

Powerfully Personalized

The era of the employee is here

And we've got you covered

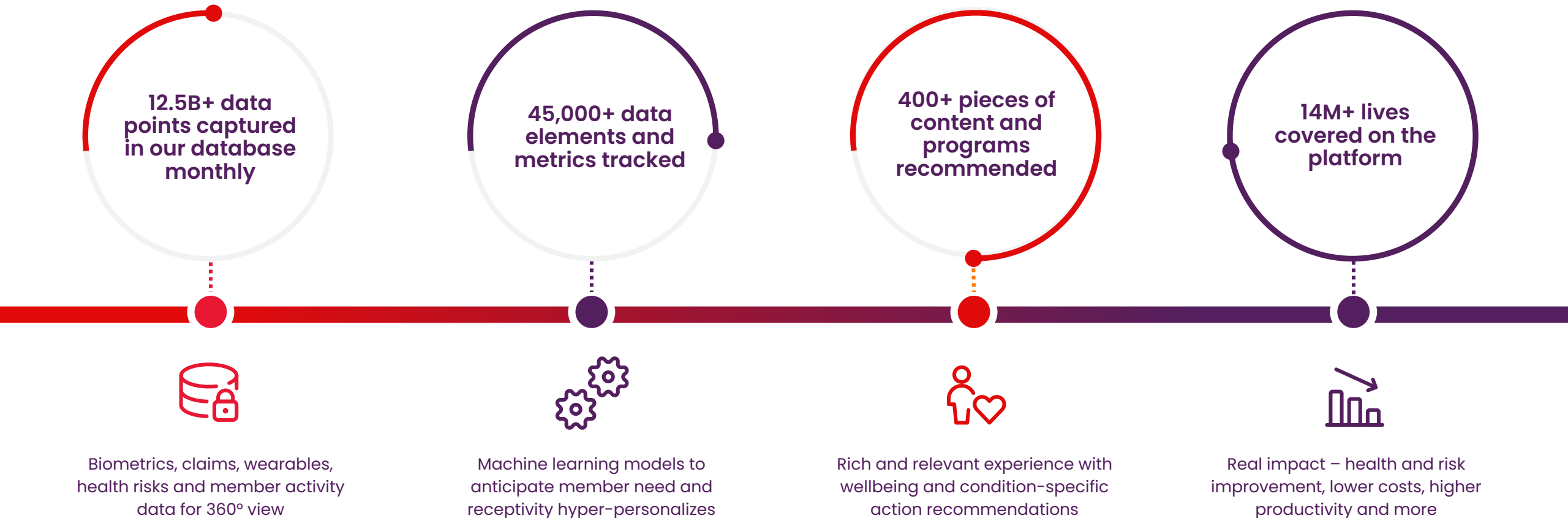
Give employees
**personal
attention and
support**

Strengthen
**company
culture and
connectivity**

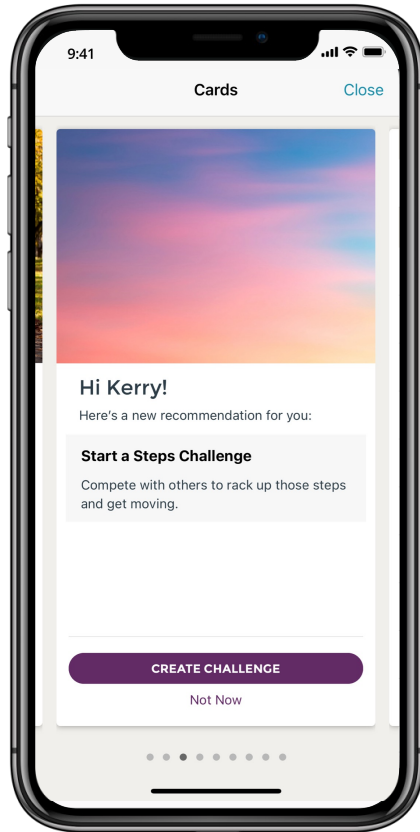
Improve
**benefit
utilization
and
outcomes**



An AI engine fueled by data for better health and benefits experiences

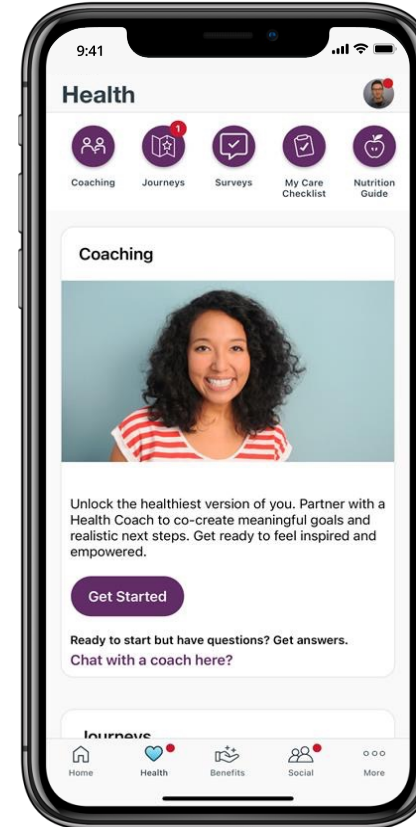


AI-Powered personalization & recommendations



Smart Recommendations

- ✓ Healthy Habits
- ✓ Journeys
- ✓ Program Recommendations
- ✓ Challenges
- ✓ Topics of Interest
- ✓ Partner Programs



Data-driven Coaching & Guides Experience

- ✓ Empowered with a 360-degree understanding of users, their goals, and needs
- ✓ Supporting members in making lasting lifestyle changes that improve their physical and mental wellbeing

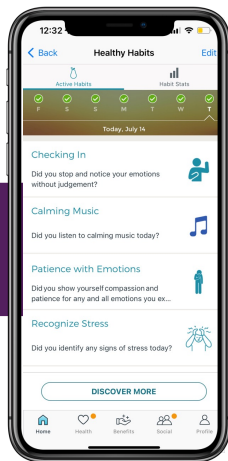
Claims and consumer insights drive further personalization of all platform content

Vincent's Personalized Journey

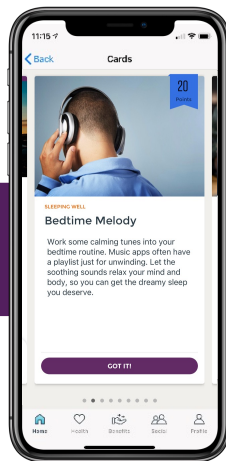
Emotional Wellbeing



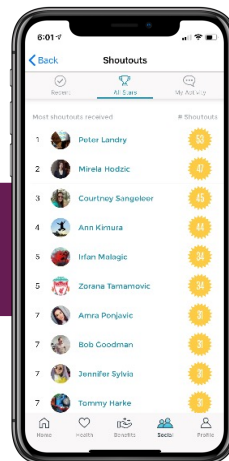
DAILY ROUTINE



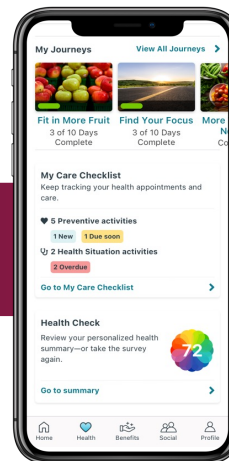
Tracks
resilience-
building
Healthy Habits



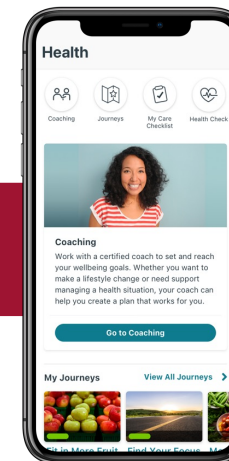
Daily Cards with
sleep and stress
relief tips



Sees shoutout from
boss, feels
motivated to
recognize a peer

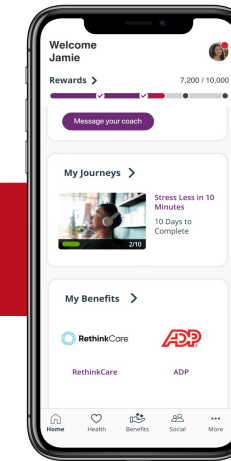


Helpful care
compliance
reminders keep
him organized
and alleviate
stress

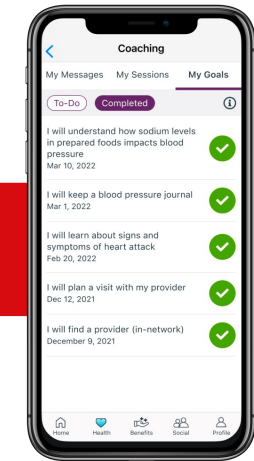


Talks to his
coach, who
reinforces care
reminders with
actionable
guidance

DEEP INTERVENTION



His coach refers
him to EAP and
RethinkCare for
extra work/life
support



Co-creates a
condition
coaching plan
for ongoing
motivation