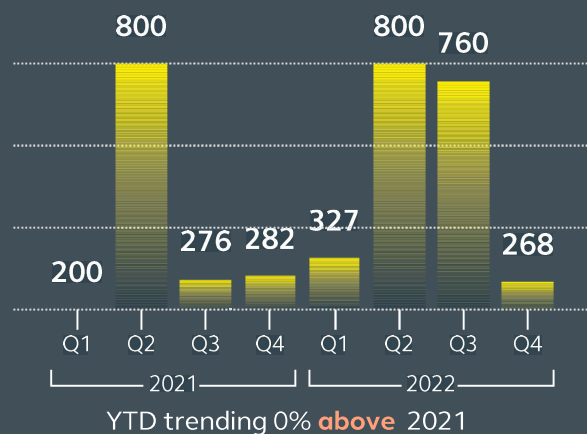
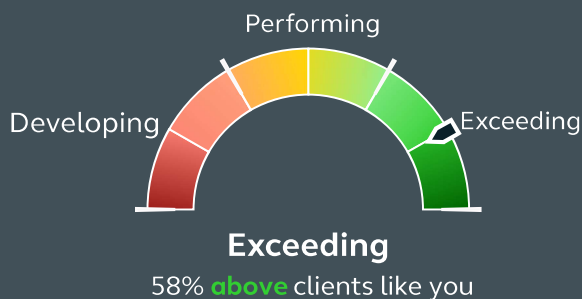


Engagement Report Card

Dummy Data

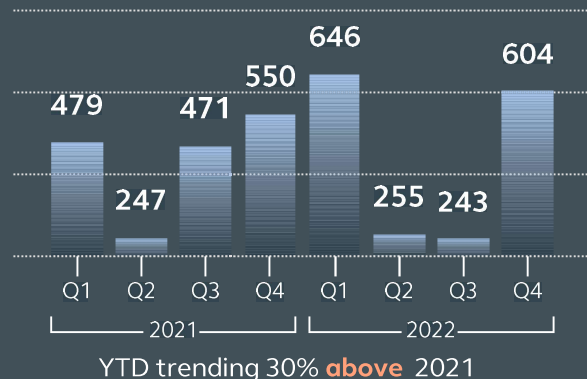
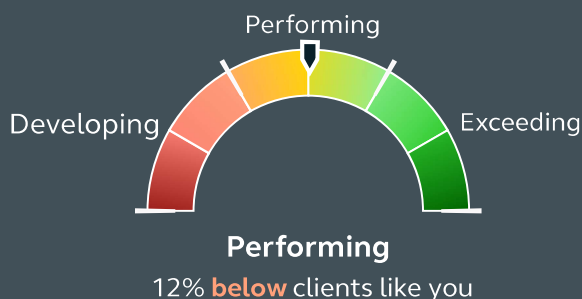
Awareness

Outreach to the eligible population



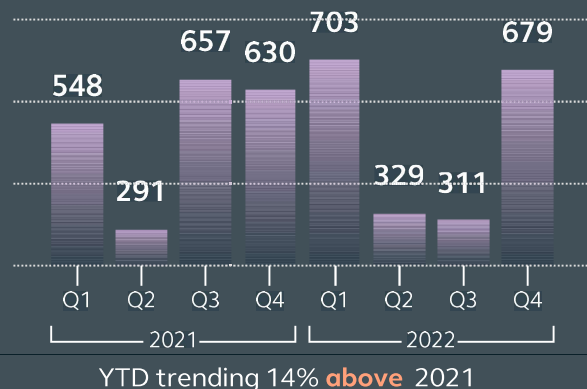
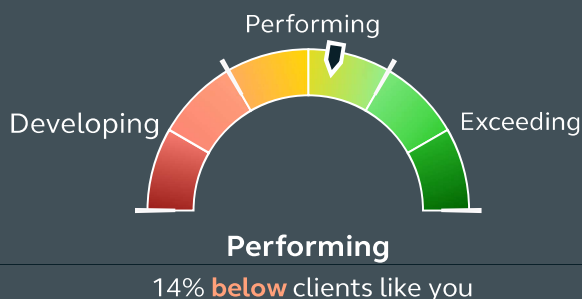
Activation

Have health risks or moderate health needs



Commitment

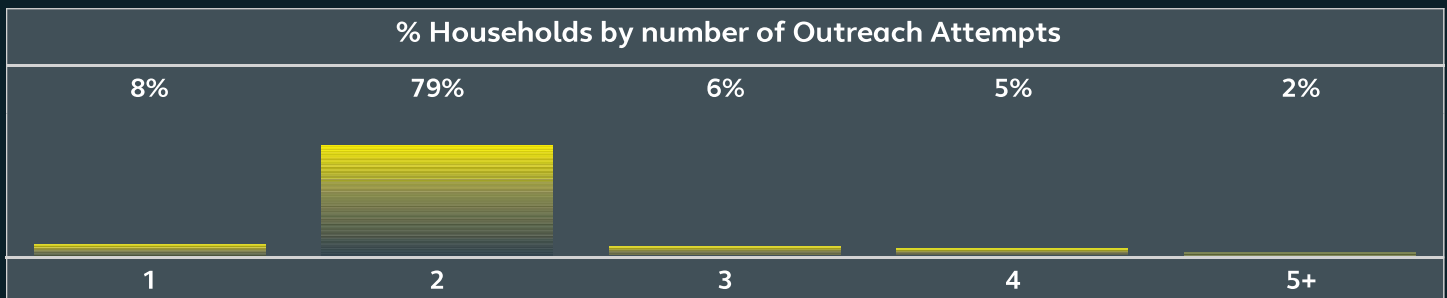
Need additional help with healthcare burdens



% Households Outreached	2022	2021	Year-Over-Year	
Tactic 2	99%	99%	▼	-1%
Tactic 3	99%	-	▼	N/A
Tactic 4	15%	11%	▼	36%
Tactic 5	9%	6%	▼	54%
Tactic 6	3%	5%	▼	-44%
Tactic 7	0%	0%	▼	12%
Tactic 8	0%	0%	▼	-42%
Tactic 9	0%	0%	▼	-48%
Tactic 9	0%	0%	▼	-74%
Tactic 10	0%	-	▼	N/A

Current Year Outreach by Gender			Current Year Outreach by Relationship		
Female	<div></div>	70%	Employee	<div></div>	96%
Male	<div></div>	30%	Spouse or Partner	<div></div>	4%
Non-Binary or Other		0%	Dependent	<div></div>	0%
Unknown or Declined	<div></div>	0%			

Data Availability		
52.9%	99.9%	73.6%
Email Address	Mailing Address	Phone Number



	Product 1	Product 2	Product 3	Product 4
Tactic 6	72%	66%	90%	38%
Tactic 2	28%	28%	32%	8%
Tactic 5	11%	39%	10%	0%
Tactic 4	11%	36%	12%	0%
Tactic 3	6%	12%	12%	0%
Tactic 7	0%	2%	2%	0%
Tactic 8	0%	0.2%	1%	0%
Tactic 9	0%	0.9%	0.5%	77%
Tactic 9	0%	0.4%	0.5%	0%
Tactic 10	0%	0%	0.2%	0%

Current Year Activation by Gender		Current Year Activation by Relationship	
Female	<div><div></div></div> 71%	Employee	<div><div></div></div> 95%
Male	<div><div></div></div> 28%	Spouse or Partner	<div><div></div></div> 5%
Non-Binary or Other	0%	Dependent	<div><div></div></div> 0%
Unknown or Declined	<div><div></div></div> 1%		

	Product 5	Product 6	Product 7	Product 8	Product 9
Tactic 6	-	96%	96%	99%	97%
Tactic 2	-	32%	31%	26%	32%
Tactic 5	-	10%	11%	11%	18%
Tactic 4	-	12%	11%	16%	25%
Tactic 3	-	13%	8%	13%	13%
Tactic 7	-	6%	4%	8%	6%
Tactic 8	-	2%	2%	5%	4%
Tactic 9	-	0.3%	0.8%	1.0%	3%
Tactic 9	-	1%	2%	1.0%	0%
Tactic 10	-	0.5%	0.4%	0%	0%

Current Year Commitment by Gender		Current Year Commitment by Relationship	
Female	<div><div></div></div> 75%	Employee	<div><div></div></div> 92%
Male	<div><div></div></div> 24%	Spouse or Partner	<div><div></div></div> 7%
Non-Binary or Other	0%	Dependent	<div><div></div></div> 1%
Unknown or Declined	<div><div></div></div> 1%		

Executive Summary

Engagement is creating a connection with and generating a response from your employees. The objective of Engagement is to build awareness with participants, so they have top-of-mind knowledge of the benefits available to them when they need them. This report shows what outreach efforts were used and which were the most impactful by services chosen by your employees and their dependents.

Our vision for Engagement is defined by three domains:

Awareness measures our combined efforts to reach the eligible population, provide basic program knowledge and how to access it

Activation measures the engagement of those with moderate health needs and potentially greater health risks through use of higher engagement outreach methods

Commitment measures the engagement of those with complex and costly conditions in the high-touch services

The data provided shows Engagement over time and compared to other clients. We use the terms **Developing, Performing, and Exceeding** to describe your performance.

Scoring Methodology

The score modeling methodology uses calculations to normalize and measure your performance compared to other clients with a similar population size, types of engagement, and changes over time.

Cumulative Scale reflects changes in performance over the timeframe shown.

Awareness

The Awareness section shows the outreach tactics used to reach employees and the year-over-year changes.

Outreach by Gender indicates the breakdown of awareness levels by gender across your population.

Outreach by Relationship indicates the breakdown of awareness levels by employees, spouse/partners and dependents across your population.

Data Availability indicates the percentage of employee contact information available.

Outreach Attempts indicates the number of awareness tactics received YTD by household.

Activation

The Activation section shows the specific activation actions taken as a result of each awareness tactic.

Activation by Gender indicates the breakdown of activation services received by gender across your population.

Activation by Relationship indicates the breakdown of activation services received by employees, spouse/partners and dependents across your population.

Commitment

The Commitment section shows the specific high-touch services engaged as a result of each awareness tactic.

Commitment by Gender indicates the breakdown of high touch services received by gender across your population.

Commitment by Relationship indicates the breakdown of high-touch services received by employees, spouse/partners and dependents across your population.