

# YOUR CONSUMER HEALTH PLATFORM 5 POINT INSPECTION



Healthcare is no longer just about getting the occasional tune-up. Population health managers are recognizing the value of supporting consumers in their everyday health. To optimize your population's health, you need a consumer health platform that passes a thorough inspection.



## 1. DOES IT UNDERSTAND THE CONSUMER?

An analytics-driven platform that combines not only clinical and claims data, but also consumer data (e.g. demographics, purchasing) is required to truly understand consumers and identify their needs, impactability and receptivity.

## 2. CAN IT CONNECT CONSUMERS?

Can it organize the chaos of the digital health ecosystem (e.g., apps, devices, content) and connect consumers with the right resources, at the right time?

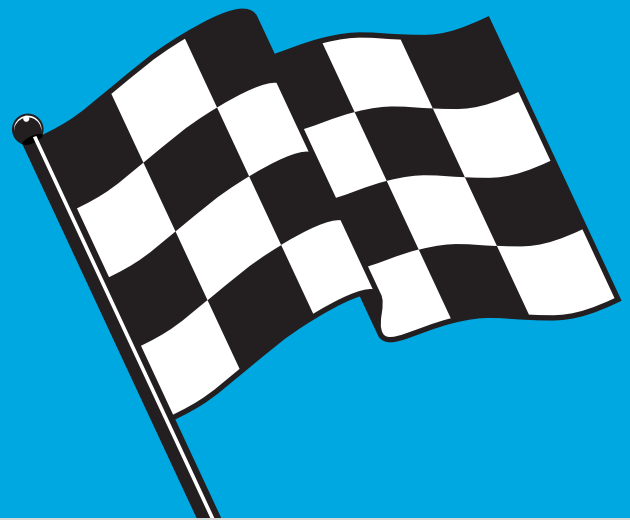


## 3. WILL IT ENGAGE CONSUMERS?

Consider if the platform has the ability to leverage predictive analytics and cognitive computing to deliver a hyper-personalized experience that draws the consumer in and tailors to their individual needs and motivations.

## 4. HOW DOES IT REWARD CONSUMERS?

96% of consumers would choose healthier behaviors if rewarded, so you need a sophisticated platform that can manage and allocate incentives for any action at any value with any reward type.



## 5. DOES IT OPTIMIZE?

To be successful, the platform needs to learn from every action or inaction since people's motivations, health status and preferences are dynamic and evolving.

As developers of the award-winning consumer health platform, we are paving the way and here to give you a jumpstart on consumer engagement. Call us for a free consultation at 720.390.6331.