

OUTCOMES FOCUS

High Value Program Utilization



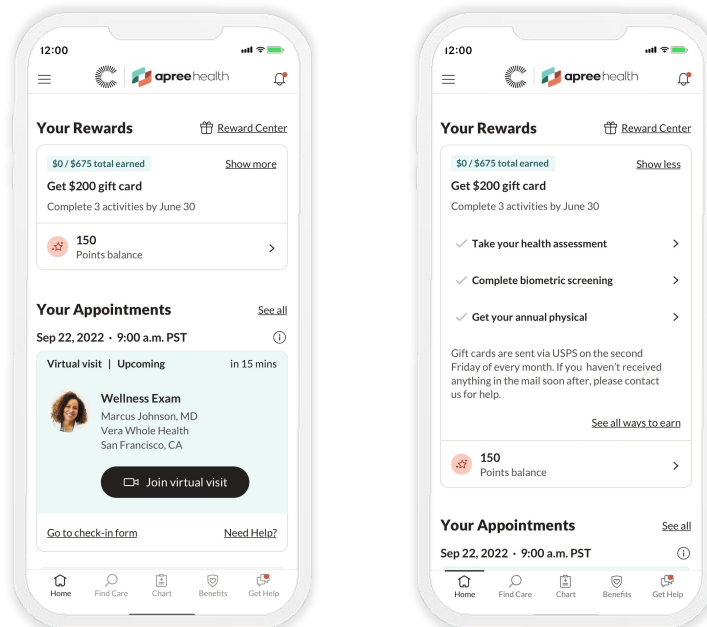
Proactively encourage your members to engage with their health through data-driven, personalized, and timely experiences that improve their health today and lower the cost of care in the future. A tailored digital experience is crucial to educating, building trust, and ultimately motivating members toward the right health activities and high-value programs at the right time.

Improving Milestone User Experience to Increase Participation

We've made improvements to the user experience with Milestones, making rewardable activities more accessible and understandable within the app. Members can now easily see activities that have not yet been completed, track their progress, and redeem rewards once milestones have been achieved. With these improvements we aim to increase visibility and awareness to boost engagement in important activities.

Key Features:

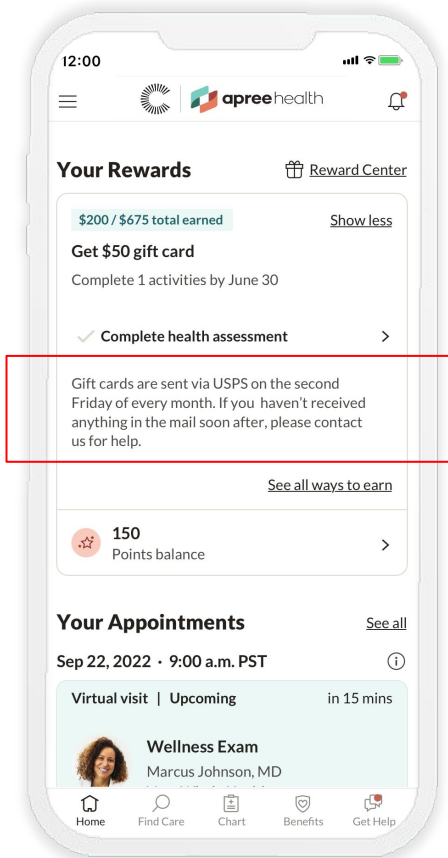
- **Enhanced Homepage Display:** Members will have quick access to information about their current Milestone progress, making it easier to track their journey towards rewards.
- **Dynamic Updates:** Information on the homepage will dynamically update as members make progress, providing real-time feedback and motivation.
- **Smart Sequencing:** If multiple Milestones are available, only one Milestone will be presented at a time, simplifying the user experience and reducing clutter.
- **Improved Fulfillment Information:** Members will find new fulfillment information displayed in the homepage and the "Ways to Earn" page, offering clearer guidance on how to achieve their goals and earn rewards.
- **UMC Integration:** A new field will be introduced in Unified Mission Control (UMC) providing configuration capabilities for the 'How to Receive Milestone' message.



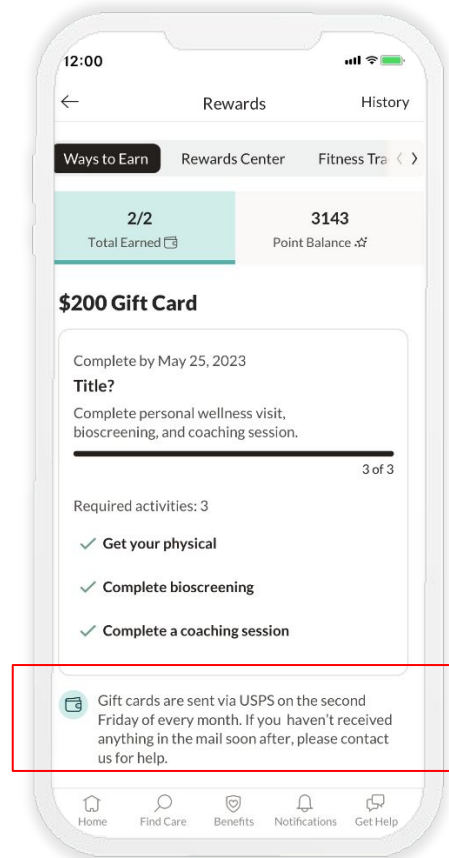


Improving Milestone User Experience to Increase Participation (Continued)

The fulfillment message is an optional configuration field for each Milestone, allowing for customized messaging tailored to each Milestone's requirements. This message will display on both the homepage and the "Ways to Earn" page, ensuring members are informed on how rewards will be delivered.



Homepage



"Ways to Earn" Page

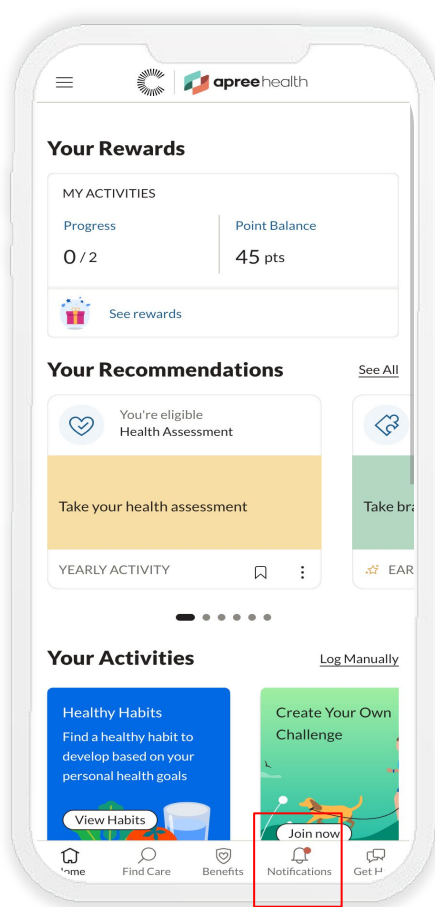
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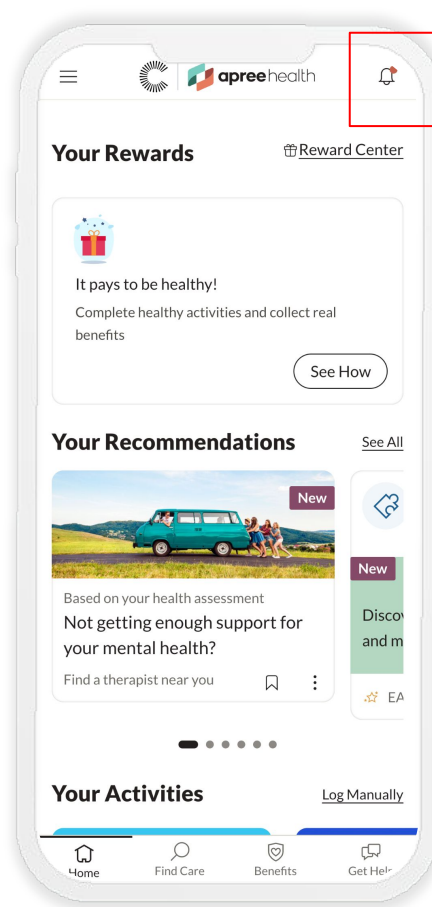
Notification Bell Update

We've made a new update aimed at enhancing the user experience by moving the notifications tab to the top right corner of the app page. This update was designed to place the notification bell in a prominent location and visually distinguishing the bell from other icons in the navigation bar. With this adjust our goal is to keep members informed and engaged with important updates and alerts.

Available to customers of: Whole Health Navigation, Care Navigation, Complete Digital Hub, Care Guidance, and Holistic Wellbeing



Before



New View