

LOOKBOOK

# Platform Content Overview

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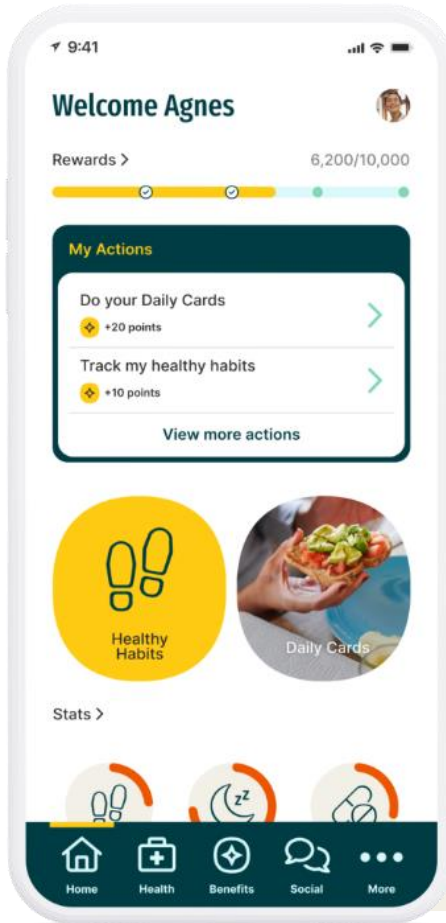


# Personify Health Content



# Engaging and Empowering people to lead healthier lives

The Personify Health Content Impact



Daily, immersive education

Personalized & relevant content experience

Social connection & gamification

Helping member make better decision on their health

On my way to building healthier habits!



73%  
Developed positive daily habits

51%  
Average engagement

68%  
Maintain Healthy or Increased Activity



# Personify Health Unparalleled Content Excellence





# Pillars and Topics





# Content Process

Quality over Quantity





# Personify Health Content Guiding Principles

## Evidence-based, credible and high-quality

We do our research and back it up with subject matter experts and clinical expertise.



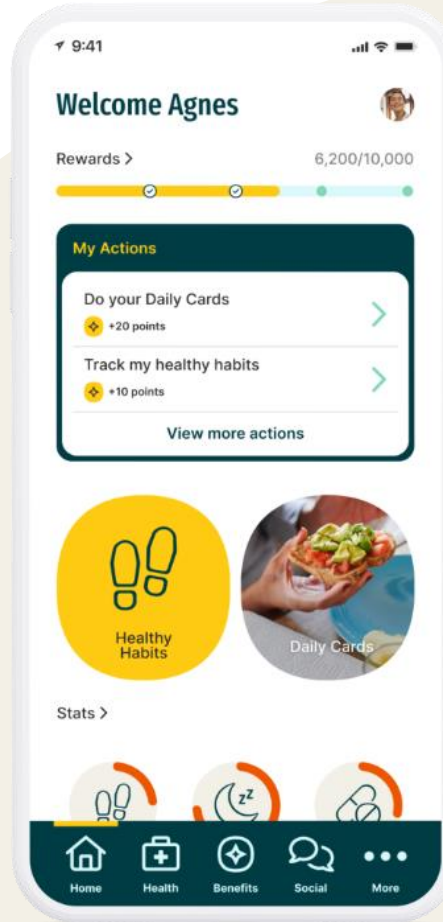
## New and meaningful

We provide fresh, innovative ideas.



## Inspires and supports members

We are the guides, not the teachers. We encourage our members through empowering words, videos and actions.



\*Follows NCQA best-practices

## Inclusive

We write for a global audience of different ages, races, genders, abilities, sexual orientations, body sizes and more.



## Respects that each member is in a different place on their wellbeing journey

We provide options and suggestions to help them decide what the next best step is for them, based on their readiness, skill level and current priorities.



## Positive

We focus on what members CAN do to better their health and wellbeing—not what they shouldn't do.



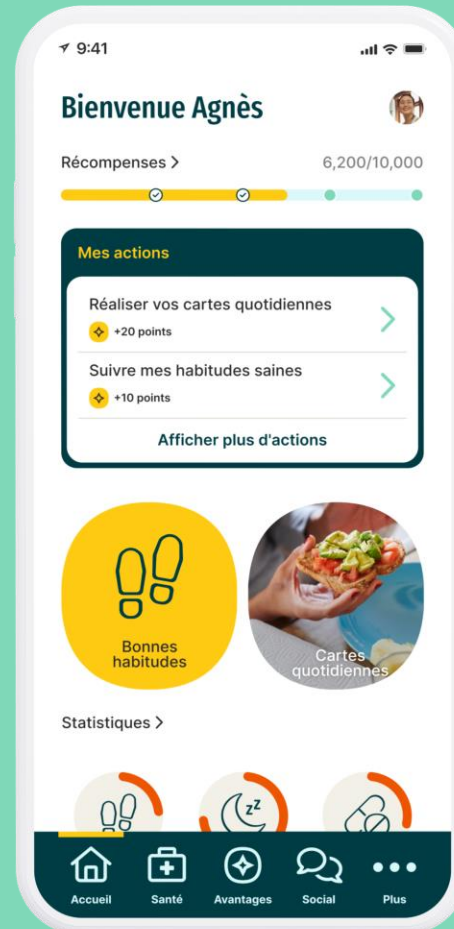




# Translations

Personify Health translates content into 20+ languages

English  
German  
Russian  
Vietnamese  
Japanese  
French  
Polish  
Malay  
Italian  
Swedish  
Korean  
Dutch



Thai  
Hindi  
Turkish  
Romanian  
French Canadian  
Spanish (European)  
Portuguese (Brazilian)  
Spanish (Latin American)  
English (United Kingdom)  
Chinese (Traditional)  
Chinese (Simplified)

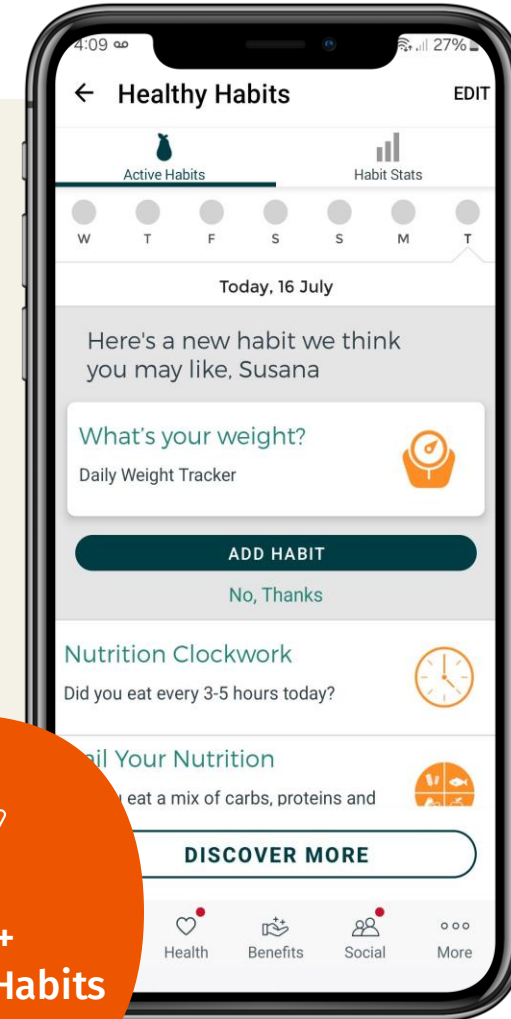


# Platform Content Features

# Healthy Habits Trackers

Healthy Habit trackers give members the ability to choose which daily activities they want to track. Selecting habits that align with their own wellbeing goals, and tracking their progress over time, leads to healthy behavior change.

- ✓ Actions are rewardable
- ✓ Daily adoption leads to better health outcomes
- ✓ Available on web, mobile, and via Personify Health Teams App
- ✓ Customizable by sponsor upon the overall business strategy



  
**300+**  
Healthy Habits  
Trackers

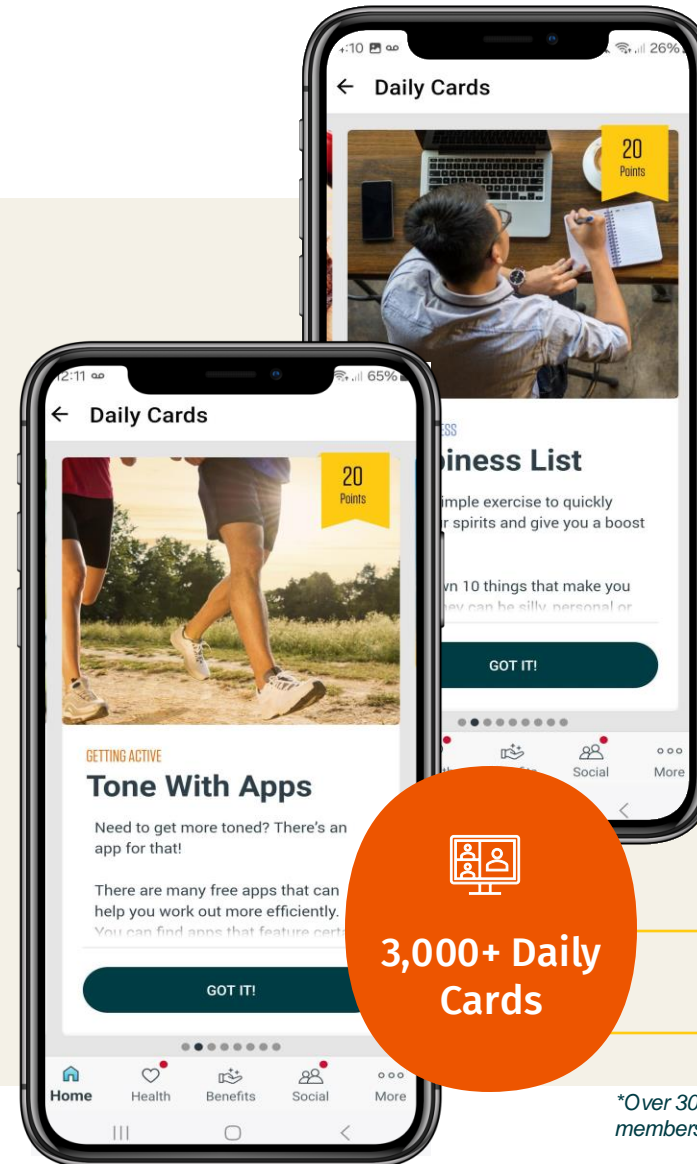
-  Being Productive
-  Acting Sustainably
-  Managing Illness, Injury & Pain
-  Sleeping Well
-  Mental Health & Wellbeing
-  Managing Stress
-  Getting Active
-  Diversity, Equity & Inclusion
-  Eating Healthy

*\*Over 30 health and wellbeing topics available for members to choose from. This is just a sampling.*

# Daily Cards

Daily Cards provide personalized wellness tips tailored to the individual's selected interests, offering brief educational insights, quizzes, or recommended actions to encourage healthy behavior changes.


- ✓ Actions are rewardable
- ✓ Custom Daily Tip Cards can be configured by sponsors in Client Admin, and includes multiple segmentation options
- ✓ Available on web, mobile, and via Personify Health Teams App





 Being Productive

 Financial Wellbeing


 Healthy Relationships


 Diversity, Equity & Inclusion


 Purpose & Belonging

 Learning New Things

 Getting Active

 Sleeping Well

 Eating Healthy

 Managing Stress

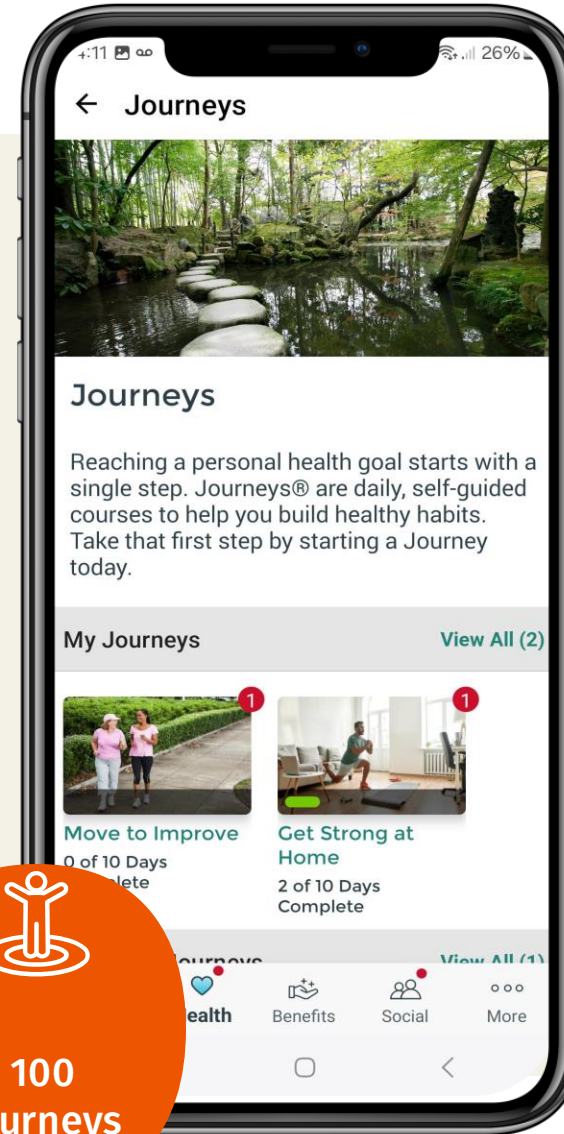
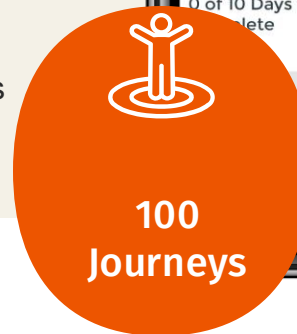
  
3,000+ Daily  
Cards


*\*Over 30 health and wellbeing topics available for members to choose from. This is just a sampling.*


# Journeys

Digital coaching program that provides self-paced courses to help develop healthy habits, offering guidance and support through structured multi-step courses to achieve positive outcomes.

- ✓ Digital coaching experience
- ✓ Actions are rewardable
- ✓ Available on web & mobile
- ✓ New Journeys released monthly
- ✓ Globally relevant and translated into 23 languages




 Financial Wellbeing

 Sleeping Well


 Mental Health & Wellbeing


 Managing Stress

 Getting Active

 Eating Healthy

 Women's Health

 Managing Illness, Injury & Pain

 Family Wellbeing

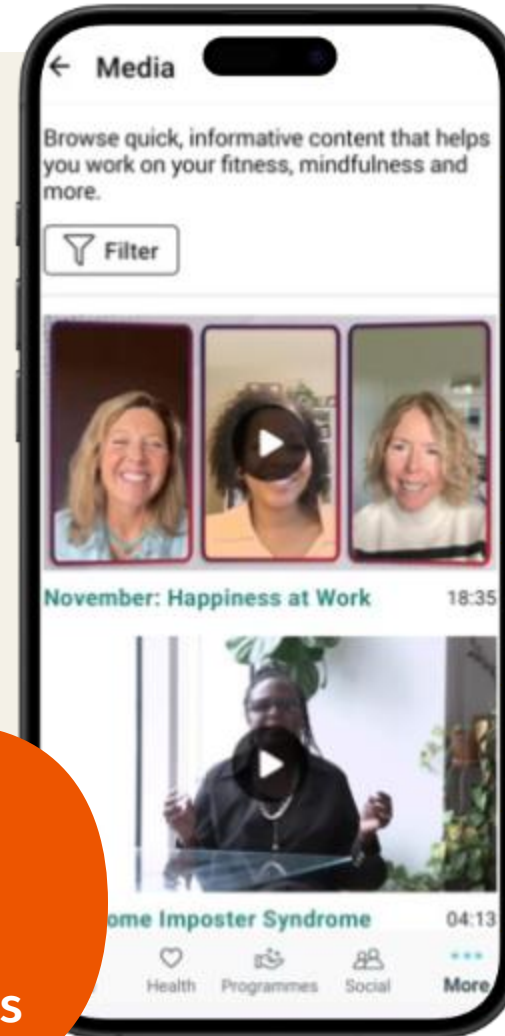
*\*Over 30 health and wellbeing topics available for members to choose from. This is just a sampling.*


# Media

The Media Library offers video content and webinars to inspire members to prioritize their wellbeing.

- ✓ Available on web & mobile
- ✓ Rewardable viewing
- ✓ Available in 16 Languages
- ✓ Globally relevant
- ✓ Diverse content
- ✓ Media Library can be segmented by audiences

  
**140+**  
**Videos**




 Managing Stress


 Getting Active

 Mental Health & Wellbeing

 Being Productive

 Managing Illness, Injury & Pain

 Eating Healthy

 Financial Wellbeing

*\*Over 30 health and wellbeing topics available for members to choose from. This is just a sampling.*



# On-demand Webinar Series

Conversations: Engaging and empowering people to prioritize health

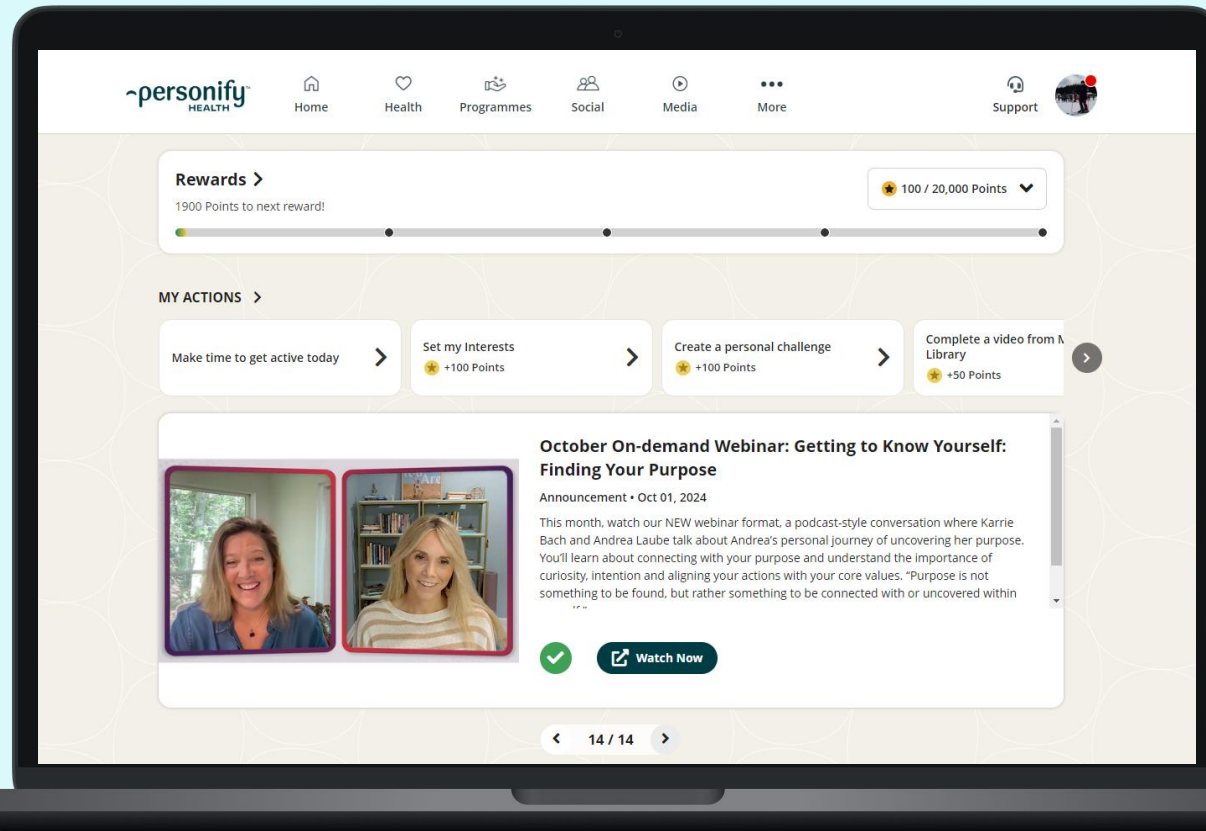
Accessible directly from the Media Library



15 minutes duration



Translated via close captioning



Topic aligns with the Promoted Healthy Habit Challenge



Rewardable viewing

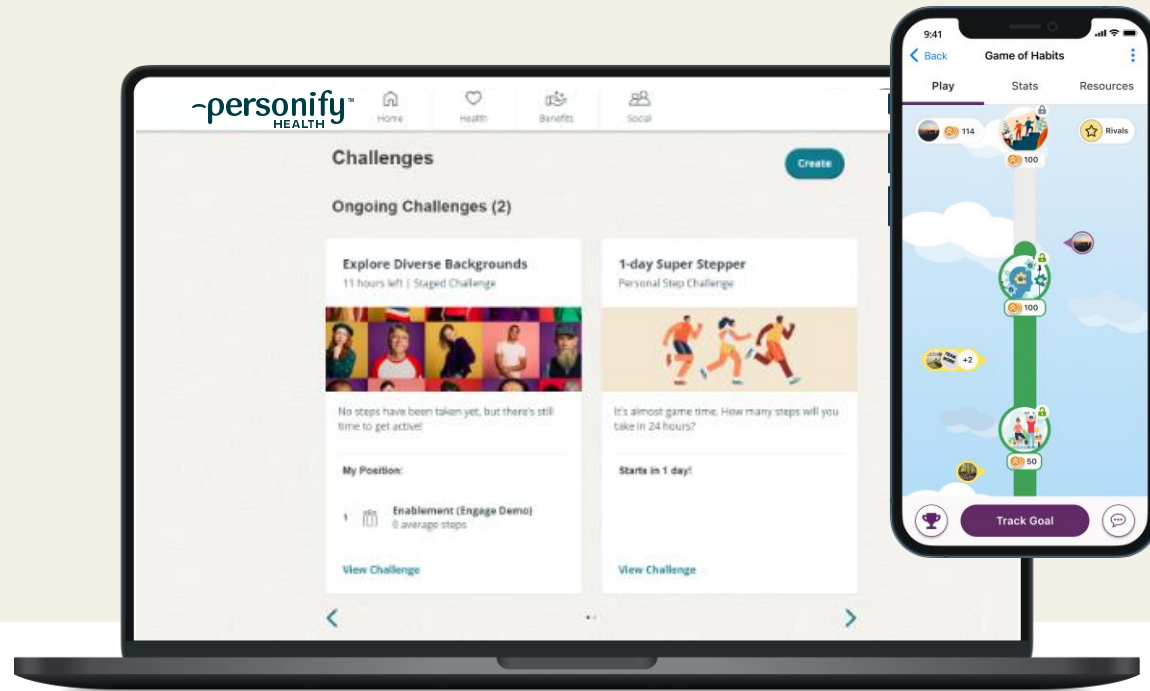


Year-round access to all webinars



# Challenges

Fun and engaging library of challenges where individuals or teams can join each other in a virtual competition to become healthier.



Expansive library:

- Holistic Wellbeing Challenges
- Destination Challenges
- Staged Challenges
- Basic Challenges
- Charity Challenges
- Spotlight Challenges
- Peer-to-peer Challenges
- Promoted Healthy Habit Challenges
- Cross sponsor Challenges
- Family Challenges



Available on web & mobile



Actions are rewardable

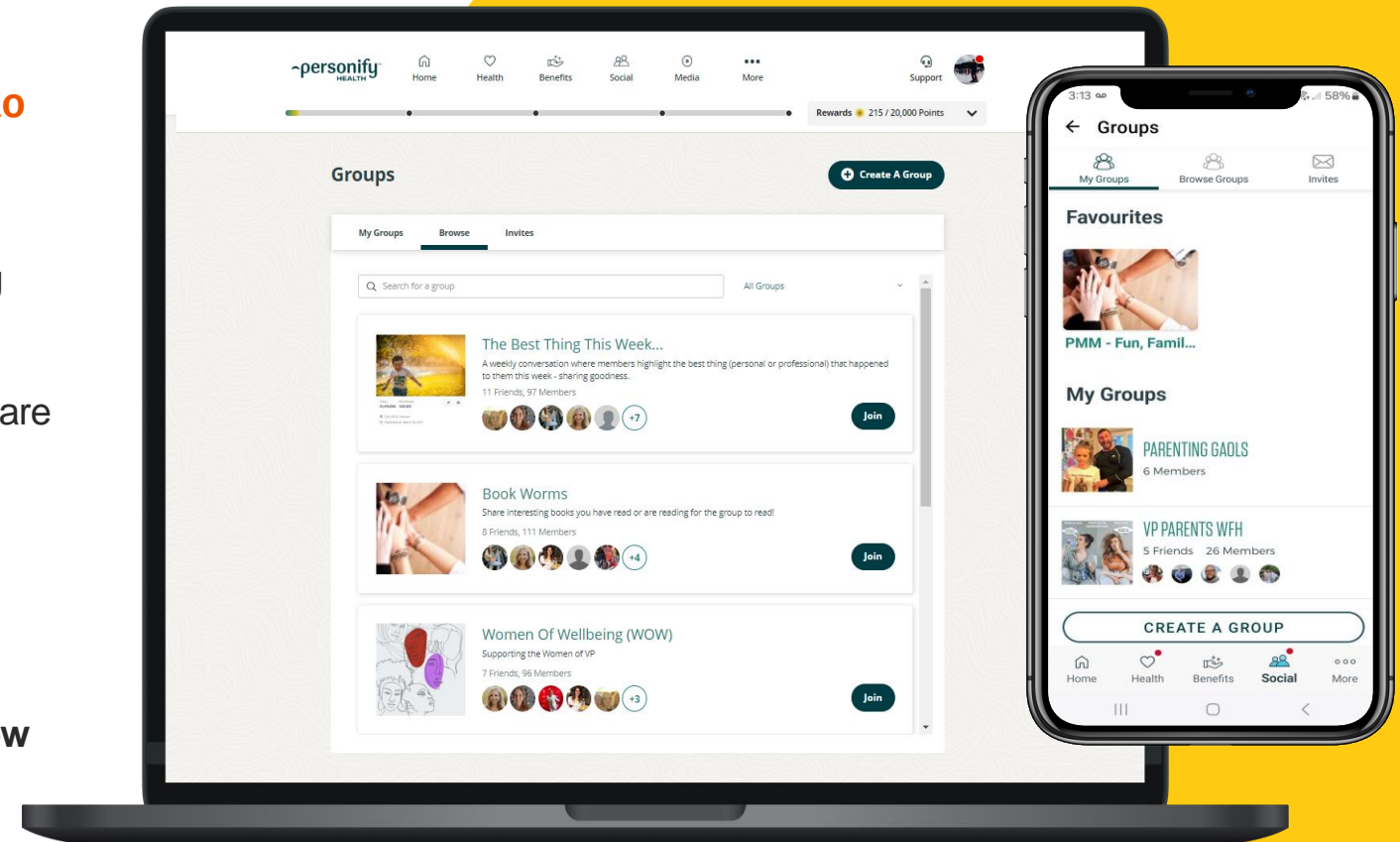




# Social Groups

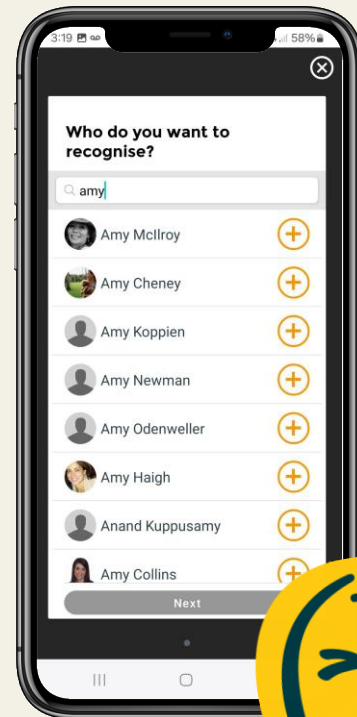
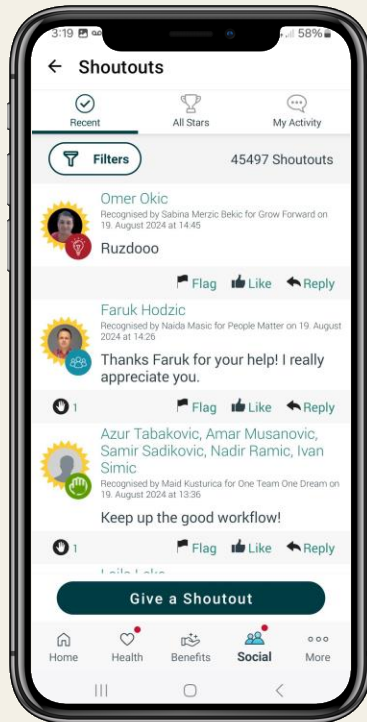
A social feature that connects employees to discuss relevant topics in and out of the office.

- Members can create and join groups matching their preferences and interests from walking together, to after-work volleyball players, to lunchtime recipes and more – the possibilities are endless!
- Members of Groups can also invite their entire Group to a personal challenge.
- Members can **explore their social circle, connect with like-minded peers, join an existing group or create their own, learn new things and meet new people**





# Shoutouts



**Personify Health Shoutouts is a recognition tool that highlights and celebrates the accomplishments of colleagues in a public forum - where others can see, like and comment!**

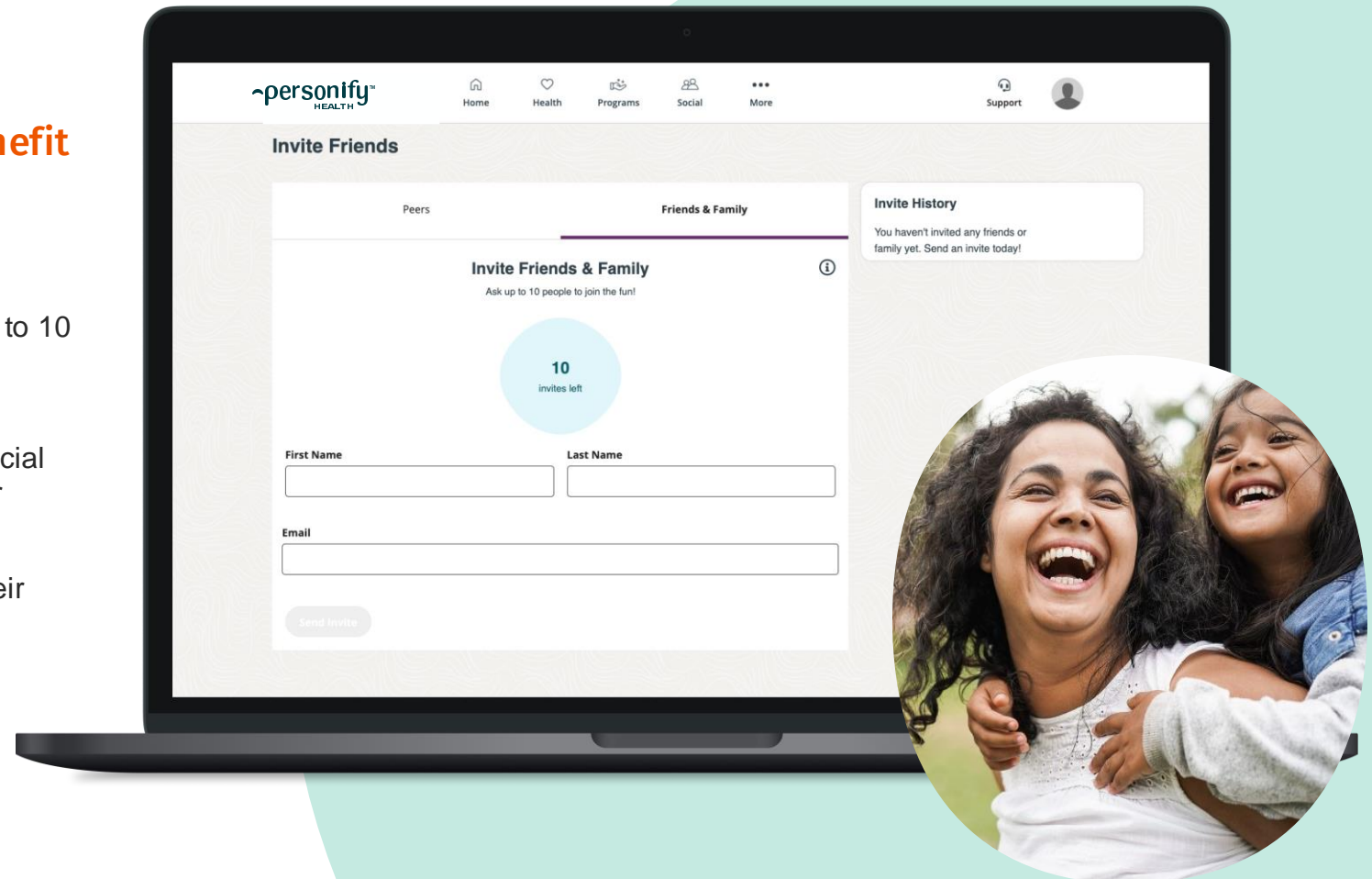
- Provides a valuable tool for social connection and interaction
- Builds an engaged and thriving workforce regardless of where employees work – still remote and dispersed or back at the office.
- Reinforces core company values and strengthens culture by encouraging recognition.



# Friends & Family

## Members can extend their wellness benefit to their Friends and Family!

- Personify Health allows each member to invite up to 10 friends and/or family members from outside the company to join them on their wellness journey.
- Enable Friends & Family to offer a new level of social support and accountability to help encourage your employees' health and fitness goals.
- Friends and Family can connect devices, track their activity, and participate in Challenges

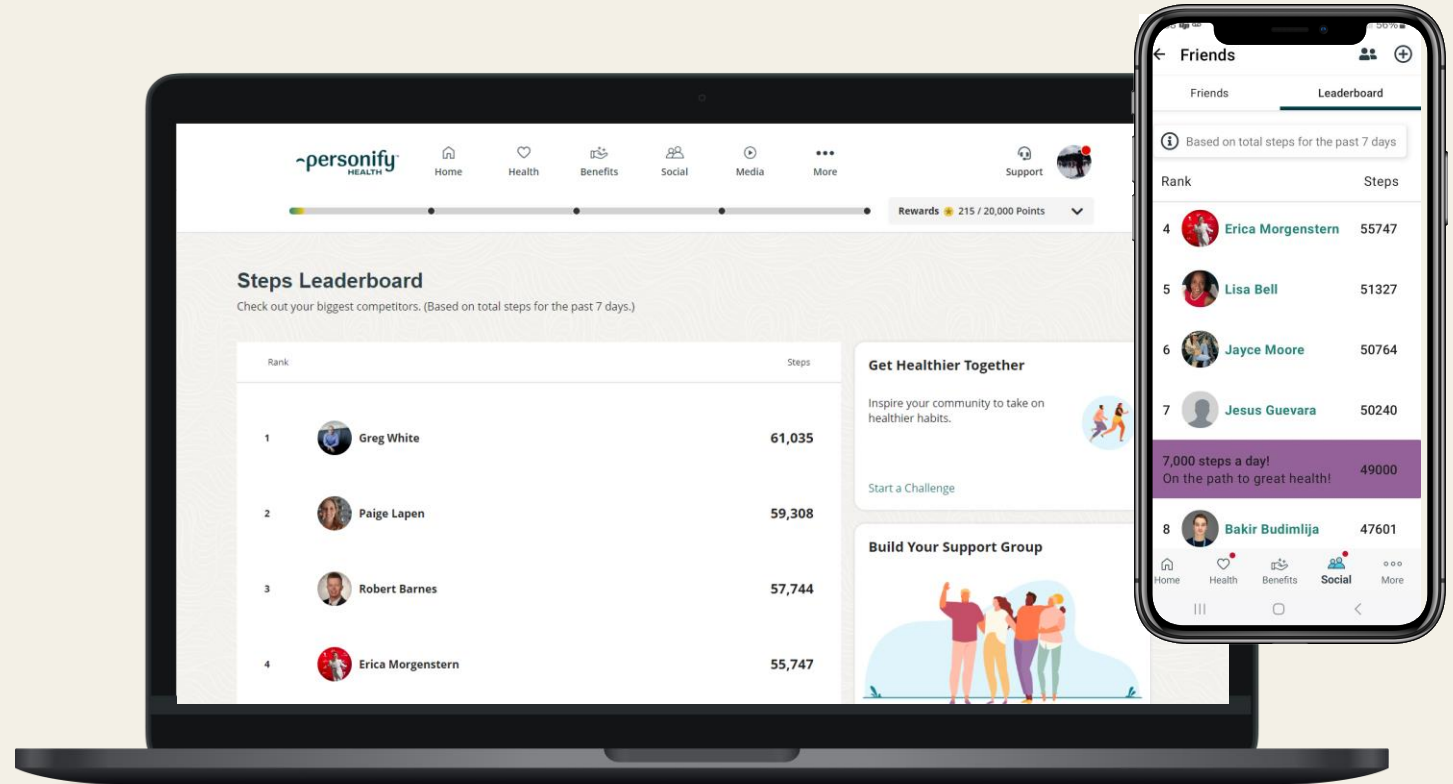




# Friends Leaderboard

This rolling 7-day display shows activity among friends to see who is getting the most steps!

- Members can connect a device to start tracking and see where they land on the leaderboard.
- Members can amp up the competition by adding more friends at any time.



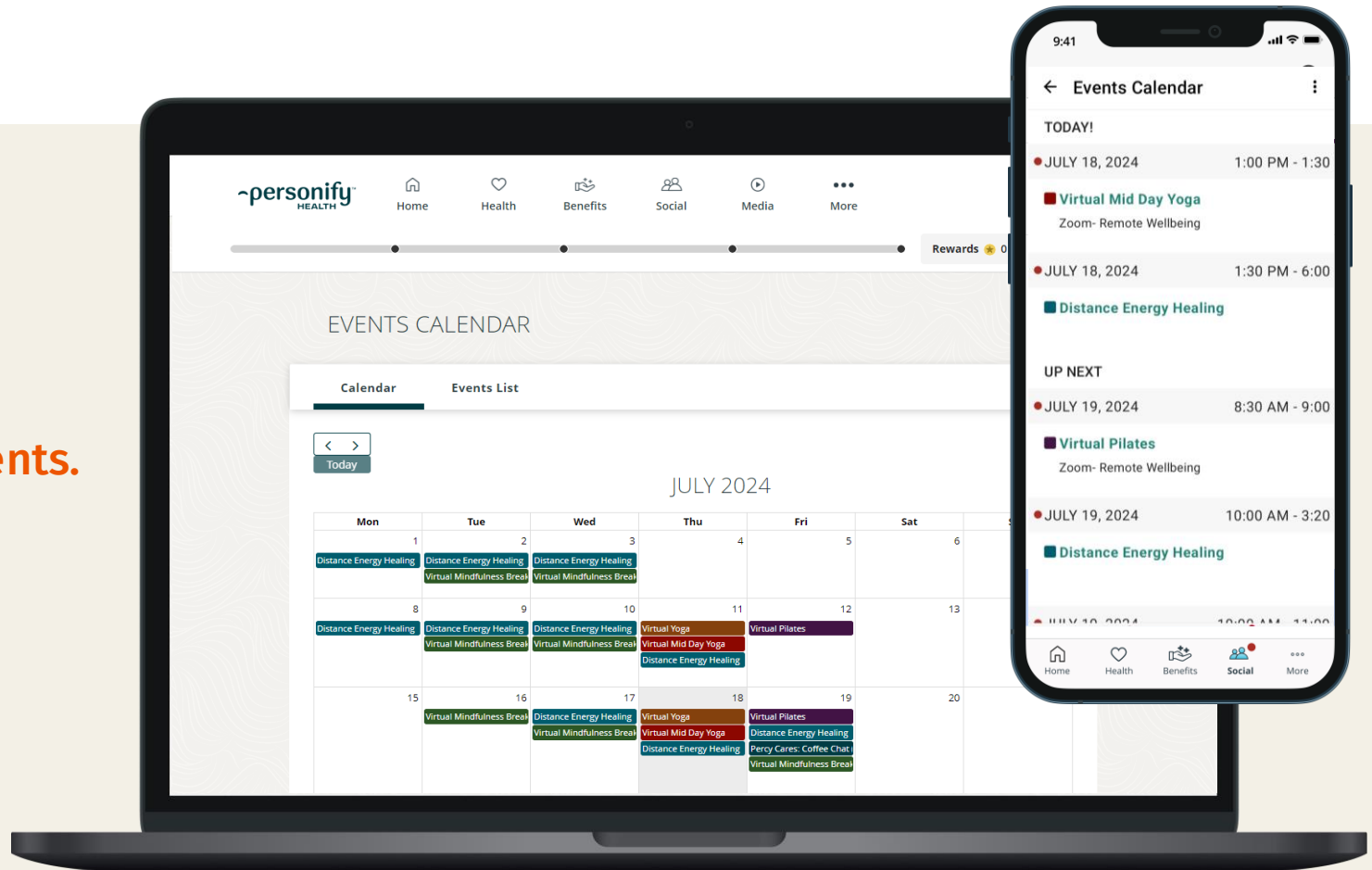


# Event Calendar



Keep your employees posted on upcoming events.

Via the Events Calendar, members can view all details, and even RSVP!

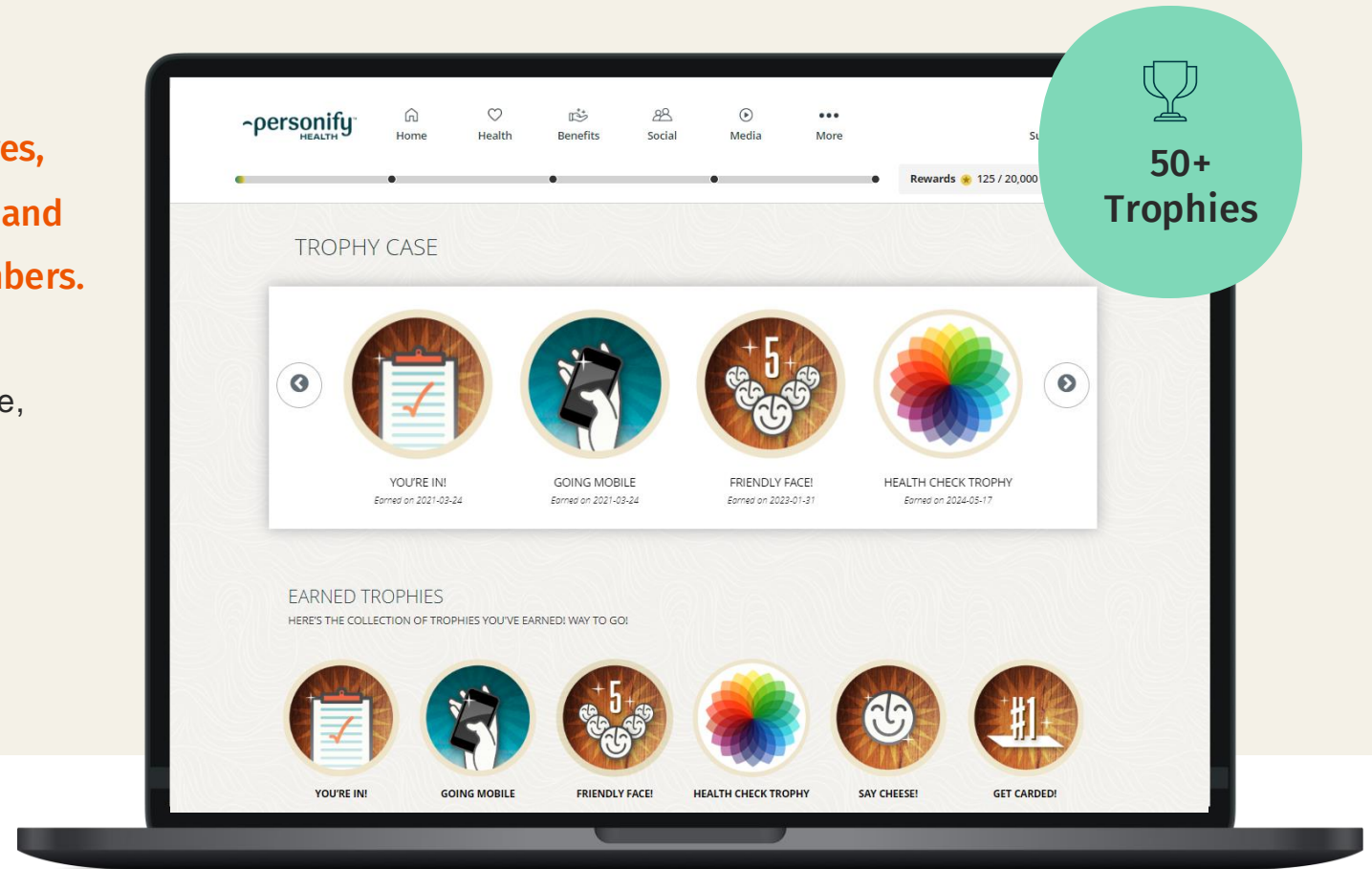





# Trophies

Commonly known as virtual high fives, Trophies are a way to acknowledge and celebrate the achievements of members.

- ✓ Segmentation capabilities for age, gender, biometrics, birth year, eligibility, and interest
- ✓ Available on web & mobile
- ✓ Boost members motivation



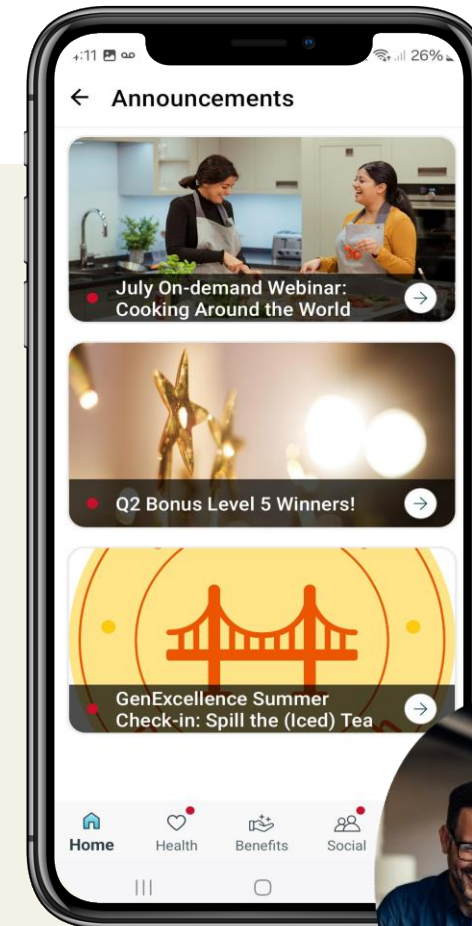
  
50+ Trophies



# Announcements

**Announcements is a feature that delivers content to the members.**

- ✓ Segmentation capabilities for optimal audience targeting
- ✓ Content can be scheduled
- ✓ Announcements can be prioritized
- ✓ Available on web, mobile, and via Personify Health Teams App



# Rewards

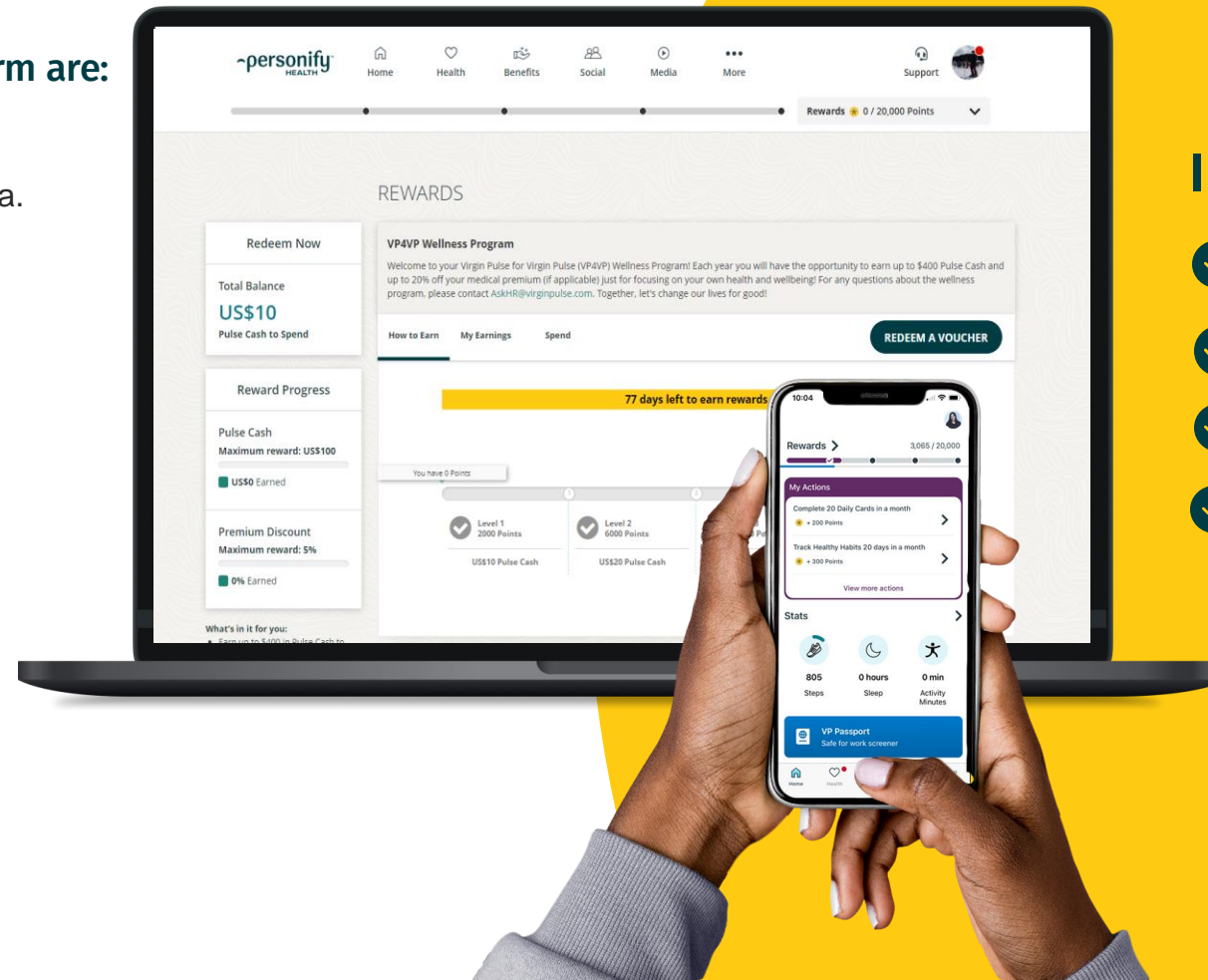
Creating an impactful reward strategy is a key factor to success and engagement.

Rewards in the Personify Health platform are:

- Segmented
- Linked back to company values and agenda.
- Customized for point allocation

## Alternative Reward Options

- Event tickets & experience days
- Self-care treatment
- Self-Development resources
- Wellbeing coaching sessions
- Wellbeing days-off
- Free lunches
- Lunch with leadership
- Donation to charity
- Gift cards and vouchers
- Devices
- Merchandise



## Integrated Rewards

- ✓ Gift Cards
- ✓ Merchandise Store
- ✓ Charitable Donations
- ✓ Personify Health Store





# Guides



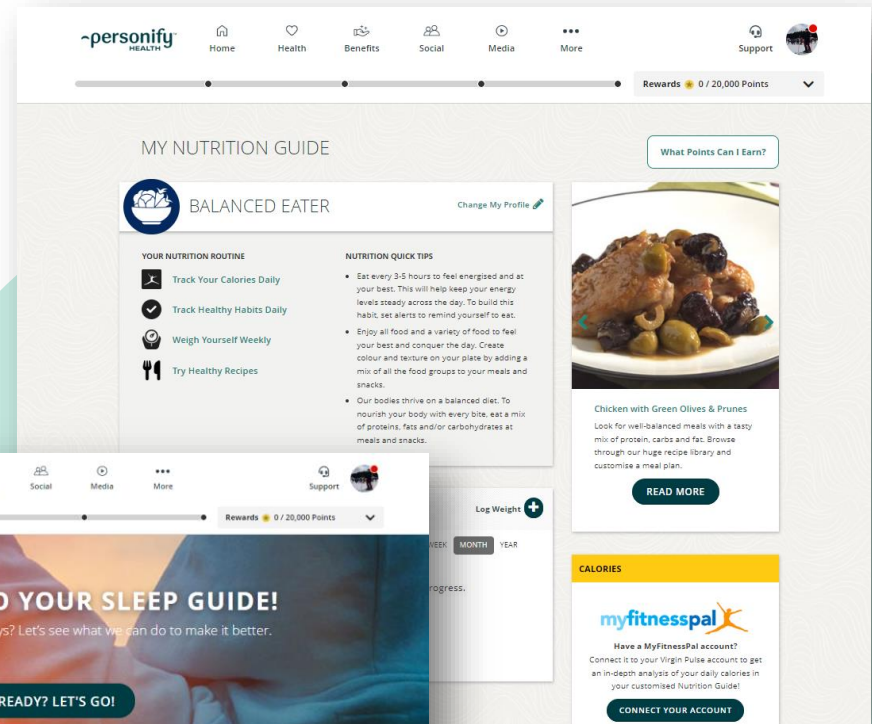
## Nutrition Guide

- Offers a personalized nutrition plan translated into all available languages
- Tailored to the goal of each member
- It employs a research-based approach and offers practical guidance for adopting healthy nutrition behaviors.
- Clients with employees outside of the US can offer the International Nutrition Guide



## Sleep Guide

- Offers a personalized sleep plan translated into all available languages
- Tailored to the goal of each member.
- Focuses on encouraging members to develop healthy sleep habits by providing practical guidance with Sleep-tracking Tools, Resources, Tips, Reminders and Rewards





# Deep personalization, identification & outreach

With My Care Checklist

## Comprehensive member insights

- ✓ 360° view of the member
- ✓ Claims-driven insights

## Close more care gaps

- ✓ Preventive and condition-specific care reminders
- ✓ Empowering members to take control of their health

## Relevant, actionable recommendations

- ✓ Delivered in the context of the member's daily routine
- ✓ Improving self-efficacy and health outcomes

The central image shows a woman with long white hair and glasses, wearing a green shirt, looking at her smartphone. She is sitting at a desk with a laptop. Surrounding her are several yellow and green callout boxes representing data points and app features.

- Member interests** (Yellow box)
- Platform actions** (Yellow box)
- Steps and activity** (Yellow box)
- Biometrics** (Yellow box)
- Demographics** (Yellow box)
- Claims data** (Yellow box)
- Personalized program recommendations** (White box with orange dot)
- My Care Checklist** (White box with orange dot)
- Recommended activities** (Green box)
- Live Services • Benefits • Journeys • More!** (Green bar)

To the right, a smartphone displays a mobile app interface with the following sections:

- Preventive Care**: These activities are recommended based on your age and sex.
  - Health Checkup**: Make sure to complete every 3 months. >
  - Flu Shot**: You're up to date until Dec 08, 2024! ✓ >
  - Dental Checkup**: You're up to date until Dec 08, 2024! ✓ **Due in 39 days. Make your appointment now.** >
- Health Situations**: These activities are recommended based on insurance data and your health assessment. It looks like **Asthma, Diabetes and Heart Disease** are a part of your life.
  - Lipid Blood Test**: You're up to date until Dec 08, 2024! ✓ >



# Personify Health IQ

Keeping members actively motivated and engaged

**Personify Health IQ is an A.I. conversational recommendation or 'nudge' that helps members keep their goals on track.**

- Engage members who have fallen off track from their goals
- Reach disengaged members who can be "won back"
- Help members achieve more consistent engagement
- Recognize members who have shown positive progress



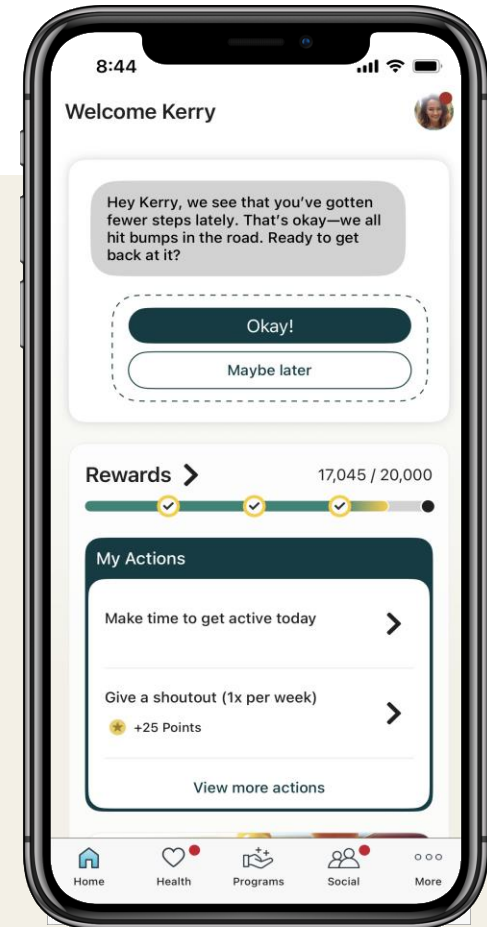
Personalized to meet members where they are



Nudges members towards recommended targets



Supports long-term improvement



**Making  
healthiness  
happen**