



**4**

Challenges of  
Managing  
Condition-Specific  
Point Solutions

# The Challenges Associated with Point Solutions

Point solutions in healthcare are focused on optimizing outcomes associated with a single health condition, focused on a particular type of person, or offer a single way to navigate, access and use healthcare.

Most employers offer a wide array of solutions, with many managing more than 46, which are narrowly focused on specific health conditions.<sup>1</sup> The recent proliferation of point solutions is contributing to point solution fatigue. This impacts employers and payers, and creates significant confusion for employees and health plan members.

Although point solutions have helped HR and benefits leaders build a comprehensive and attractive benefits package, there are challenges to offering solutions that only solve a single aspect of an employee's health.

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<sup>1</sup> Summus, 2023, HR Benefits Manager Survey



## Vetting available point solutions requires time and resources.

The proliferation of available health apps, digital tools, portals, and other solutions based on what employees need and want takes time—time to identify what exists in the market and time to determine what is most beneficial for a given population and organization. HR leaders and their teams are tasked with identifying relevant, high-performing, cost-effective solutions as well as evaluating and selecting what is perceived as the best possible solution for their employees.





2

## Determining point solution “fit” aligned with employee needs is not straightforward.

Not all point solutions will work for or resonate with all employees. HR and benefit leaders must discern among solutions to identify those that are the best “fit” for their workforce and organizational culture. Determining fit is difficult, especially when HR and benefits leaders are piecing together multiple point solutions to build a comprehensive offering for their employees.

# 3

Significant resources are required to encourage and support meaningful engagement with each point solution.

With each new solution employers or health plans offer, it is important to generate awareness of the new offering. Informing and encouraging the use of new benefits often falls to HR leaders and their teams. With too many point solutions, communication with vendors and transferring information and education about a given solution to employees takes significant time and effort.

## Evaluating point solutions that demonstrate ROI and support improved health outcomes is a process.

With multiple point solutions it is often difficult to delineate true cost impact given significant overlap of solutions. Employers and health plans need to ensure that return on investment is attributable to the respective point solution. Point solutions with a clearly defined ROI program or methodology that use high quality data can help ensure financial returns and improvements in health outcomes.



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