ADVANCED ANALYTICS

To act decisively, you need confidence. Confidence that your results are trending in the right direction. Confidence that benchmarks are truly apples-to-apples. And confidence that you and your team are focusing on the right claims. Through our team of analytic consultants, GB has developed cutting-edge stewardship, benchmarking, and dashboard capabilities to help you lead — and act — with confidence.



Our Severity Mix Adjusted Rating Technique (S.M.A.R.T.) empowers the most apples-to-apples benchmarking of claim outcomes in our industry.

Industry Benchmarks

Less precise, don't account for individual claim complexity; can lead to wrong conclusions



SMART Benchmarks

Precise, claim level comparisons of likecomplexity claims brings you greater clarity, including changes in complexity over time





