

## Allegiance Product Spotlight

Each month we will feature one of our preferred vendor partners and their products & programs.

Scroll down to learn more about Personify Health and how they would benefit your employees and their families.

This month we are highlighting Personify Health, a health and wellbeing company that supports the full health journey. Personify's daily wellbeing and prevention programs are all in one place through a personalized health platform. On average, people use the app 19 times per month and access experts for 1:1 support - making it easy and engaging.

### Introducing the First Personalized Health Platform



### What differentiates Personify Health?

*We connect the disconnected.*

We built our platform to take on some of our industry's biggest challenges—and our customers' biggest frustrations. We break down traditional silos with a singular experience, bringing together everything you need to support health for all employees all in one place. Engaging preventive wellbeing and condition support in a simple, intuitive, digital experience. That means we get more engagement in the right programs, at the right time across your entire health management suite.

### Our Impact

**20M**

Lives reached

**2:1**

Return of Investment

**51%**

Sustained engagement rate

## **We're designed to engage**

*Participation is essential to a high-performing health strategy.*

Through science-backed behavior methodology and modern, engaging experiences, we equip people with knowledge and empower them with the motivation to manage, improve, and sustain their health—while fostering more connected and thriving workforces. This personalized, empowering experience is something your people want to use again and again. When we need to get through with a critical action, our multi-modal, AI-powered outreach effectively reaches members wherever they are. Our digital experience rivals the daily engagement for Pinterest and LinkedIn while we engage 5x more members in live care management compared to the typical health plan industry average<sup>1</sup>.



## **We reject one size fits all**

*If solutions don't fit, they don't work.*

We take time to understand the unique cultural, industry, and population needs of our customers to tailor precise solutions that help them achieve their unique goals. Backed by decades of experience and teams of clinical experts, we provide the high-touch service everyone deserves when navigating the complexities of health. Every touch point is data-powered to be the best, most appropriate experience for each individual. Health & Rx claims integrate with personal activity data, SDOH factors, recent biometrics and health risk assessments to inform hundreds of powerful predictive models that create to right prompts and experience in real time. Our care management ratios of 1 nurse to 4000 members beats the national average by 10-fold means we have the right live support for each member in their time of need<sup>2</sup>.

Because of all this... **We deliver ROI** – actuarially proven and guaranteed.



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Personify services are optional and available for an additional PEPM fee.  
**Reach out to your Allegiance Account Executive for more details.**

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**Sources**

1. We engage 5x more members in case management compared to the typical health plan— 57% compared to 10% with typical health plans. 2023 Elevate BoB data.
2. Our 1 nurse to 4,000 EE lives ratio sets us apart from others with a typical health plan industry average of 1 nurse to 40,000 EE lives ratio. 2024 Navigation & Advocacy staffing ratio

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