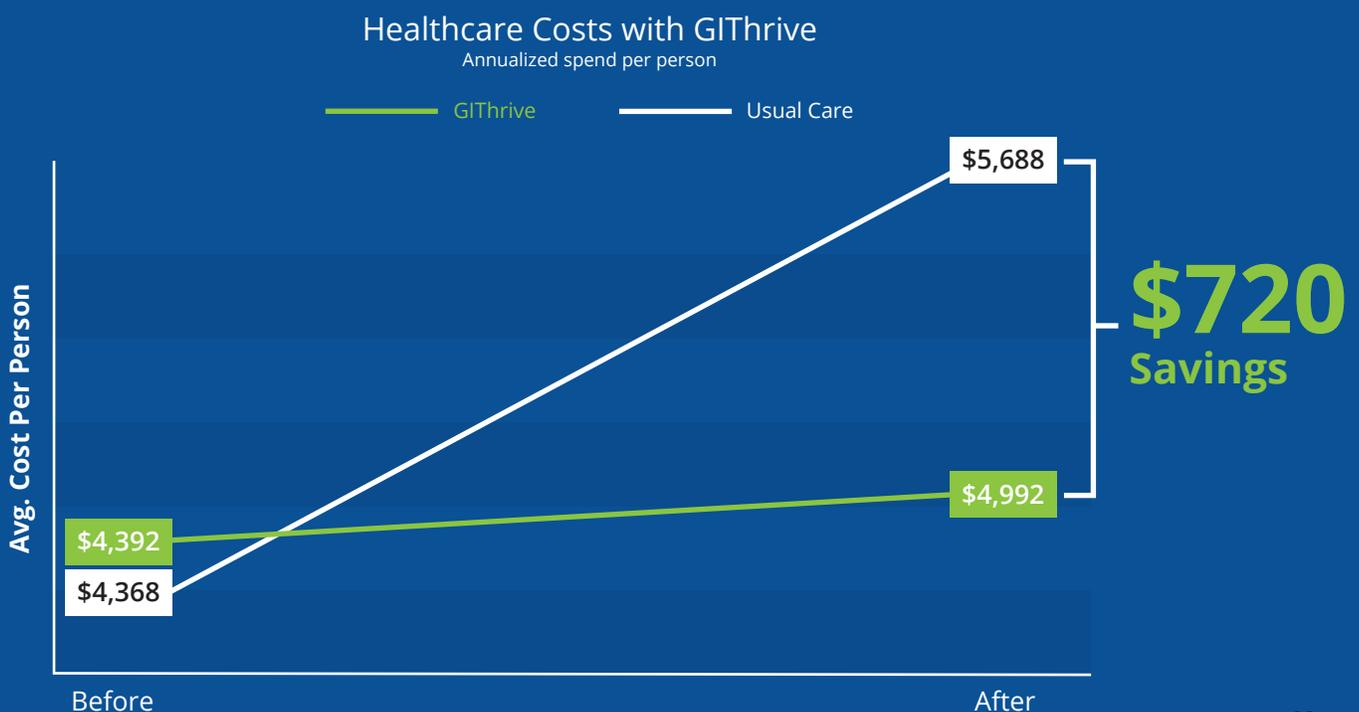
In July 2019, Company A embarked on a partnership with Vivante Health to directly address digestive disease management. With its focus on personalized, tech-enabled support for people with digestive disease, Vivante's GITHrive® matches well with aspects of its vision, which called for being a financially-accessible, innovative healthcare program.

Once they plugged in, it was important to investigate whether their members who registered as GITHrive users were driving reduced healthcare spend compared to members who weren't enrolled in the program.

Company A and Vivante Health conducted an analysis comparing claims data for 474 GITHrive users against 1,896 people not enrolled in GITHrive. Data was compared from July 2018 to June 2019 (one year prior to GITHrive launch) and July 2019 to April 2020 (10 months post-GITHrive launch). Users were matched with non-users based on gender, age category, presence of any GI disease, and healthcare cost.

After removing outliers from both groups with a total medical spend above \$50,000, **GITHrive consistently saves Company A more than \$720 annually per member on average**—a 13% reduction in spend.

## Reduction in Healthcare Spending



## % Change After GIThrive Launch

GIThrive Usual Care

Change in Avg. Cost Per GIThrive Member



Compared to people with a GI diagnosis but not enrolled, GIThrive users save their employers an average of 13%

**That's a 2.36x ROI.**

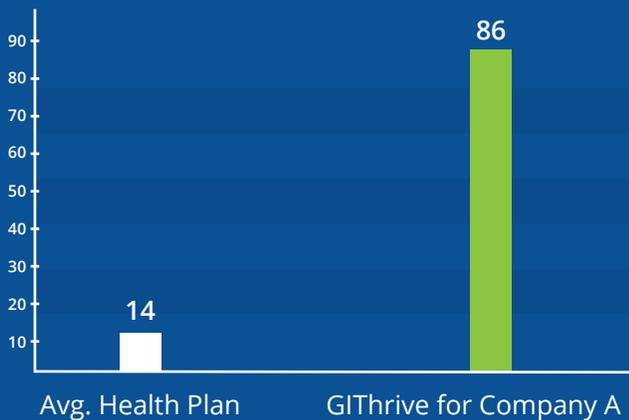


*I am thankful to have an amazing and knowledgeable program like GIThrive. I appreciate their patience and honest interest in wanting to help me get healthy. Thank you!!!*

# An Exceptional Experience with GITHrive

Beyond saving money, it was even more important for Company A that their members had a good experience with GITHrive. The company wanted a solution that was collaborative, innovative, and provided exceptional service to their members—and they found that and more with GITHrive.

## Net Promoter Score for GITHrive Care Team

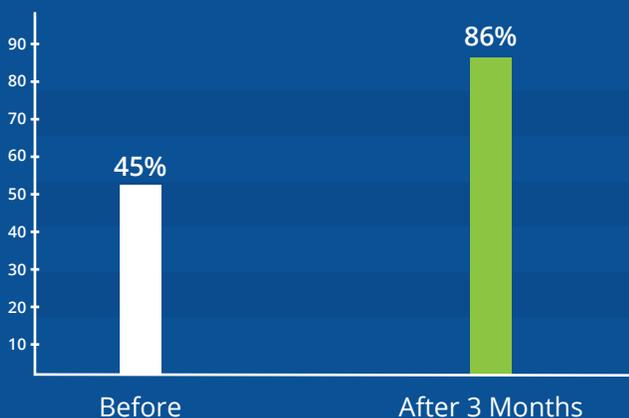


After 3 months with GITHrive, **79% of people**

said they were capable of making healthy choices when it comes to digestive health, compared to only 57% at the time of launch.

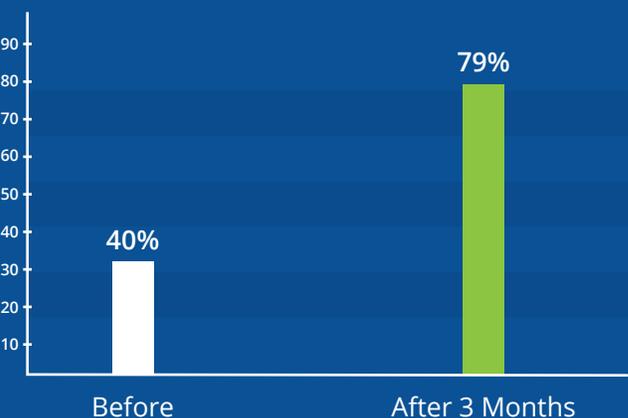
"I can ask for support when I need it"

Legend: GITHrive (green), Before GITHrive (white)



"I know enough about healthcare choices that are right for me"

Legend: GITHrive (green), Before GITHrive (white)



Note: n=42

*So thankful to have my Care Team and the GITHrive app as a resource and tool for me to use!* - GITHrive Member

# The Bottom Line

Implementing GITHrive had measurable cost-savings results for this client. The comprehensive approach for managing digestive health helped drive down medical care expenses per member enrolled in GITHrive, and contributed to fewer ER visits.

In GITHrive, Company A found a solution that aligned with its core values by promoting wellness and improving the quality of life for its members. Discovering measurable cost savings while helping those with painful, chronic digestive conditions was a welcome bonus.





## About Vivante Health and GIThrive

Since 2016, Vivante Health is revolutionizing digestive health and wellness, one person at a time. Our category-defining digital health solutions provide personalized, comprehensive support for people with digestive conditions. Our all-in-one digestive health program GIThrive® combines clinically-backed interactive tech, targeted nutrition, and 24/7 personal support to improve digestive disease outcomes, and reduce the cost of care.

**To learn more, contact your Vivante Health Sales Representative:**  
email [sales@vivantehealth.com](mailto:sales@vivantehealth.com), or visit [www.vivantehealth.com](http://www.vivantehealth.com)

