

THE POWER OF BENOVATE – CASE STUDIES & SUCCESS STORIES

We've collected just a small sampling of stories to illustrate the power of Benovate. When installed within a population, every unique Benovate ecosystem has its own identity –

Benovate is Integrative Health, Relevant to You. We hope you'll find as much inspiration in reading about these member groups as we did in supporting and growing with them. Welcome to Benovate.

BENOVATE BACKGROUND

Benovate enables proactive risk management by driving health engagement and providing a unified view of population health characteristics, needs, and risks. The modular platform functions easily in all browsers, and as an app on both iPhone and android devices. Ease of access is an important piece of the puzzle for us – Benovate not only is the most engaging program for the members, but it is also the most advanced and consistent way to work towards mitigating risk and lowering costs over time.

Benovate can enhance any program already established within a community or a population. There are some detailed examples below, but these are not the *only* programs that can be incorporated into Benovate! We have yet to come across a program or offering that we couldn't include.

Benovate is especially powerful when combined with a group or community-based incentive program. Our solution can include any combination of pre-tax, post-tax, or outcome-based incentives. Rather than compensating members in a one-time reimbursement or enticement to participate, our Rewards Program® works over time. Studies show that good habits take time to build, and must be nurtured. Therefore, if we are to truly reduce health risks, we must work with our members in a unique and motivating way. We must coach them, we must encourage them, and we must track their progress.

Benovate partners with insurance brokers, third party administrators (TPA), employers both small and large... the list goes on and on. While we don't work with *everyone*, (our qualification process is very important to the integrity of our goals) Benovate has evolved over the years and now offers several different iterations of our primary engagement program – because it isn't just an app. It isn't some antiquated wellness "solution" that no one cares about. Benovate delivers real member engagement today, and drives risk mitigation for the future. The time for Benovate is now!



CASE STUDY #1 – A NATIONAL TPA (16,700 MEMBERS)

Client#1's group was facing a difficult issue - how to successfully introduce a new "health engagement solution" that would work with all of their existing risk management services. They also wanted to achieve initial participation goals that would help contribute to the bottom line. They didn't believe traditional "wellness" programs were the answer.

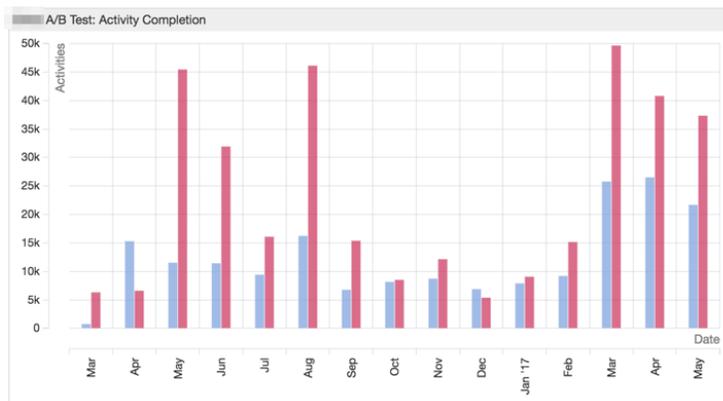
When Benovate first reached out to Client#1, they had no measurable rate of engagement in their existing programs. Not enough people were choosing on their own to get involved, or to take control of their own health actively. Client#1 was facing several issues.

- They wanted to launch a new comprehensive program to better risk assess each population
- They needed more engagement in these types of programs, period. They established an internal goal of 10% of the population engaged over the first 12 months
- The leaders of the organization wanted to see tangible active engagement in the health-oriented programs that already existed, but were currently getting no traction.
- They wanted to see verifiable consistent behavioral changes over time in the hopes that it would begin to impact health and costs

Through the unique Benovate approach, we were able to **achieve 16% population engagement in a matter of just 9 months!** This was beyond the scope of what the leadership team at Client#1 had hoped for, and we could show them clearly through our data that usage of the platform was going up month over month in every report.

What's more, targeted activities and usage of existing programs geared towards manageable conditions and risks (identified through our Living HRA®) increased rapidly. What the leadership discovered was that awareness of these programs had been almost nonexistent. By promoting and offering the solutions that were relevant to the member-at-risk within the Benovate platform, we were able to encourage enrollment and healthier choices.

Also, one of the most interesting things about this case is what we were able to prove regarding incentives. Leaders were so skeptical of our advice about the level of reward to positively engage their population that we offered to conduct A/B testing to prove to them what we already knew to be true.



You can see here the data shows that our expertise was correct. The "A" group, shown in blue, was offered \$25 to enroll and go through our "walkthrough" within the platform, and "B" group shown in pink was offered \$50.

The difference here is not that an incentive was offered at all, but that the *value* of the incentive needs to be relevant to the population. While Client #1 wanted at first to stick with what they've offered in the past – a value that didn't seem to motivate much at all, Benovate was able to assess the population and determine a more pertinent value to offer.

What Benovate knows is that incentives, and how you present them, are more important than ever. The old way of giving a one-time reimbursement to a member for taking some long HRA isn't nearly as engaging as our Benovate method. For each community we develop a set of 'points' tied to enrollment, assessments, consistent activity and program engagement. These points are earned over time by a motivated member, and the plan can be as flexible and unique as the community itself.

CASE STUDY #2 – A RURAL CITY GOVERNMENT (150 EMPLOYEES)

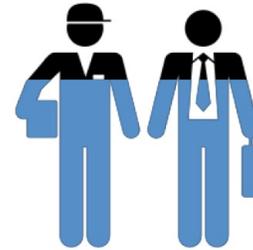
Client #2 had several different issues, and represents a relatively small population of employees. Being geographically located in a rural area, as well as the lack of participation with internal “wellness” offerings that already existed presented it’s own set of challenges. Client #2 was at about 20% participation in current programs, but enrollment had stagnated and they were out of ideas. Enter Benovate!

Client #2 wanted *anything* higher than 20% engagement, they wanted to be able to identify risk, and work to mitigate those risks more accurately through internal and system-generated activities. Also, 1/3 of the population did not claim to have a valid email address.

Within the first year, Benovate was able to solve all of their goals.

- For the population with valid email address, we enrolled **68% of the eligibles**
- In addition, 70% of the members have completed the Benovate Living HRA®
- Over 50% of members have been consistently engaged month over month in activities and programs related to their identified risks

68%



For this client, Benovate was able to introduce a new engagement platform that enhanced existing programs, promoted new activities relevant to the members, and engaged individuals who had never participated in previous year’s programming to start their commitment towards better health. This far exceeded the expectations of the leadership when we first began to work with them.

In addition, the way Benovate manages risk data, develops content, and executes programs reduced operating and administration burdens by 30% for the HR and staff.

“In the past we had a limited number of employees that participated in our Wellness Program. We wanted a program that was more engaging without regard to gender, age, or fitness levels – Benovate is helping us reach that goal. I enjoy working with the Benovate staff as they are very flexible and accommodating to our needs.”

Kris S., HR Coordinator, Client #2

“It’s mobile friendly, easy to use, and I enjoy the educated articles... I am seeing progress in myself physically, mentally, spiritually.”

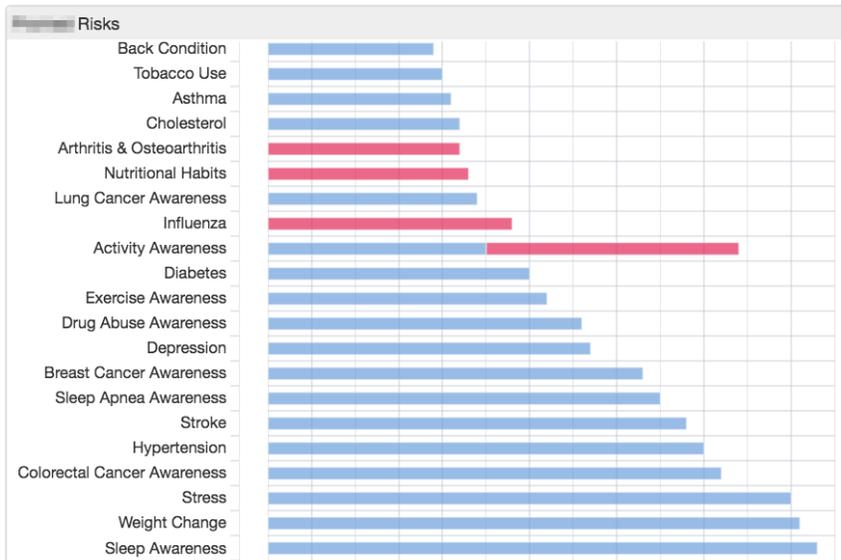
K. Kaufman, Member, Client #2

CASE STUDY #3 – MANUFACTURING PLANT (130 EMPLOYEES)

Our third story is about a manufacturing plant of blue-collar employees. One of their biggest concerns was finding a way to better engage the employee population in a way that was not only interesting to them, *but actually successful at risk mitigation*. They were facing similar problems to the previous cases, but faced an interesting challenge specific to this population.

The culture at the company was committed to the idea of better wellbeing, and included a high level of incentive to participate. What's more, the HR Department was manually creating, adjusting and executing programs to fit a wide population. Ultimately - **they were guessing about what the population needed**. So, even if they did accidentally land on what an employee might need, they had no way to measure success of that spotty participation over time.

Benovate knew that if we could find a way to keep the participation consistent by directing programs specifically to the exact pieces of the population that needed them, the utilization of the services already available would improve. Thus, risks could be tackled with purpose, instead of by guessing.



Benovate conducted screenings, implemented our Living HRA® (which is better at monitoring risk change over time than any other HRA on the market), and worked with the client to coordinate programs being offered.

After designing and implementing an ecosystem that combined the Benovate core programs and services with the client's existing health programs, Benovate delivered.

In the first year:

- **100% of employees enrolled by the third month**
- 47% of those enrolled had completed the Benovate Living HRA®
- The in-house programs are now targeted based on the real-time data collected and can evolve automatically to meet the consistently changing needs of the group

This participation was above and beyond what the client was looking for. Benovate empowers the HR Director to continue to build their own programs based on their culture, but removes the tedious work of having to manage said programs themselves. Having access to real data to encourage healthy behavior and to showcase internal programs was an invaluable step in improvement of the risk mitigation for this diverse group.

“It’s a great site, a quantum leap over what we had last year! I’m excited to use it!”

Anonymous Member, Independent self-funded Employer

BENOVATE - INTEGRATIVE HEALTH, RELEVANT TO YOU

When you're ready to have a more engaged, better served, and healthier population – Benovate is your answer. We are not some antiquated “wellness” program built to dish-out pamphlets to an uninterested audience. If you want to finally improve your costs and health outcome with in a group, Benovate is the way.

Benovate believes that if there is to be real, tangible change in the health of a population or community, then the goals must be relevant to each unique member. Our advanced, integrative, and adaptive technology leverages real data to drive proactive engagement.

Our client service is unparalleled - incentive integration, program development, API modules, our Living HRA®, and much more -Benovate works with you to create an ecosystem relevant to your population. Better risk identification, better access to care, better outcomes.

Benovate *is* integrative health, relevant to you.

“I love the platform. I think it’s an awesome way to get people interested in improving their health and learning more about themselves in the process. I have made so many good changes to my diet and lifestyle just because of my interactions with this system. Thank you!”

Anonymous Member, Client #1

“It’s like getting advice from a trusted friend.”

Anonymous Member, Client #3

TAKE THE NEXT STEP IN YOUR JOURNEY – CALL BENOVATE TODAY

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