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Evive Health Enters into Agreement with Xerox’s RightOpt® Private Health Exchange to Increase Employee Engagement in Well-Being Program

Evive to Provide Personalized Health-Engagement Solutions Designed to Improve Employee Health While Lowering Healthcare Costs

(CHICAGO – January 27, 2016) — Evive Health, the nation’s leading personalized health engagement company, announced today that it has entered into an agreement with Xerox’s RightOpt Private Health Exchange to help increase employee engagement in company-sponsored well-being programs. Such engagement has been repeatedly shown to improve employee health while increasing the value of program investments.

The Evive program accelerates engagement in positive healthcare decision making by providing individuals with the personalized recommendations and encouragement they need to take healthy action – such as screenings, annual physicals and savvy health purchasing – and optimize their health year-round. They do this by replacing generic communications with customized messaging driven by employer data, claims data, benefits information, analytics, program encounter data and psychographics. In this way each individual receives only that information that is important and actionable to them.

“When companies send mass-market communications to employees, engagement tends to be low,” said Prashant Srivastava, Evive Health co-founder and chief operating officer. “But if companies take the time to focus on their messages and deliver them in a way that is relevant to the individual, addressing personal priorities based on integrated data, that individual is more likely to take positive actions in his or her well-being.”

In support of RightOpt enrollees, Evive will utilize its proprietary predictive analytics approach and provide employers with the data they need to implement communication strategies

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that work while retiring practices that are ineffective. Evive will then continuously monitor what works on a population-wide basis while assessing what is needed for specific individuals, both in messaging content and delivery method.

“We have always believed that people will make the right healthcare decisions if they’re given the right information at the right time and in the right way. That core belief has proven true in thousands of early detections, millions of dollars in cost savings, and more,” said Peter Saravis, Evive’s co-founder and chief executive officer. “Now we are looking forward to providing employers participating in Xerox’s RightOpt with the same quality outcomes that have been embraced by millions of consumers in all 50 states and by some of the nation’s leading Fortune 500 companies and innovative health plans with whom we work.”

The Evive system will be fully operational in the RightOpt exchange in the second half of 2016. Once in place RightOpt enrollees will be part of what Saravis calls a “new healthcare consumerism” that equips people with the “precise and timely information they need to take healthy action, improve their health, and make the healthcare system work better for everyone.”

About Evive Health

Evive Health provides data-driven predictive analytics and highly personalized engagement technology, delivered through a benefits hub or imbedded within an existing portal to help members optimize health and benefits decision making. This, in turn, allows employers, plans and exchanges to maximize the value of their health and benefits investments. Evive delivers highly personalized engagement services to members covered by Fortune 500 companies, leading health plans and private exchanges. Learn more at www.evivehealth.com.

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