

# DYNAMIC. INTUITIVE. PERSONALIZED.

## MyActiveHealth<sup>SM</sup> WELLNESS PLATFORM

72% 

of people using health and wellness programs  
looked for health information on a mobile app.<sup>1</sup>

## MyActiveHealth uses innovative technology in a focused, fun and convenient way to help people improve their health.



**The MyHealth100 score** helps members understand their how their health measures up and then offers clear, actionable steps they can take for health improvement.



**Purpose-driven pathways** encourage members to set health goals and check in daily to stay motivated and accountable as they move toward their committed objectives.



**We're tapping into the power of AI** and machine learning to deliver timely, personalized content.



**Members will find resources to help them gauge their mental health** and build resilience in mind and spirit, in addition to content focused on physical aspects of health.

## Evidence-based health information at your members' fingertips.



**Research-driven design**  
decisions help make our tools intuitive and engaging.

**Deep roots in behavior change**  
help members create healthy habits that last.

**Our mobile first approach**  
lets us reach members in the moments that matter most.

Put the power of MyActiveHealth in the hands of your members.  
Visit us at [ActiveHealth.com/Digital](https://ActiveHealth.com/Digital) to learn more.

[LEARN MORE](#)

<sup>1</sup>Amplitude. 2022 App vs. Website Trend Report. Available at <https://amplitude.com/guides/2022-app-vs-website-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.



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