

OUTCOMES FOCUS

High Value Program Utilization



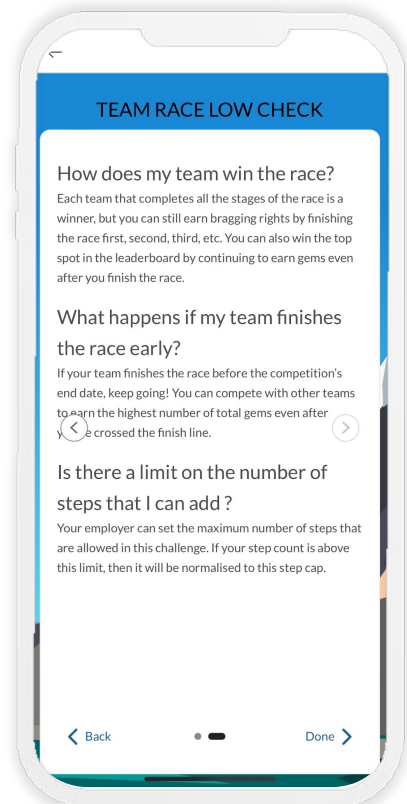
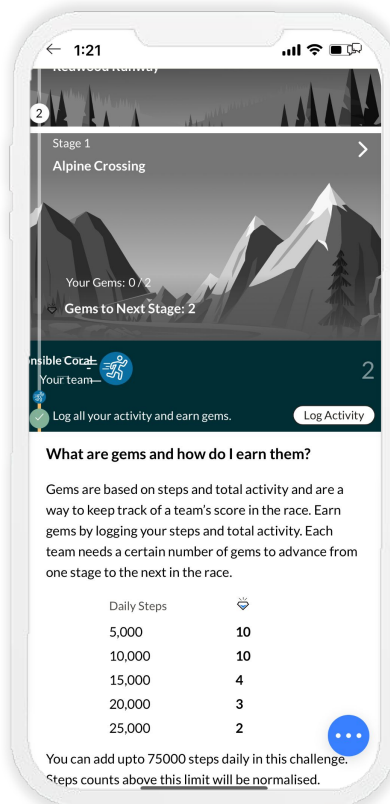
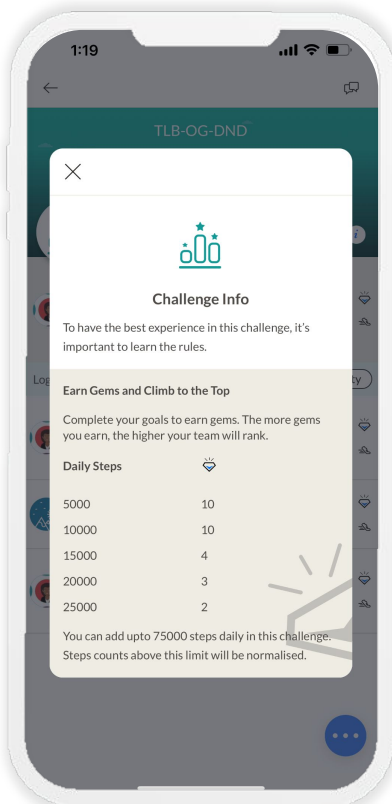
Proactively encourage your members to engage with their health through data-driven, personalized, and timely experiences that improve their health today and lower the cost of care in the future. A tailored digital experience is crucial to educating, building trust, and ultimately motivating members toward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

New Steps Cap Feature for Challenges

We have adjusted the step cap in Challenges to offer greater flexibility. The daily limit can now range from 25,000 to 75,000 steps. This limit will be captured during the Challenge intake process and will be set up on UMC during the Challenge creation. Steps that exceed this cap won't appear on the leaderboard, and members won't earn gems for these additional steps. The gem information and Challenge information modals will display the set step limit and alert members that steps logged beyond this cap will be normalized.

Note: This limit applies for Leaderboard and Team Race Challenges only. Walk With Friends (WWF) and Create Your Own Challenge (CYOC) will not have this limit applicable, with the default set to 75k steps per day.

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



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Building the Future of Connected Care



Empower your members to access and engage in whole person health with a robust navigation infrastructure and high touch services that power the future of connected care. Continuously updated tools, reporting, and insights enable benefit leaders to make the most informed decisions for their population and deliver the best user experience.

Driving Engagement with Primary Care Through Health Check Program Annual Physical Activity Enhancement

To align incentives for primary care engagement with customer's program year, we've made an update to the Health Check program's annual physical requirement. Members can now earn rewards for completing the annual physical at any time during the program year, rather than waiting 365 days since their last physical as previously required.

We will retroactively review activities from January 1, 2024, and provide credit to members who missed receiving it for their annual physical, due to previous logic and codes.

This enhancement will impact:

- All existing members who are eligible for the Health Check program, with the annual physical activity configured.
- Members who have done their annual physical since Jan 1 2024, and who should be eligible to receive incentives for completing their annual physical, and have not yet gotten credit for that activity completion.

Any member who has already gotten credit for completing the annual physical activity for the current program year will see no change in their completion status or impact to incentives.

Available to customers of: Whole Health Navigation and Complete Digital Hub