

evive

Simplifying Employee Engagement

Drive better engagement. Receive quantifiable results.



Highly engaged employees lead to increased productivity, greater profitability, and better business outcomes.

Yet many companies lack the resources and technology required to move the needle on employee engagement.

That's where Evive comes in.

As experts in personalized, data-driven messaging, we'll help you optimize your communications strategy, personalize the employee experience, and realize better business results.

Here's how.

Data-driven Personalization

Your employees are the lifeblood of your business. To keep them happy, healthy, and productive, you need to keep a finger on the pulse of who they are, and what matters most to them.

To personalize the employee experience, we start by building robust profiles of each employee using dozens of data sources, such as medical claims, pharmacy, HRIS, geolocation, and more. Using our proprietary data tagging system, these profiles are continuously cultivated to reflect each employee's current interests and preferences.

Predictive analytics are then applied to identify an employee's physical, financial, and emotional needs—even before they arise. Based on these insights, employees are micro-segmented into groups for highly targeted messaging that's relevant and timely.



Predictive analytics indicate an employee is trending towards back surgery, so we'll steer them to obtain a second opinion.

Curated Content

Once micro-segmentation is complete, it's time to deploy multi-modal, personalized messaging to spark engagement among your employees at every step of the employee journey.

Simply identify the benefits you want to promote and the outcomes you're trying to achieve, and we'll take it from there.

Evide's behavioral science experts have spent years curating and refining content campaigns related to a wide range of benefit topics, from financial wellness to chronic medical conditions.

Our proven, business-ready content is continually refreshed to ensure the messaging resonates with employees, and is highly configurable to reflect your brand and aesthetic.

Employees choose how they wish to receive communications, whether email, text, or push notification. With every interaction, our system learns and adapts our content strategy to find the optimal engagement approach for each employee.



An employee doesn't respond to "authority" messaging around second opinions...

"research shows that..."



...so we pivot to a "loss aversion" approach



"don't let a delay cause..."

Demonstrable Results

Personalized, data-driven messaging means better business outcomes. But don't take our word for it. Our platform allows you to easily track engagement and measure outcomes every step of the way.

Reporting dashboards allow you to monitor and visualize a full range of engagement metrics, including sent messages, impressions, clicks, and conversions.

With this data, you can track progress towards desired business outcomes like benefits utilization or cost containment, and easily measure ROI for every engagement strategy you implement.

Bottom line, our communications platform drives better engagement, and delivers quantifiable results, all with minimal effort on your part. We've bottled up nearly 15 years of experience, and the returns that come with it, to ensure personalized communications that work just as effectively day one as year five.



59 employees obtained second opinions for MSK conditions, avoiding

\$2.1M

in unnecessary treatment.

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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.

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