

Roadblocks to success



In the HR of today, your success depends on your ability to address your most pressing problems. To help ensure you're on the right track, we've compiled this list of questions to help you identify these problems and see how AI can help you solve them.

1. What Problem Are You Solving?

Clearly define the pain point or gap in your current benefits experience.

- ☐ Are you seeing increased claims or costs in a specific category (e.g., MSK, behavioral health)?
- ☐ Do employees struggle to navigate their benefits or get timely support?
- ☐ Are engagement or satisfaction levels (NPS, CSAT) low?
- ☐ Are point solutions underperforming?

Example: MSK costs are rising, and Hinge Health engagement is low—employees are confused about how and when to use it.

2. What Can AI Change?

Define the expected impact AI could have on the problem.

- ☐ Can it improve the speed and accuracy of benefit guidance?
- ☐ Can it drive smarter triage (e.g., send low-acuity MSK to digital PT)?
- ☐ Can it reduce your team's administrative load (e.g., fewer benefit-related emails)?
- ☐ Can it nudge members to act (e.g., increase solution utilization)?

Example: AI can guide the member to the right MSK solution instantly, reducing confusion and increasing engagement with Hinge Health.

3. What Can You Measure?

Identify the KPIs to track both direct and indirect impact.

- ☐ Engagement: % increase in solution utilization (e.g., Hinge Health activations)
- ☐ Service: reduction in benefits team inquiries or support tickets
- ☐ Experience: change in NPS/CSAT scores
- ☐ Cost: impact on claims or unnecessary utilization (e.g., ER, surgery)
- ☐ Timeliness: % of questions answered within seconds or first touch

Example: Number of MSK-related referrals guided to Hinge Health, HR benefits inbox volume, CSAT improvement.

4. What Does Success Look Like?

Define what a win looks like and how you'll know it's working.

- ☐ Higher engagement in underused solutions
- ☐ Better employee experience—faster answers, higher satisfaction
- ☐ Fewer manual tasks for the benefits team
- ☐ Meaningful ROI—cost savings or better outcomes

Example: MSK claim trends stabilize, 2x Hinge Health engagement, 50% fewer emails to the benefits team.

NOTES

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