

evive

# Data-driven campaigns of one

We let data drive the message. Let's take a look.

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Evive uses data to deliver a personalized benefits experience to employees. With access to more than 130 data points—including medical and Rx claims, geolocation, HRIS, survey data, and more—our platform ingests data and tags members for relevant benefits and campaigns. Our platform then uses that information to automatically send expert-crafted messages using industry best practices to employees. Once employees act or engage with a benefit, the campaign is deactivated and a new one is started.

This data-driven, closed loop system ensures employees only receive messages for benefits and health reminders that are relevant to them.

Evive understands that everyone's journey is different. So we made the Evive experience simple, seamless, and unique to every person who uses it. We continuously learn about each person so we can reach them when they need us most – at the right times and in the right way.

## **Eileen, 39**

Married  
NYC office  
Two kids  
Diabetic

"Is there a cheaper option for my medication?"



## **Steve, 58**

Married  
NYC office  
No 401(k)

"How can I save for retirement?"



## **Zach, 26**

Single  
Austin store  
Student debt

"Do I get a discount at my gym?"



## The Evive user experience, at a glance

From day one, see how the MyEvive journey looks for Eileen, Steve, and Zach—all employees of the same company, each with different profiles and needs.



### Eileen

Preferred communication: Email

- FEB** Claims data shows Eileen has recurring medication for diabetes, so we email her a message to compare those costs with the lower costs of generics.
- MAR** Encounter data shows she switches her medication to the generic version, saving \$800 annually.
- JUL** According to employer data, Eileen has taken a high number of personal days due to childcare conflicts. We send an email notifying her of the company's backup childcare program.
- AUG** Employer data shows Eileen has signed her kids up for backup childcare.
- DEC** A blizzard hits NYC, so Eileen receives a text message advising her to stay at home.



### Steve

Preferred communication: Email

- FEB** Financial data shows Steve hasn't opened a 401(k). We email him a message to learn about his employer-offered 401(k) and how it could support his retirement.
- APR** Financial data tells us Steve has opened a 401(k).
- MAY** We see that based on Steve's demographics, he's at increased risk for colon cancer. We send an email that directs him to learn about options for a colonoscopy.
- NOV** Steve hasn't completed his colonoscopy, so we encourage him with a different style of messaging instead. Later, encounter data shows that he took action and had the procedure at a covered provider.
- DEC** A blizzard hits NYC, so Steve receives a text message advising him to stay at home.



### Zach

Preferred communication: Text message

- MAR** An Evive pulse survey shows Zach has student loans. We send him a message to consider enrolling in the company's loan assistance program.
- APR** Employer data shows he signed up for the program, saving \$600 annually in student loan payments.
- MAY** Zach receives an email inviting him to the Austin store's annual charity fundraiser.
- SEP** Encounter data shows Zach had an ER visit for a non-emergency, so we send a text that directs him to learn about his employer's telemedicine program.
- OCT** The company is offering a discount for its onsite gym, so we text Zach about it. New employer data shows he signed up for the discounted membership.



Our closed-loop process constantly learns and prioritizes the best ways to reach people, allowing for the **most engaging experience.**

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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) | © 2022 Evive Health, LLC. All rights reserved.**