



SPARTAN ALUMNUS LAUNCHES DIGITAL HEALTHCARE TOOL

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Prashant Srivastava, Ph.D., embodies the tenacity and passion that it takes to make a monumental difference in our world. Srivastava co-founded Evive Health in 2007 and today Evive has become the nation's leading personalized health-engagement company and a pioneer in the field of predictive analytics. Evive works with employers nationwide, including many Fortune 500 companies, to increase employee engagement in health benefits programs by replacing generic communication with data driven, highly-personalized messaging that provides the encouragement employees need to take empowered action. The result is improved employee health, greater employee satisfaction, and significant dollar savings for everyone.



Users can access the information on the web, through SMS messages, or in an email so the information they seek is available no matter where they are.

"Evive Health is improving lives around the country by changing the way employees and family members make decisions about their health and well-being," Srivastava said.

He co-founded the Chicago-based company in 2007 and became its president in 2016. His team of 69 includes three other Spartan alumni. The team prides itself on helping consumers make timely and cost-saving health decisions.

Srivastava credits MSU for much of his inspiration when it comes to tackling the ever-complex challenges of improving health engagement and saving resources.

"My formative years at MSU have embedded in my DNA this desire to transform the world with the power of ideas," he said.

MSU President Lou Anna K. Simon caught up with these Spartans during a recent visit to Chicago.

Srivastava said he continues to be inspired by President Simon's vision and leadership of the institution today.

Srivastava earned a doctorate in chemical engineering at MSU in 2000.

