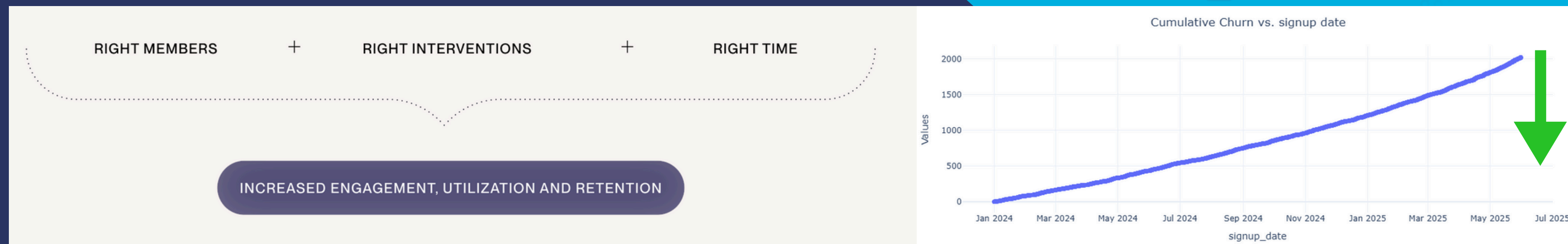


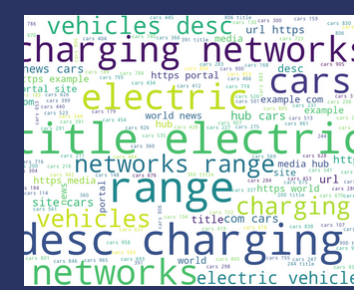
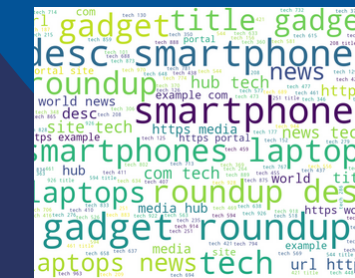
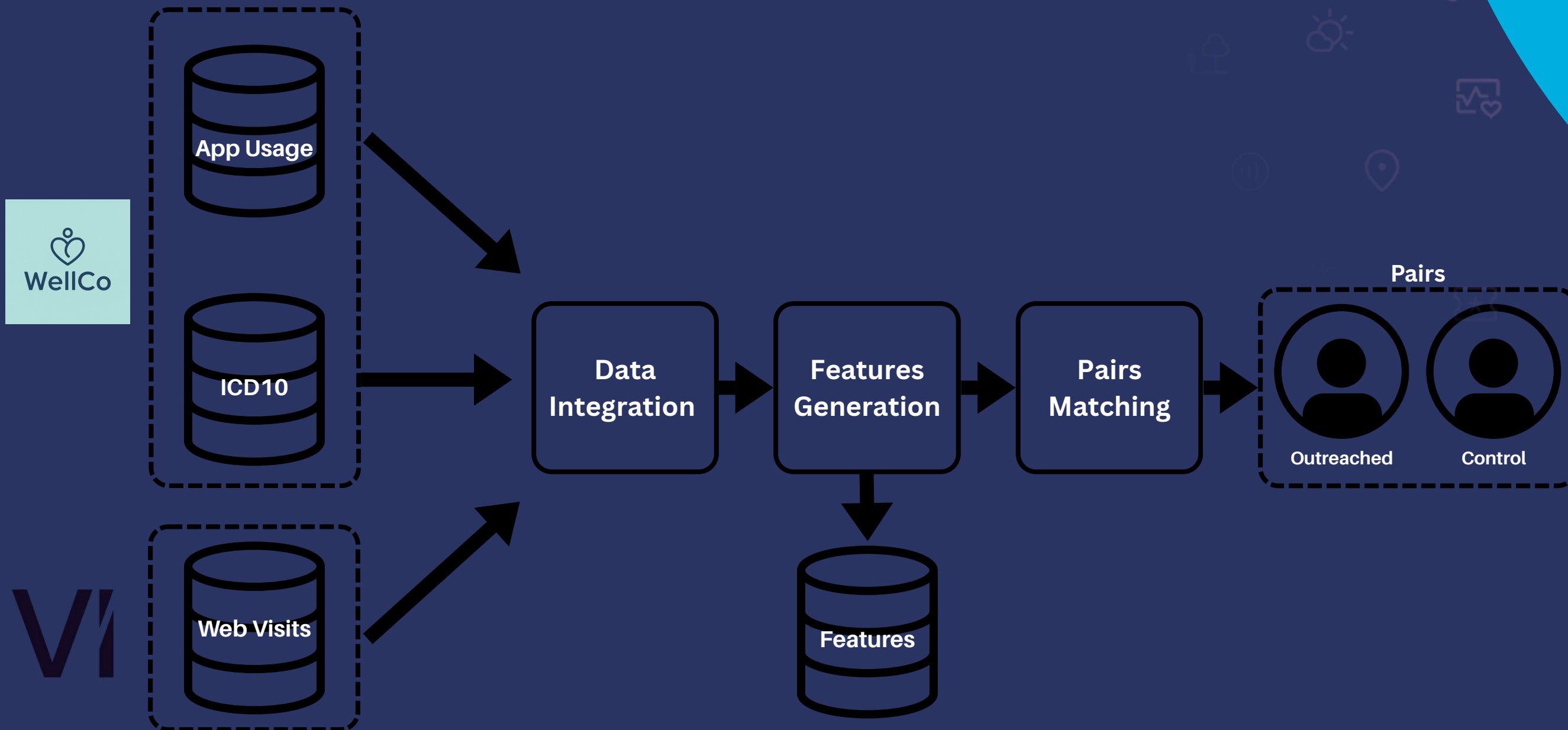


# Increasing WellCo Member Retention with Vi Engage

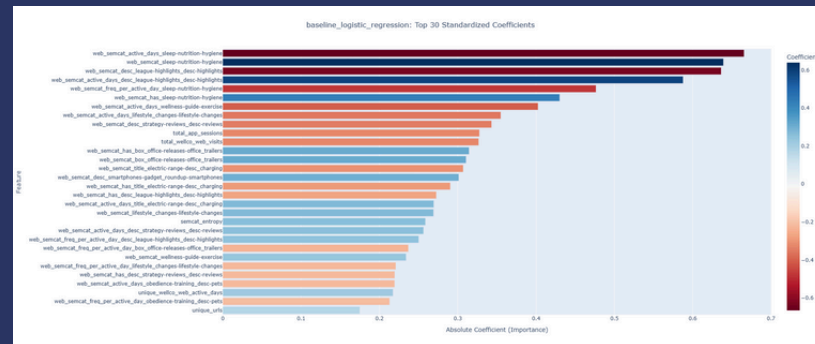
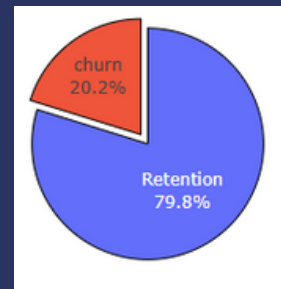


Presented By : Gil Caspi

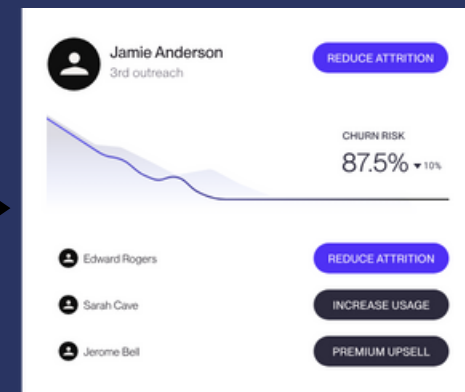
# WellCo + Vi Data



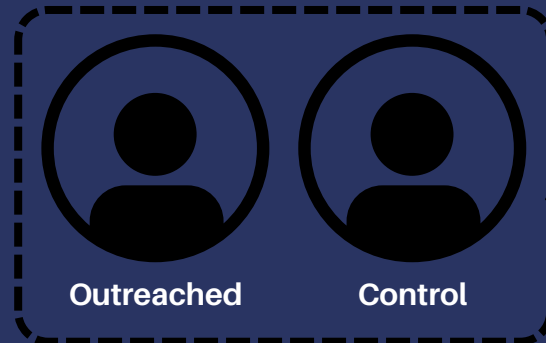
# Analyze Member Behavior and Intervention Effect



Predict Churn Risk



Matched Pairs



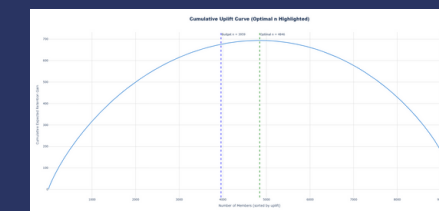
Predict Churn Risk (Outreached Group)

Predict Churn Risk (Control Group)

Estimate Outreach Uplift on Retention

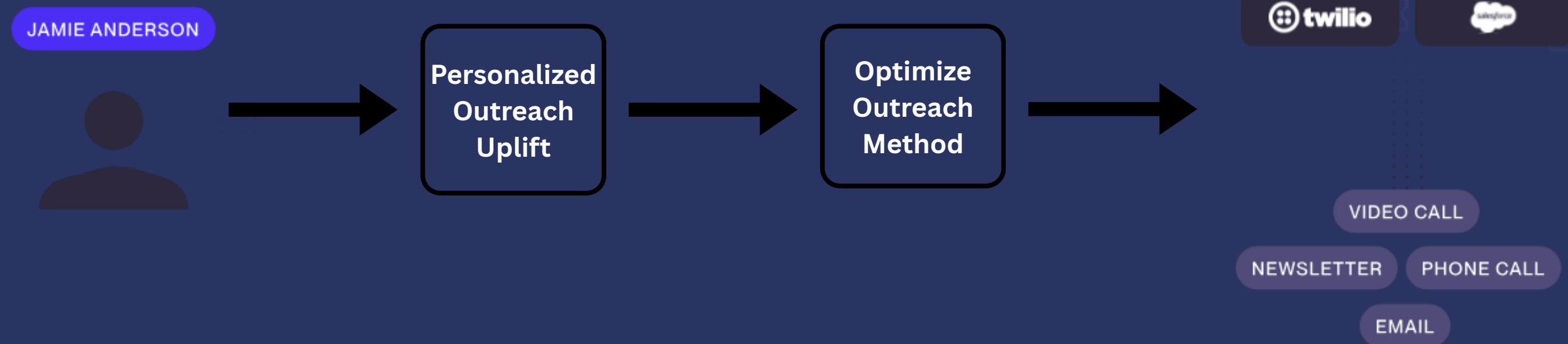
Prioritize members for Outreach

Optimize Number of Members to Outreach (n)



Top n Members for Outreach


# Online Proactive Personalized Interventions



# Achieve Engagement Goals and Health outcomes



- With identical outreach budget Vi Engage optimize which members to outreach
- WellCo expected retention uplift:
  - rises from 1.32% → 3.94%

