

## JUNE 2016 RELEASE NOTES

- Action Module
- Mobile Experience
- Action & Elevate Integration

### Action Module

- 2 new Action Opportunity Families
  - Behavioral Health – Approximately 1 in 4 people have a diagnosable behavioral health issue. Of those impacted, more than 70% go untreated. The Behavioral Health opportunity connects those at-risk for behavioral health issues with accessible, convenient, and cost effective BH treatment. The opportunity also builds awareness of BH resources and decrease barriers to screening and support.
  - Pediatric ER – ER utilization is a high cost area and addressable with education. Of pediatric ER visits, 32% of visits are not related to medical severity. The Pediatric ER opportunity encourages the use of nurses and urgent care services instead of ER. The opportunity also encourages employees to develop plans for a child's unexpected injuries and illnesses.

### Mobile Experience

- Engagement-Based Rewards for Care Team and mobile activities such as:
  - Viewing Past Care Page
  - Viewing Your Plan Page
  - View Rewards FAQs
  - Submitting a provider review

### Action & Elevate Integration

- All Elevate customers – whether they have purchased Action or not - will receive access to Action's core capabilities to increase the impact of Elevate for their employees.
- These Action capabilities include a) **advanced analytics** to improve the segmentation of users into different Behavioral Health segments (Depression, Anxiety, Low Risk, etc.), b) rigorously user-tested **email and in-app messaging** to drive user engagement, and c) a **benefits-leader experience** through the Action section of the Insights portal to allow our customers to evaluate impact.
  - Customers **with both Action and Elevate** will have access to a Behavioral Health Opportunity in the Action Dashboard in addition to all other opportunities (Back Pain, Diabetes, etc.).

- Customers **with Elevate, but not Action** will have access to a single Opportunity – the Behavioral Health Opportunity – through the Action section of the Insights portal.
- For any customer **with Elevate**– whether they have bought Action or not – users will start receiving targeted emails and mobile recommendations.