

# Business. More Clearly.

Volume 2



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## Google gets into stop loss: Coefficient + Lacher

by Mark Lacher

Alphabet (parent company of Google) recently made a surprise announcement – they are entering the stop loss business. Huh? Yes, stop loss is not the most “sexy” or obvious move for the data giant – but if you look a little closer it starts to make a whole lot of sense. And, that’s just what we’ve been doing. In fact, Lacher is one of a select group of benefits consultants in the U.S. that has been asked to work with Coefficient (the new stop loss company they’ve created) and help pioneer their new innovations in the space. As you can read in the CNBC article linked below, Coefficient launches as part of Verily, the life sciences division of Google, and fits into a much broader effort to use their data prowess to create smarter solutions for the healthcare space as a whole.

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## Google Gets Into Stop Loss, Cont.

We've been rolling up our sleeves and working with the Coefficient team to learn about their model, ask questions, and understand how their innovations could impact businesses. We'd love to tell you more about what Coefficient is up to and how Verily (and thus Google) is working to bring modern tools to a traditional space.

Check out Verily to see the full picture.



**“We’re hoping to be more personalized in the way we offer health solutions.”**

**Vivian Lee, President**

Verily Health Platforms



[Read the full announcement on CNBC.](#)



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## COVID-19 Update: Claim Trends & Healthcare Impact

At the onset of COVID-19 we created an analysis tool to better estimate the impact of the virus on our clients' claims spend. Using the models of two major actuarial firms - Wakely and Milliman - we applied these specific variables for employers:

- Enrollment changes due to economic impact of virus
- Cost of testing & treatment
- Deferral of healthcare consumption

The analyses we've done with our clients have led to a few key insights:

### **#1 - Consumption Dropped and Is Coming Back**

Employers around the country saw a significant deferral of healthcare consumption that resulted in lower overall healthcare claims during the period of March, April, and May. Now consumption is on the rise back to pre-COVID levels, and we anticipate that it will normalize over the next several months.

Continued 



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## COVID-19 Update Continued

### #2 - Rise of Virtual Care

The use and normalization of virtual care jumped forward in a big way in 2020. One recent survey found that 83% of people plan to use virtual care post-COVID. It has become clear that virtual care is here to stay and will be an important part of employers' healthcare strategies as we look ahead to 2021 and beyond.



**Revisit Volume I. How Do We Project Healthcare Claims Now?**

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## Up Next

Volume III. What's Your Primary Care Strategy?



Check out a primer on "why" employers are moving to new models of primary care from Dr. Eric Bricker of AhealthcareZ.

And, buckle up ... he talks fast.

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