

**DYNAMIC.
INTUITIVE.
PERSONALIZED.**

MyActiveHealthSM WELLNESS PLATFORM



Services are provided by ActiveHealth Management, Inc. Our programs, care team and care managers do not provide diagnostic or direct treatment services. We assist members in getting the care they need, and our program is not a substitute for the medical treatment and/or instructions provided by health care providers.



Where do you go when you're looking for health information?

62%

of internet users in the U.S. look for health or medical information online¹

45 million

Americans feel the internet has improved the way they manage their health.¹

You never know when you'll need information to help you manage your health or make a health care decision. So, it's important to have that information at your fingertips whenever, wherever you need it.

When your members look to the MyActiveHealthSM wellness platform, they'll find evidence-based health information they can trust. It's also delivered in clear, plain language they can easily understand and apply in their daily lives.



72%

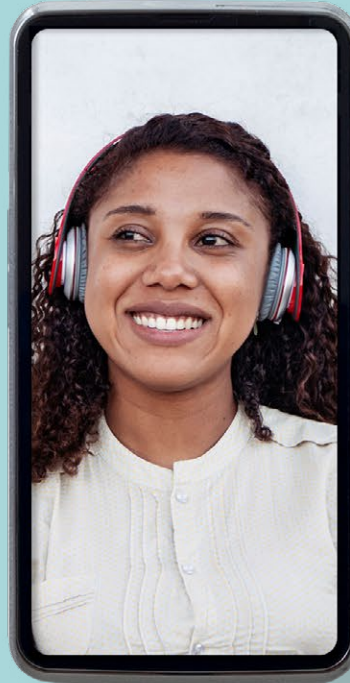
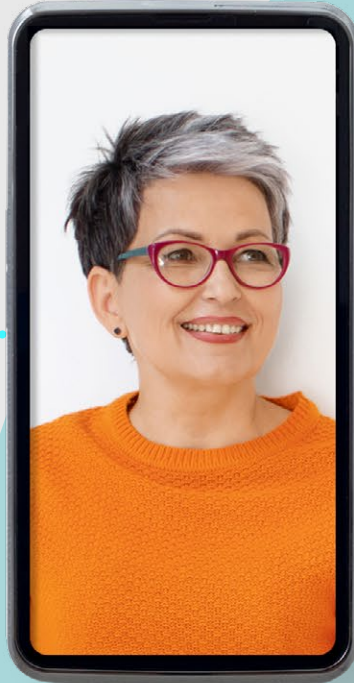
of people using health and wellness programs looked for health information on a mobile app²

active

Available for mobile and web applications in English and Spanish, **MyActiveHealth can support your members anytime, anywhere.**

¹ FOR PERCENT OF INTERNET USERS SOURCE: Pew Research Center. Fox S, Rainie L. [Vital Decisions: A Pew Internet Health Report](#). Accessed January 3, 2024.

² FOR PERCENT OF INTERNET USERS SOURCE: Amplitude. [2022 App vs. Website Trend Report](#). Accessed January 10, 2024. Reflects monthly active users of health and wellness programs looking for information on mobile apps compared to 28% of monthly active users who looked at websites.



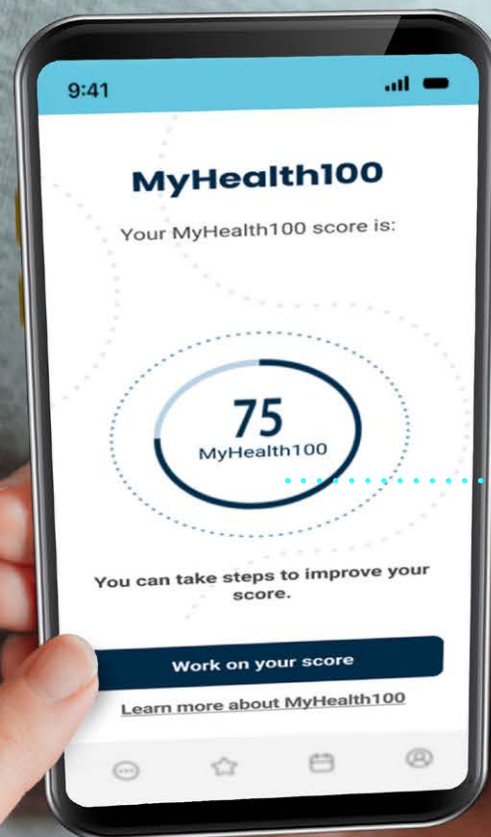
We conducted extensive market and user research before we began to design the MyActiveHealthSM wellness platform.

The user experience is also heavily influenced by feedback from real users of health and wellness apps captured throughout the building process.

The result is an inclusive, intuitive and informative digital experience that drives behavior change. The gamified format should feel familiar to other apps members use in their daily lives. Each interaction users have with the platform leads to the next logical step, creating a continual loop of setting and achieving goals.

Read [our blog](#) on research-informed design to learn more.

YES!
**You can
measure
your
health.**



**MyActiveHealthSM is built
on innovative technology,**

driven by sophisticated analytics and delivers
a member experience that is elegant
in its simplicity.

Derived from our proprietary Active Health Index,
MyHealth100 is a vital part of empowering
users to actively manage their health. It distills
a complex, multidimensional exploration
of each member's health profile into a
score – on a scale of 0 to 100 – that's
easy for members to understand and
inspires them to take action.

Read more about
MyHealth100.

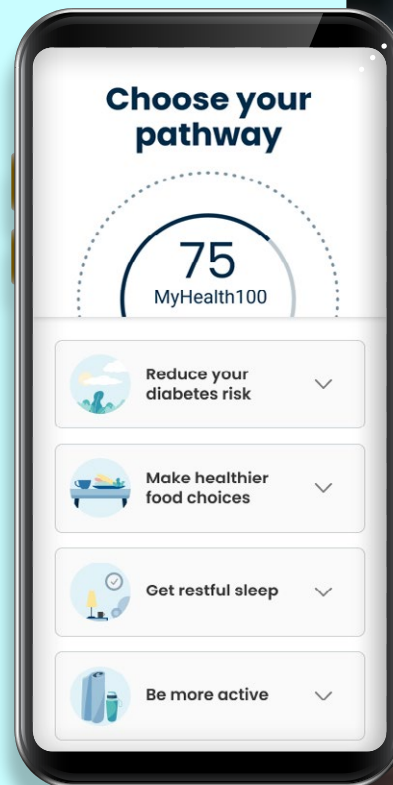
The path to better health starts here

MyHealth100 is more than just a health score, though. It drives personalized pathway recommendations

that can help members focus on which aspects of their health they want to work on next. The MyActiveHealthSM experience is designed to give users a sense of agency and control. So, though we indicate the how much each pathway may improve the score, and offer them in order of highest to lowest impact, members can embark on whatever pathway is most appealing to them.

Much more than just a set of daily activities, these pathways include intentional, meaningful actions that challenge people to commit to improving their health.

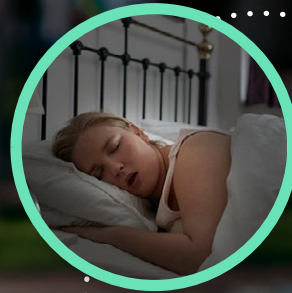
And, because we believe in supporting health in body, mind and spirit, they'll do a daily mood check in too. At set points along the path they'll also engage with their health checklist – a way to see and interact with coaching recommendations, health actions and incentive activities.



Reduce your diabetes risk



Get restful sleep



Make healthier food choices



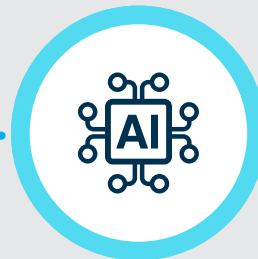
Be more active



Want to try it out?
Check out our [simulator](#).



Use science and tech



for maximum impact

For more than 25 years, ActiveHealth has been using data to uncover evidence-based health insights

that can help people improve their health. Now, enhancements in the field of artificial intelligence (AI) enable us to deliver those insights to members as part of a compelling and responsive digital experience.

Data tells us what opportunities exist.

Analytics like the Active Health Index help us prioritize them for maximum clinical impact. Harnessing the power of AI and machine learning (ML) gives us the opportunity to offer content and coaching recommendations that evolve quickly as we learn more about the member.

Health needs can change in a moment. We offer support that can adapt along with them.

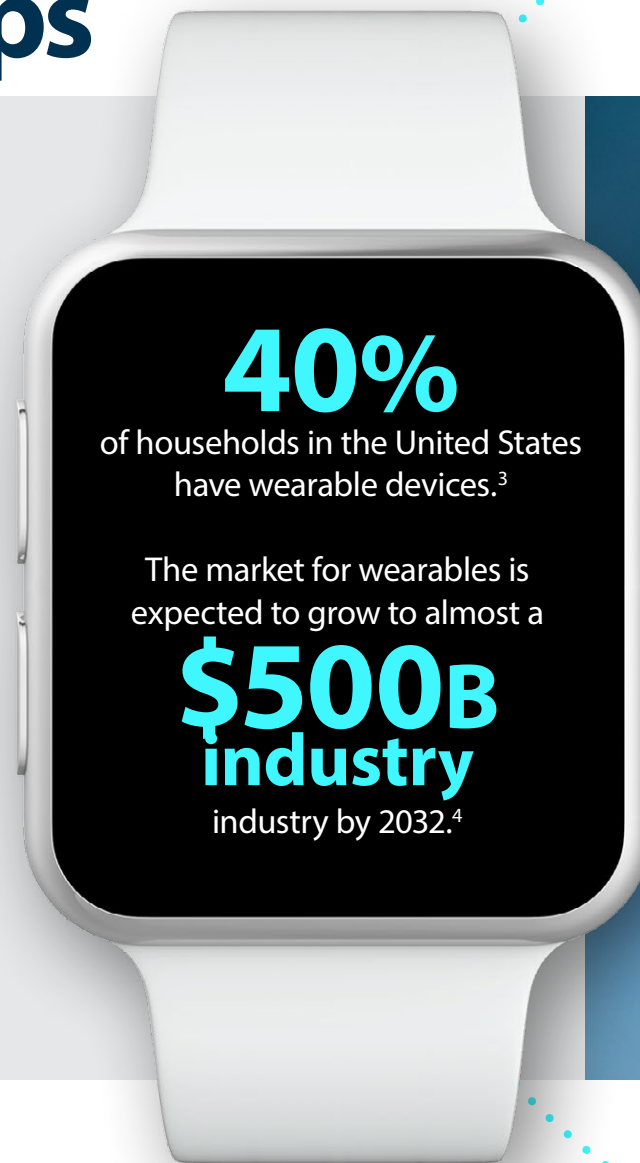
Read more about how [AI can enhance](#) the population health experience.

Enhance the value of **wearables and apps**

When members connect their devices and apps, it creates an opportunity to gather a large quantity of data with minimal effort from the user.

We can use data from wearables and apps in trackers that show members their progress toward their goals and we can highlight trends in the data.

We can also capture data from wireless health devices, like blood pressure cuffs, scales and glucometers. This rich pool of data is integrated into our proprietary CareEngine® technology to further inform AI and ML-driven clinical models and enhance our ability to deliver actionable health insights.



We can use data from wearables and apps in trackers that show members their progress toward their goals



Learn more about how wireless **connected devices** can help improve health outcomes.

³ FOR WEARABLES IN 2023 SOURCE: Statista. [Wearable device ownership in selected countries as of September 2023](#). Accessed January 23, 2024.

⁴ FOR WEARABLES GROWTH SOURCE: Precedence Research. [Wearable technology market](#). Accessed January 23, 2024.



Rise to the challenge

Pathways help members connect with the health goals they want to achieve for the long term. But it can also be fun to see how you measure up against other users in anonymous, **short-term challenges that promote a wide variety of healthy habits.**

The goal is to spark friendly competition and build motivation, and built-in program logic groups users with other people who have similar ages and habits. That means that members just starting to build a habit of daily exercise don't need to worry about going up against triathletes.

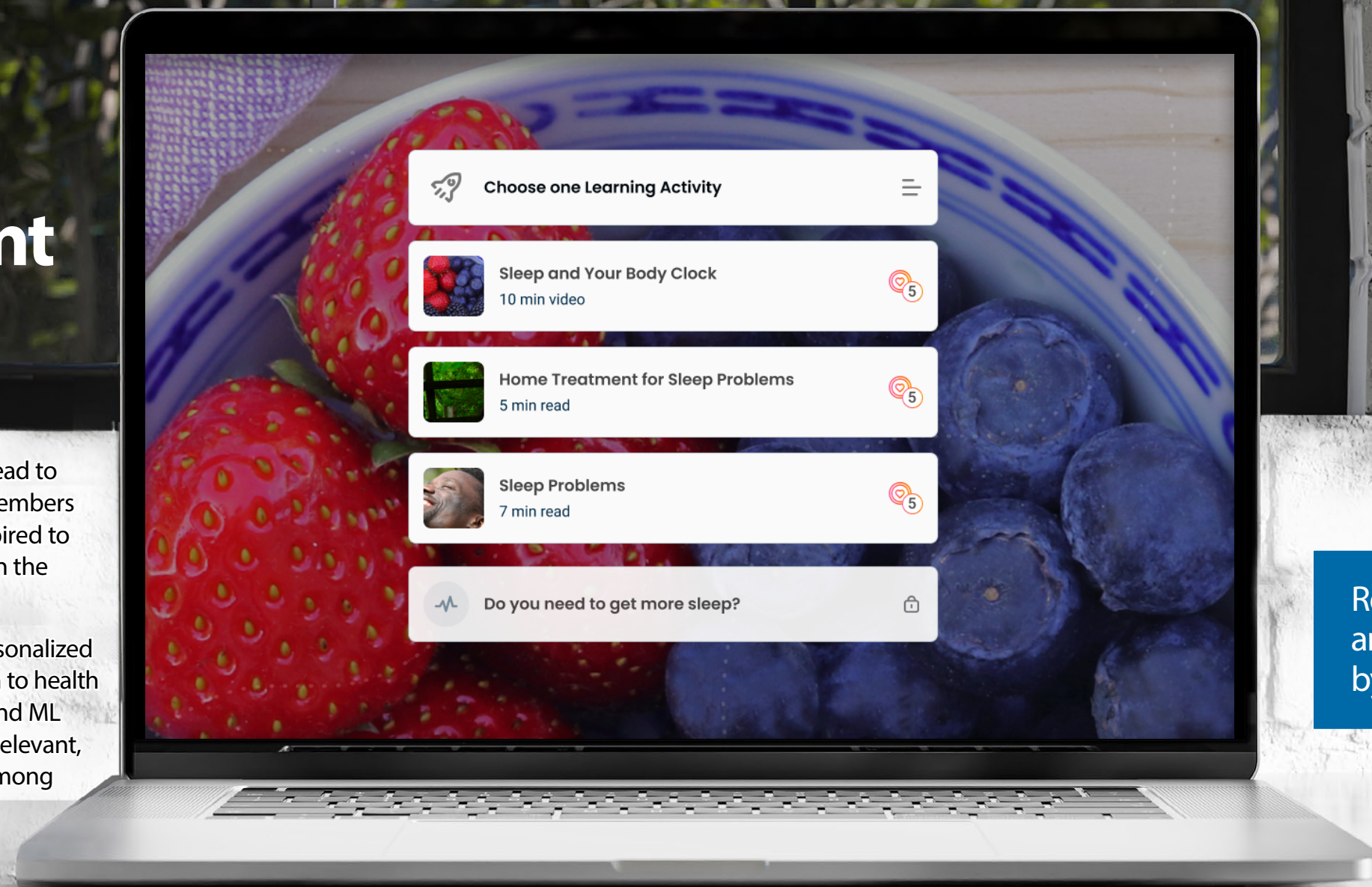
Members who want a challenge that's closer to home can **enroll and send invitations to people they want to participate.**

Ask us about how clients can join in the challenge fun too!

Explore health content you can trust

It's common for success in one area to lead to confidence to tackle something new. Members successfully losing weight are often inspired to manage their stress better, or to work on the quality of their sleep.

So, even while they're working on a personalized pathway, they can read, watch and listen to health content on a wide variety of topics. AI and ML help us offer topics that are timely and relevant, but they can also see what's trending among other users in the platform or search by specific topics.

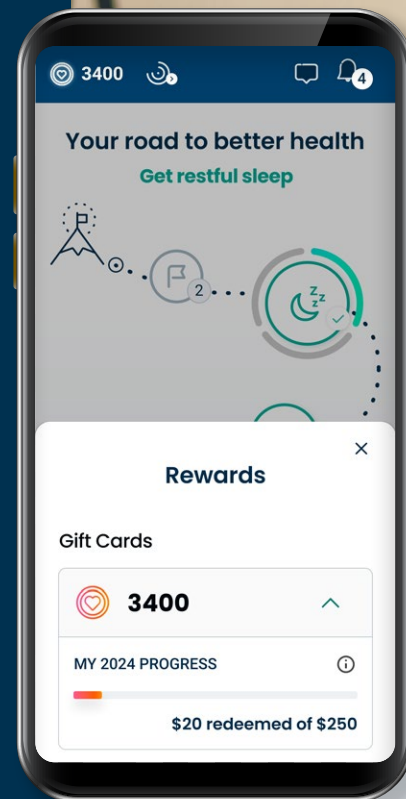


Resources in MyActiveHealthSM are **evidence-based and curated** by ActiveHealth clinicians.

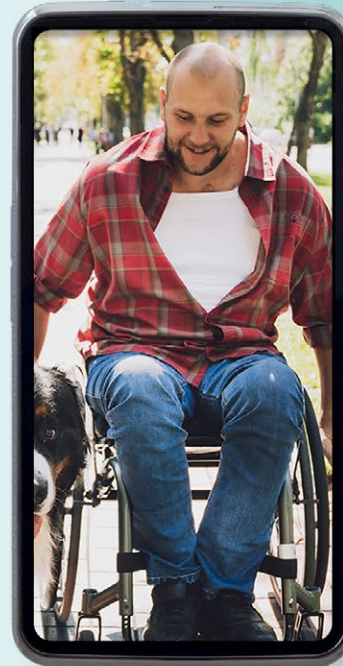
Spark engagement & build momentum

The MyActiveHealthSM wellness platform can help members understand the state of their health and connect with their intrinsic motivation to change their health for the better. Users get a fun boost while they work on their goals as they level up, mark milestones and earn hearts for every action they take. But **there's a role for client-sponsored incentive programs, too.**

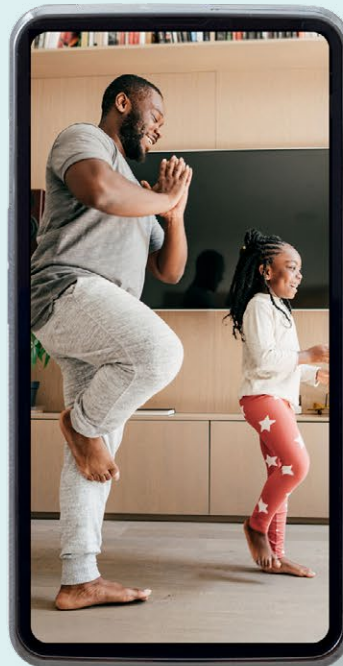
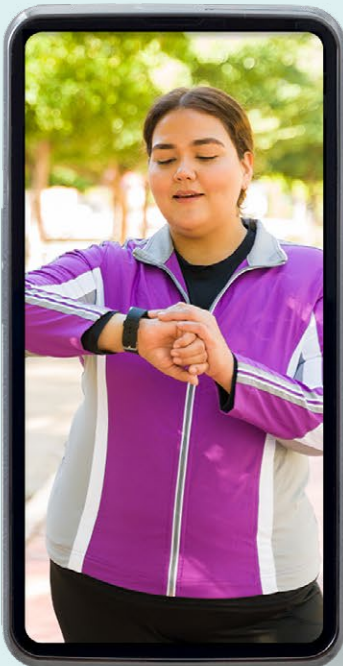
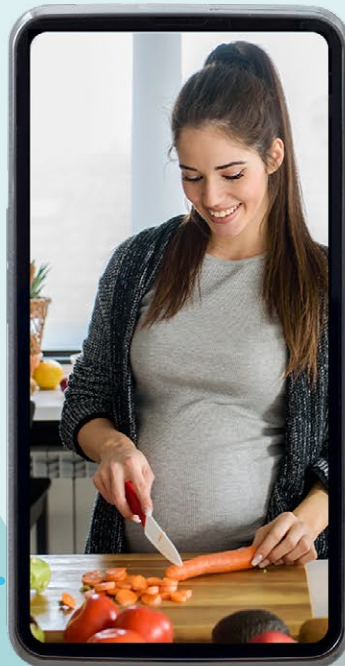
Clients can incent on specific activities, like taking the health assessment or completing a pathway, and internal program logic presents them to members at predetermined points in the incentive period. This strategy helps members build the habit of interacting with the platform and promotes sustained engagement.



Learn more about how rewards can be part of your health and wellness strategy.



Understand the value of your investment



It's important to invest in programs that can both improve health outcomes and lower health care costs.

Employee benefits can make up

30%-40%

the cost of employee compensation.⁵

The road to sustained engagement starts with awareness. The MyActiveHealthSM wellness platform includes built-in communication strategies, including push notifications, designed to achieve maximum engagement.

We're confident that we can engage with your members and motivate them to take control of their health. And we're committed to transparency and regular reporting that shows how your program is performing.

Let's talk about how to blend our communication strategies with your own.

⁵FOR COMPENSATION SOURCE: Bureau of Labor Statistics. EMPLOYER COSTS FOR EMPLOYEE COMPENSATION – SEPTEMBER 2023. Accessed January 23, 2024.



MyActiveHealthSM

is a dynamic, intuitive and personalized wellness platform that brings evidence-based health information right to your members' fingertips. It's engaging and easy to use, and it connects people with the tools they need to be healthier in body, mind and spirit.

You can visit ActiveHealth.com/Digital to learn more or contact us for a live demo.

The CareEngine® is a proprietary technology platform developed by ActiveHealth Management, Inc. In conjunction with clinicians, the CareEngine continuously analyzes claims and other data against evidence-based best practices and alerts the members and their physicians about possible care gaps and other inconsistencies. Information is not a substitute for diagnosis or treatment by a health care professional.

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