



**Media Contact:**  
press@evivehealth.com

## **Harvard Business School Study Cites Innovative Approaches by Evive Health as Driving Improvements in Consumer Behavior and Health Outcomes**

(CHICAGO – April 18, 2016) — A new case study published by Harvard Business School featuring Evive Health educates students on how to apply behavioral economics concepts to healthcare. A case study is a teaching method that immerses students into realistic business situations.

“We were looking for examples to illustrate the power of behavioral economics to drive human behavior, and it was clear how Evive epitomizes the effectiveness of this approach in healthcare,” said John Beshears, author of the study. “As I started thinking about inspiring students to make a real difference using these tools, Evive became an obvious and powerful illustration to use.”

The study specifically cites Evive’s work with a large utility company in the Midwest, which engaged Evive to lead a campaign to encourage employees to obtain flu shots during a recent flu season. Evive determined that more than 3,000 of the approximately 10,000 company employees fit the demographic profile for which the Centers for Disease Control and Prevention recommended vaccination, and also had access to flu shot clinics at their workplaces. While the company offered on-site flu shots free of charge, it had seen relatively low participation in the program and thus turned to Evive, which brought a successful track record of addressing similar situations with leading companies and health plans nationwide.

Evive’s approach was to harness two emerging trends in the healthcare sector—the “big data” revolution and the application of behavioral economics—to drive higher attendance rates at the 62 different workplace flu clinics. At the same time Evive saw this as an opportunity to implement a campaign that would unearth unique insights into employee behavior and “trigger points” that would assist the company in increasing employee engagement in future health interventions, beyond flu shots.

As it has done for other clients, Evive replaced generic communication with timely, hyper-personal messaging delivered using behavioral framing techniques that have been shown to motivate individuals to take action. By encouraging recommended behaviors, in this case getting flu shots, employees take actions that allow them to stay healthy and their employers to avoid unnecessary healthcare costs and absenteeism. “Evive Health has had a long history of collaborating with the top thought leaders and institutions in behavioral science to bring the best academic approaches on real-life healthcare decisions,” said Evive President Prashant Srivastava. “We’re delighted to be featured in this case study and hope it gets talented young minds thinking about applying theory to solve these tangible problems in healthcare.”

*(More)*

## **Evive/HBS Case Study**

*Page 2*

Results from Evive’s academic collaborations—including flu shot planning prompts (<http://www.pnas.org/content/108/26/10415.full>) and sticky note environmental cues (<http://www.nber.org/papers/w17995>)—have previously been published in leading academic publications.

Copies of the HBS study are available at: <https://cb.hbsp.harvard.edu/cbmp/product/916044-PDF-EN>.

### **About Evive**

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](http://www.evivehealth.com).

# # #