

AI at Personify Health 2025

Our platform leverages advanced Artificial Intelligence (AI) technologies to enhance member engagement and deliver personalized health experiences. Key AI-powered features include:

Next Best Health Action (NBHA):

NBHA utilizes two distinct AI methodologies to optimize content delivery:

Predictive Models: These models identify members who may be at risk for specific health conditions and recommend targeted content to support proactive health management.

AWS Personalize Models: These models analyze platform usage patterns and recommend relevant content based on the behaviors of similar members, ensuring a personalized experience.

Upcoming Enhancements

We are excited to announce that NBHA will transition to our next-generation recommendation engine, Discover, with a planned launch in 2026. This upgrade will further enhance our ability to deliver intelligent, personalized health actions to our members.

AI in the Personify Health Platform: Employer FAQ

General Understanding of AI in the Personify Health Platform

1. How does your platform use AI today?
 - a. Our platform leverages a wide range of AI technologies to support both our Wellbeing and TPA solutions.
 - i. Products
 1. **Predictive models** for condition risk and utilization to support Wellbeing and Care Navigation
 2. **Machine Learning** recommendation systems that suggest healthy habits and journeys based on user behavior
 3. **AI messaging chatbots** that assist members globally with support and navigation.
 4. **AI virtual assistants** for live call transcription, sentiment analysis, and compliance monitoring to improve coaching and care management.
 5. **Claims processing** (currently in proof-of-concept stage)
 - ii. Processes
 1. **Intelligent automation** for streamlining operations and optimizing workflows.

2. **Microsoft Copilot** for meeting notes and additional internal processes to optimize employee productivity
 3. **AI-assisted marketing tools** such as Copy.ai and Hubspot for content creation and CRM automation
2. What's the difference between your current machine learning capabilities and the new generative AI features?
 - a. **Machine learning (ML)** identifies patterns in data to predict outcomes – like identifying members at risk for chronic conditions.
 - b. **Generative AI (Gen AI)** creates new content, such as summarizing documents, generating personalized health journeys, or answering questions via chatbots. It enhances personalization and engagement by dynamically adapting to user needs.
3. How does AI enhance the employee experience on your platform?
 - a. AI enables a deeply personalized experience by:
 - i. Recommending relevant habits, challenges, and health journeys.
 - ii. Providing real-time support through chatbots.
 - iii. Offering predictive nudges and early interventions.
 - iv. Creating tailored care plans and content. This results in higher engagement, better health outcomes, and a more intuitive user experience.

Privacy, Security & Compliance

4. How do you ensure employee health data is kept private and secure when using AI?
 - a. We follow strict data privacy and security protocols including:
 - i. **HIPAA compliance**
 - ii. **AI governance and policy framework**
 - iii. **Data anonymization and aggregation**
 - iv. **Certifications** (e.g., HITRUST, SOC 2). These safeguards ensure that AI is used responsibly and securely.
5. Is your AI compliant with HIPAA and other relevant healthcare regulations?
 - a. Yes. All AI systems are designed to meet HIPAA and other regulatory standards. We also adhere to industry best practices for ethical AI use and data protection.
6. Do you use employee data to train your AI models? If so, how is it anonymized or protected?
 - a. We use **de-identified and aggregated data** to train our models. Personal identifiers are removed, and data is handled in accordance with our governance policies and compliance regulations.

Personalization & Outcomes

7. How does AI personalize the health journey for each employee?
 - a. AI analyzes behavioral and health data to:
 - i. Recommend personalized habits and journeys
 - ii. Predict potential health risks
 - iii. Deliver relevant content and nudges
 - iv. Create dynamic, individualized experiences across the platform
8. Can AI help identify at-risk employees or predict health trends within our population?
 - a. Yes. Our TPA solution uses predictive models to identify members likely to develop certain conditions or require care interventions. This enables **early intercepts** and **targeted outreach** by care managers and coaching teams.
9. What kind of outcomes or ROI can we expect from AI-driven personalization?
 - a. AI-driven personalization leads to:
 - i. Increased engagement
 - ii. Improved health outcomes
 - iii. Reduced healthcare costs
 - iv. More efficient use of care management resources.

Generative AI-Specific Questions

10. How do you ensure the accuracy and safety of generative AI outputs?
 - a. We use
 - i. **Human oversight**
 - ii. **Continuous testing and feedback loops**
 - iii. **AI governance policies** to ensure that outputs are accurate, safe, and aligned with our quality standards

Transparency & Control

11. Is there a way for employers to opt out of AI-driven features?
 - a. Yes, employers can opt out of certain AI features. We respect user preferences and offer alternative experiences where possible.