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{ Platform }

# WHAT IF

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CHANGING HEALTH BEHAVIORS COULD BE EASIER?

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Our platform is the digital hub that powers BioVia®, a suite of health management programs and services that moves your participants along the path to living well.

# THE PARTICIPANT EXPERIENCE



## SIMPLE, CONNECTED and ACTIVE

Research shows the biggest obstacle to health is lack of time—not only lack of time to participate in healthy behaviors, but a lack of time to sort through overwhelming health information.<sup>1</sup> The platform addresses this by making it easy for participants to engage in healthy behaviors one click at a time.



**Simple:** Health assessments, screenings, rewards, coaching, corporate fitness activities, challenges and more are integrated into the platform, giving participants a one-stop digital hub for health. The platform also integrates with health and fitness devices to automatically upload a participant's daily steps, cardio minutes and calories.

**Connected:** The platform connects participants to a community of health—through resources such as calendars for on-site fitness centers, coaches and team competitions in challenges. It also uses social proof, which displays the number of those who completed a task, such as the health assessment.



**Active:** Persona™, our proprietary behavior change model, is applied throughout the platform, and incorporates the science of leveraging motivation waves with small steps and readiness to change. For example, using each participant's responses to the health assessment, the platform delivers a personalized health summary and to-do list.

# THE CLIENT EXPERIENCE



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## TARGETED, FLEXIBLE and INTEGRATED

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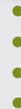
The platform helps to activate participants in behavior change activities and build engagement in your culture of health. Operationally, the platform offers many other benefits, too; it's flexible, scalable and efficient.



**Targeted:** The platform allows you to target different experiences for different populations. For example, you can segment programming and location-specific information to distinct groups, such as union and non-union or management and hourly employees.



**Flexible:** With the platform's flexible design, we can easily make the platform "yours" without time-consuming IT development. Your rewards and content can easily be configured to your organization's unique culture.



**Integrated:** The headaches of coordinating multiple vendors for different components of a wellness program disappear with the platform. The key components you need for an effective wellness program, such as screenings, health assessment, coaching, challenges, rewards and more, are integrated on the platform, and are all provided by a single partner—HealthFitness.

# KEY PLATFORM FEATURES



**User-friendly design:** The home page showcases a running feed of dynamic, relevant information, activities and to-do items for each participant.

**Health assessment:** A visually engaging health assessment makes the process of evaluating health fun and simple. Based on responses, the platform suggests relevant to-dos.

**Screenings:** Screening data can be uploaded to populate a participant's health assessment. The platform also allows participants to schedule time at an on-site screening event.

**Coaching:** On the platform, participants can quickly enroll in coaching, schedule their first coach appointment, message with their coach, set goals, use trackers and more.

**Rewards:** The rewards section includes a simple overview of a participant's rewards and progress toward earning each reward.

**Trackers:** Participants can select trackers from a pre-determined list or create their own. Examples of tracker categories include physical activity, sleep, stress and healthy eating.

**Challenges:** A diverse menu of team challenges are available to engage participants year-round.

**Communication options:** Participants can customize how they receive communication from the platform—via text or email.

**To-do list:** A to-do list displays items such as what participants need to complete to earn a reward or work on with a coach. To-do items are system generated and self-assigned.

**Integrates with wearables:** The platform also integrates with health and fitness devices to automatically upload a participant's daily steps, cardio minutes, calories and more.

**Corporate fitness tools:** For on-site fitness centers, the platform can serve as the go-to place for class schedules, animated exercise tools and more.

## About HealthFitness

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, corporate fitness and condition management solutions. With nearly 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit [www.healthfitness.com](http://www.healthfitness.com).