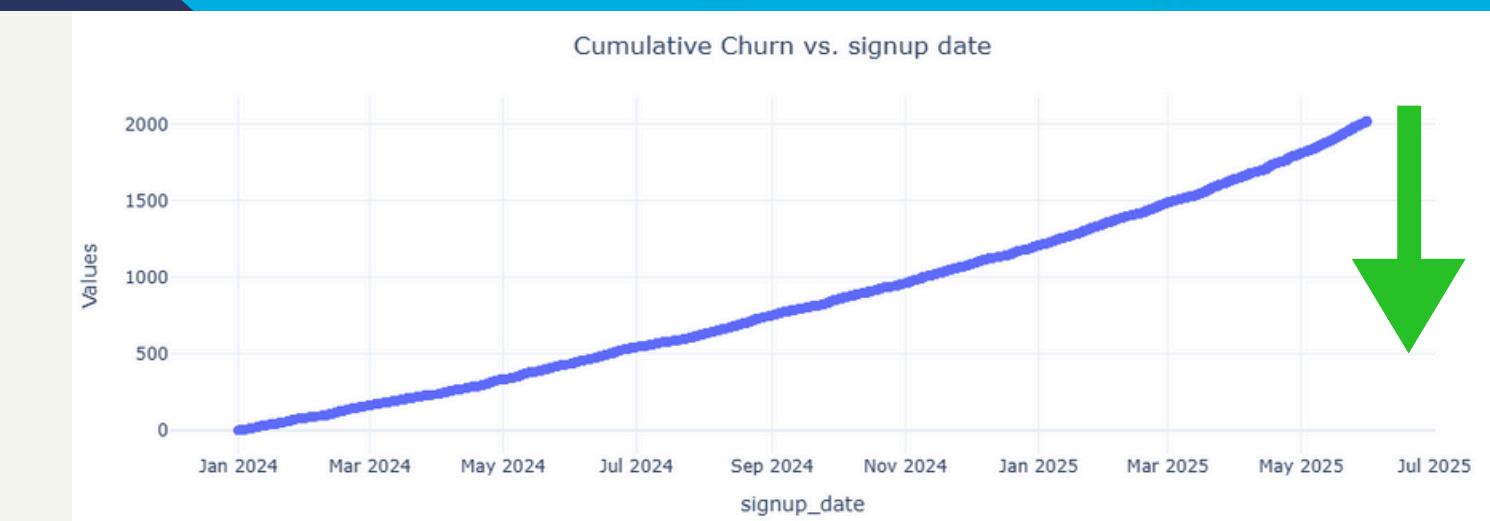
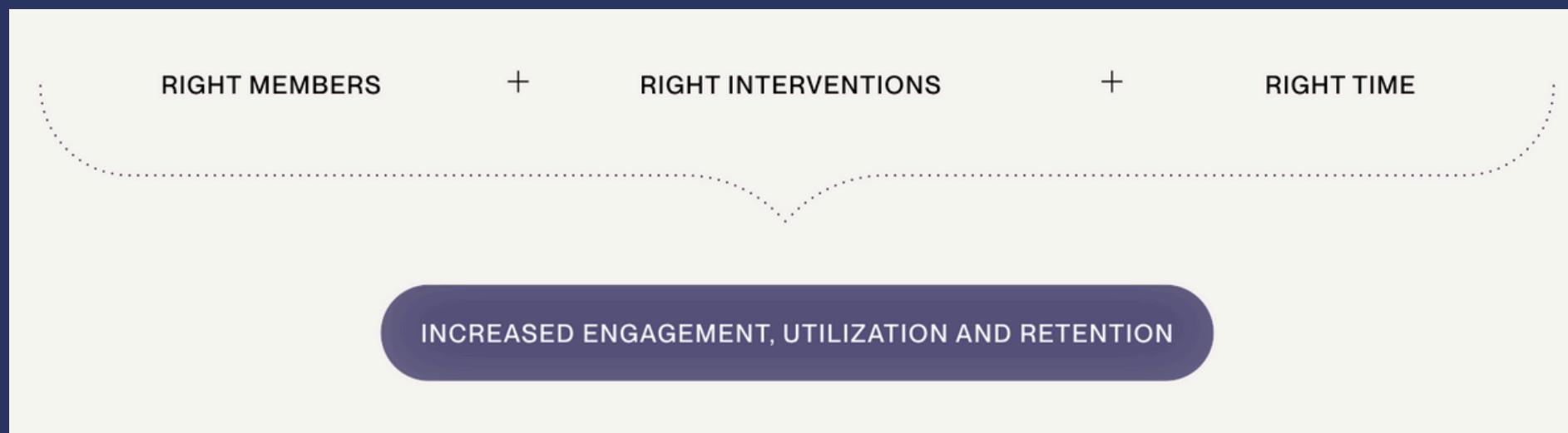


Vi +

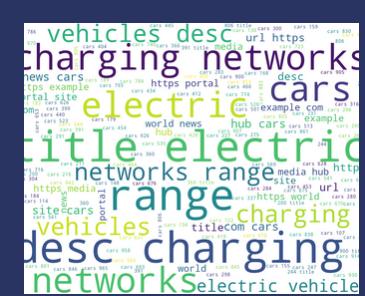
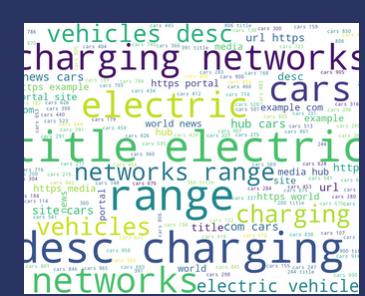
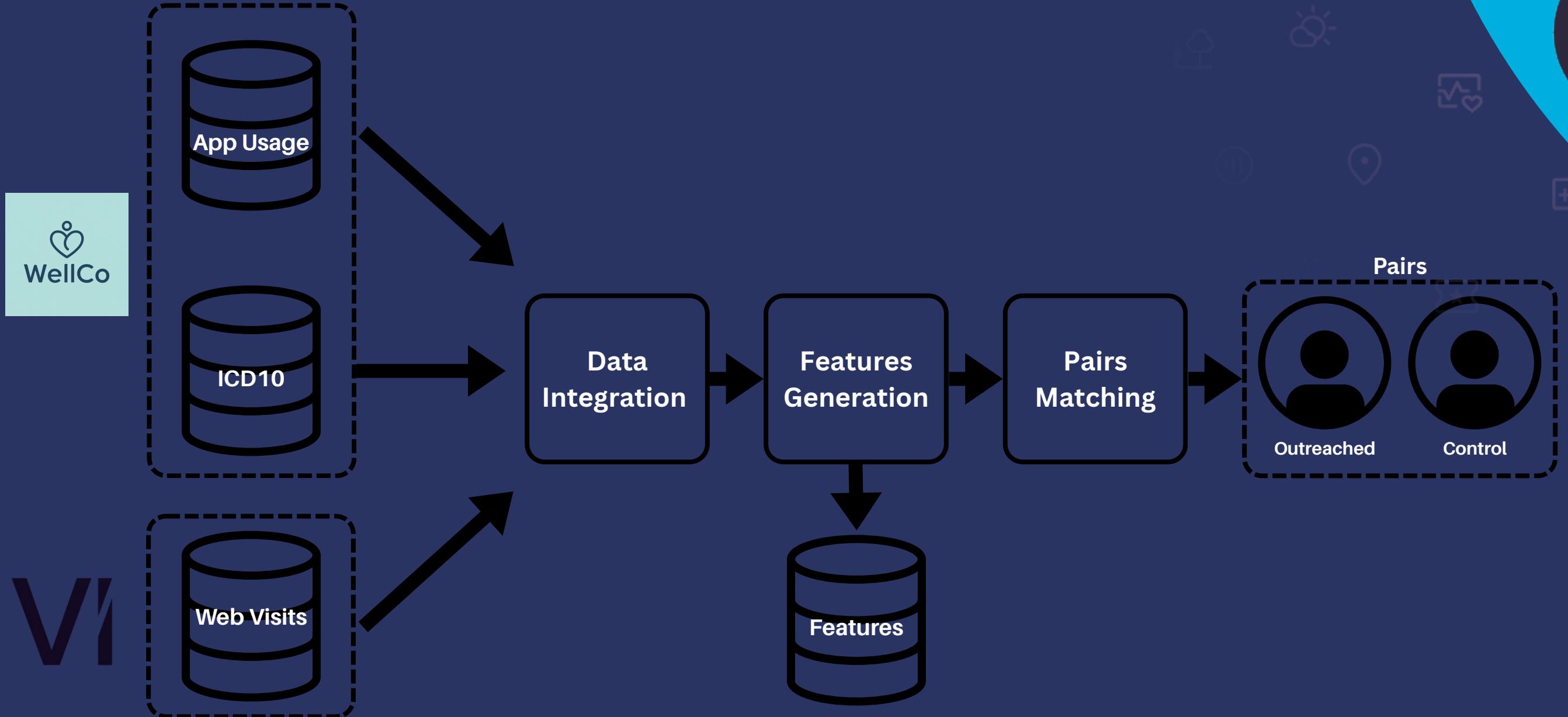


Increasing WellCo Member Retention with Vi Engage

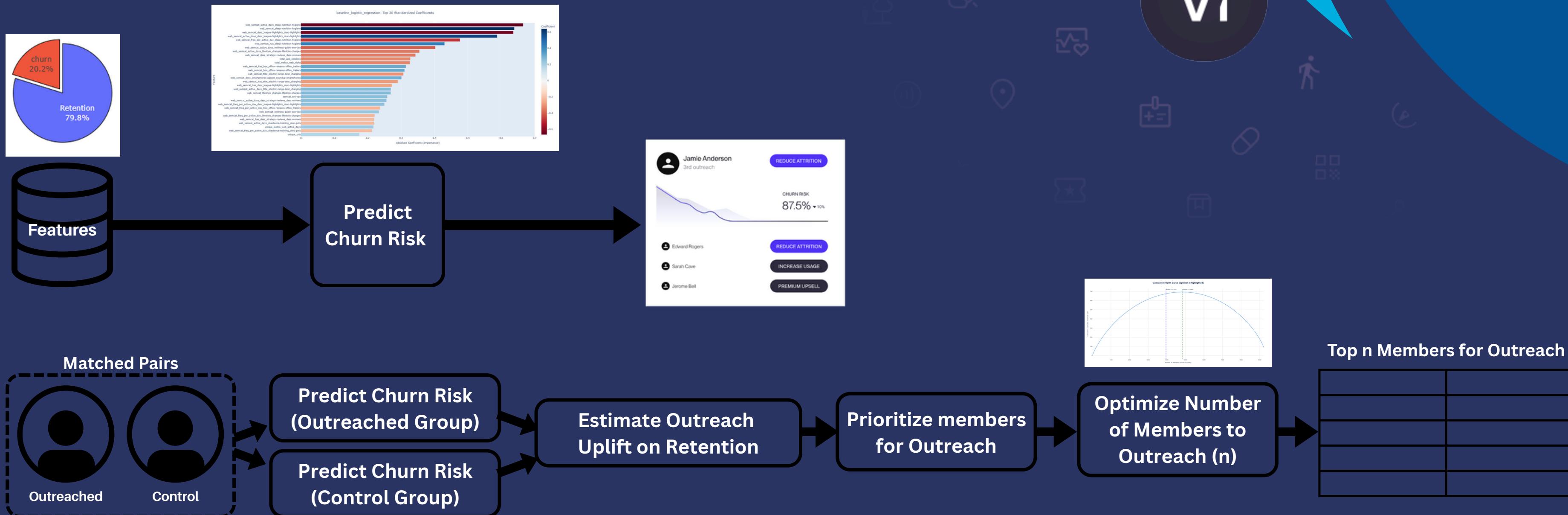


Presented By : Gil Caspi

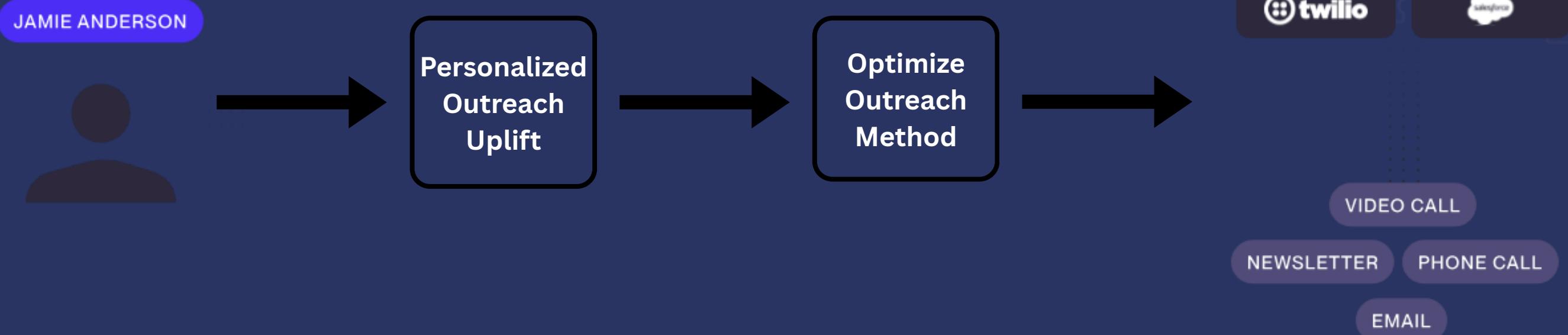
WellCo + Vi Data



Analyze Member Behavior and Intervention Effect



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%

