

evive

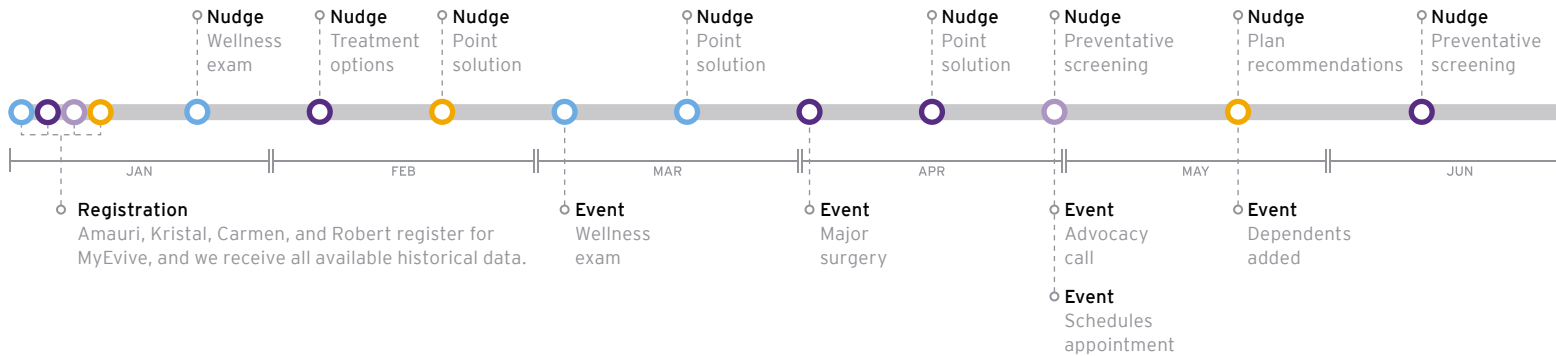
# Optimizing Member Engagement

Any payer can tell you that managing claims costs is a moving target. Providing members with the right guidance and support at the right time is critical, but it's easier said than done. Each employer's population is unique, and every member's health needs are continually evolving.

For example, a healthy 27-year-old man with insomnia will have very different risks than a 40-year-old woman with diabetes. Helping every member manage—and

ideally improve—their health to drive better outcomes can be challenging for payers. That's where Evive comes in.

Our personalized messaging platform aggregates and analyzes data from a variety of sources, including medical and pharmacy claims, HRIS, geolocation data, and more to remind members about preventive care and recommend available resources to help manage conditions. Here's how it works.



### Amauri, 27

Single  
No known medical conditions  
Prefers text messages



### Kristal, 33

Married, 1 child  
Degenerative disc  
Prefers emails

**JAN** Medical claim records show that Amauri is due for his annual wellness exam. Evive sends him a text to remind him that he's due for a visit soon.

**MAR** Pharmacy data shows that following his check-up, Amauri was prescribed medication for anxiety. We nudge Amauri to take advantage of the stress management point solution available to him.

**SEP** Medical data show that Amauri broke his leg. Evive texts him information with a link to a digital physical therapy program that may help with his recovery.

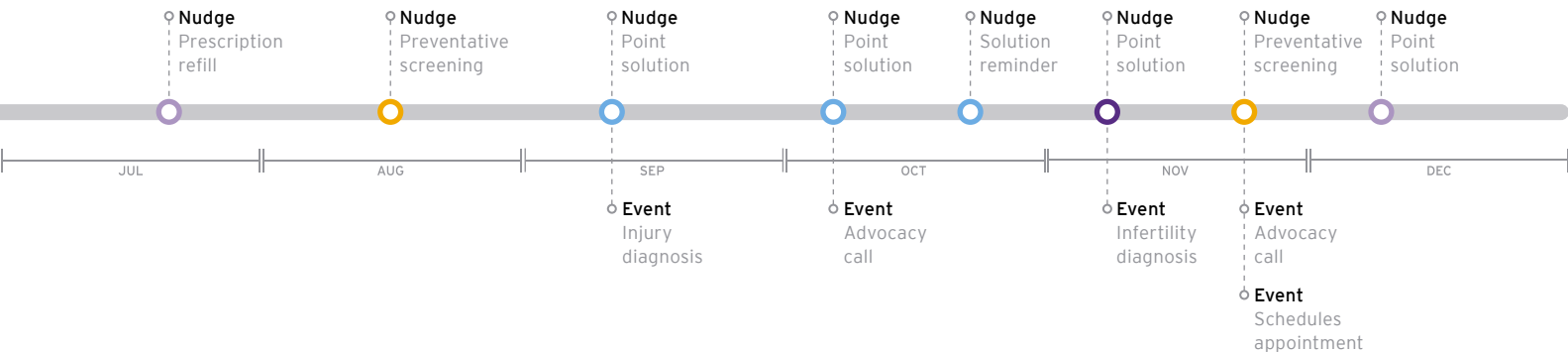
**OCT** Amauri calls the payer's nurseline and mentions he is suffering from insomnia. The nurse recommends using their digital sleep improvement program. After a week, Evive follows up with a nudge reminding him of this benefit.

**FEB** Medical data shows a past diagnosis for a degenerative disc in Kristal's back. Evive sends her an email about back pain treatment options, opportunities for a second opinion, and an available MSK point solution.

**APR** Kristal's back pain becomes increasingly worse, and she elects to have spinal fusion surgery. Evive sends her an email with information about a digital physical therapy point solution to support her rehabilitation.

**JUN** Based on medical claims records, we send Kristal an email reminder that she's overdue for a cervical cancer screening.

**NOV** We learn from claims data that Kristal has been diagnosed with secondary infertility after trying unsuccessfully to conceive for a year. Evive emails her resources and a link to an available fertility point solution.



**Carmen, 40**  
 Single  
 Diabetic  
 Prefers text messages



**Robert, 45**  
 Divorced, 2 children  
 Rheumatoid arthritis  
 Prefers push notifications

APR Carmen calls her insurance company's clinical hotline. While on the phone, the clinician sees that based on her Rx claims, Carmen is due for a refill on her insulin prescription, so they remind her about it. Carmen refills the prescription once she's off the call.

JUL Using medical claims, Evive sees that Carmen is due for a mammogram. She then receives a text message notifying her that she is due for nationally recommended care. After seeing the message and opening MyEvive, Carmen schedules her mammogram.

DEC Her employer's insurance company now offers Livongo as a preferred point solution. Because of her Type 2 diabetes, she's sent a text message to check it out.

FEB Medical data shows that Robert was recently diagnosed with rheumatoid arthritis. He prefers to receive notifications via his insurance carrier's mobile app, so he's sent a message about a new point solution for arthritis that he has access to through his insurance.

MAY Robert gets married and adopts his wife's children from her previous marriage. When he adds them to his insurance as dependents, he receives medical plan recommendations based on the whole family's claims history.

AUG Using medical claims, Evive detects that Robert is due for a colonoscopy. He's sent a push notification stating that he's due for nationally recommended care.

NOV When he calls into his insurance company's concierge service, they see he hasn't yet scheduled his colonoscopy. The clinician reminds him, and gets one scheduled.

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## **About Evive**

Evive changes the way companies communicate.

Starting with rich healthcare and HR data sources, we use our proprietary predictive analytics and behavioral science expertise to deliver highly segmented, multi-modal messaging that connects the right person to the right resource at the right time: containing costs and optimizing the employee experience across diverse populations.

Learn more at [goevive.com](https://goevive.com) | [contact@goevive.com](mailto:contact@goevive.com) | © 2021 Evive Health, LLC. All rights reserved.