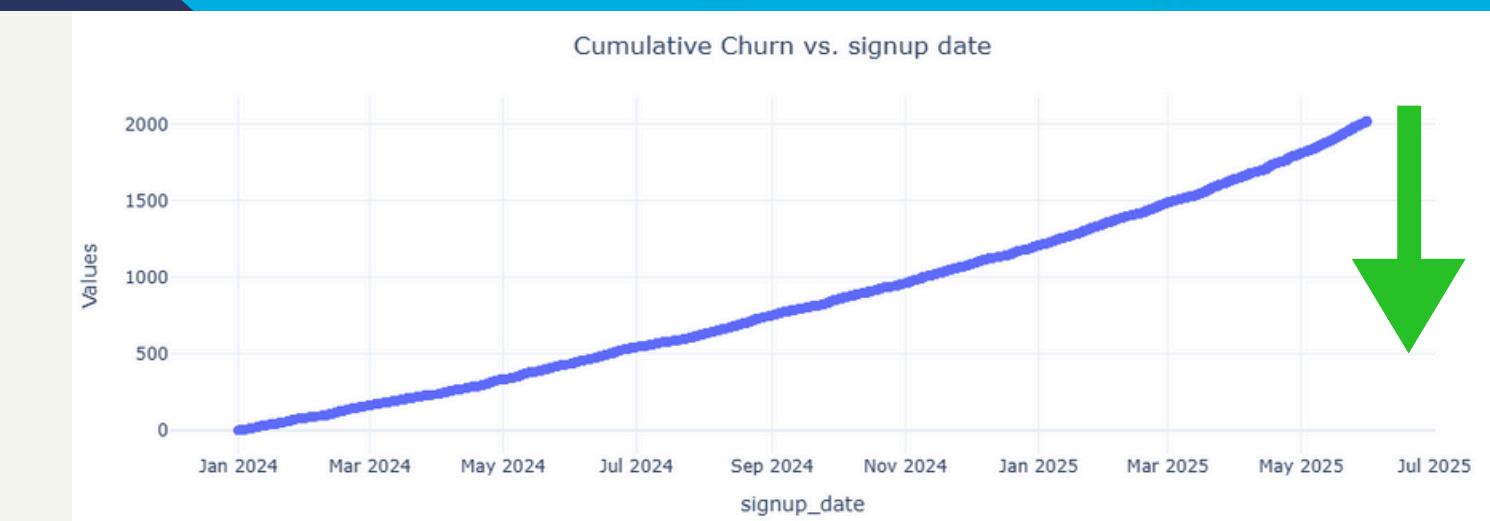
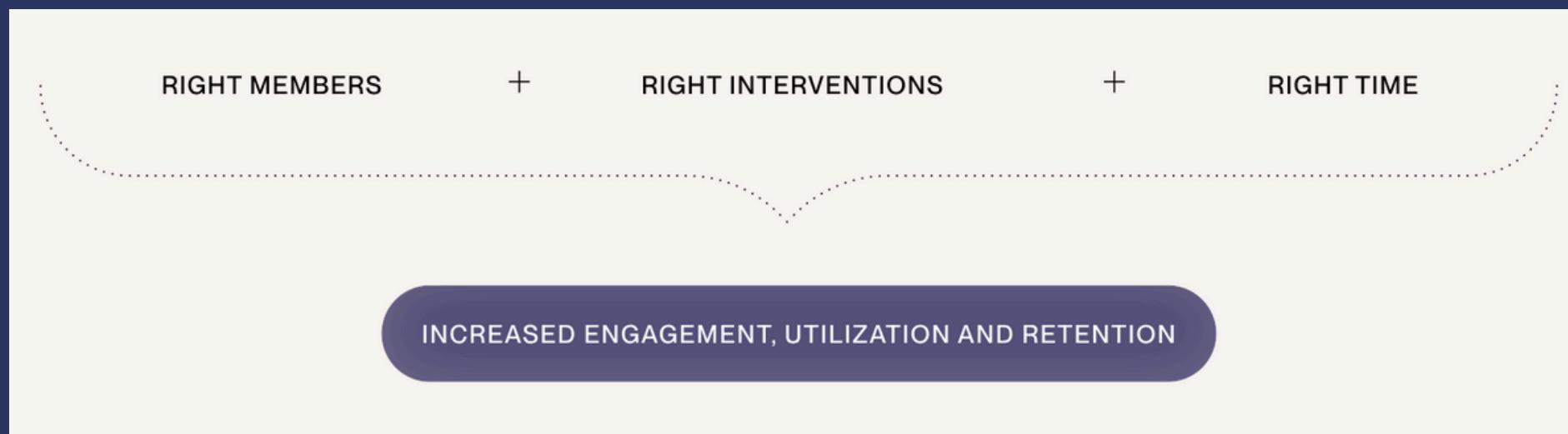


Vi +

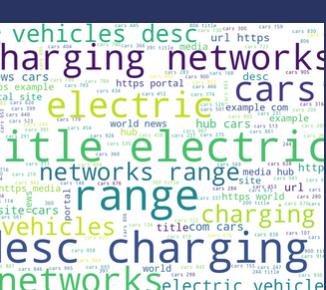
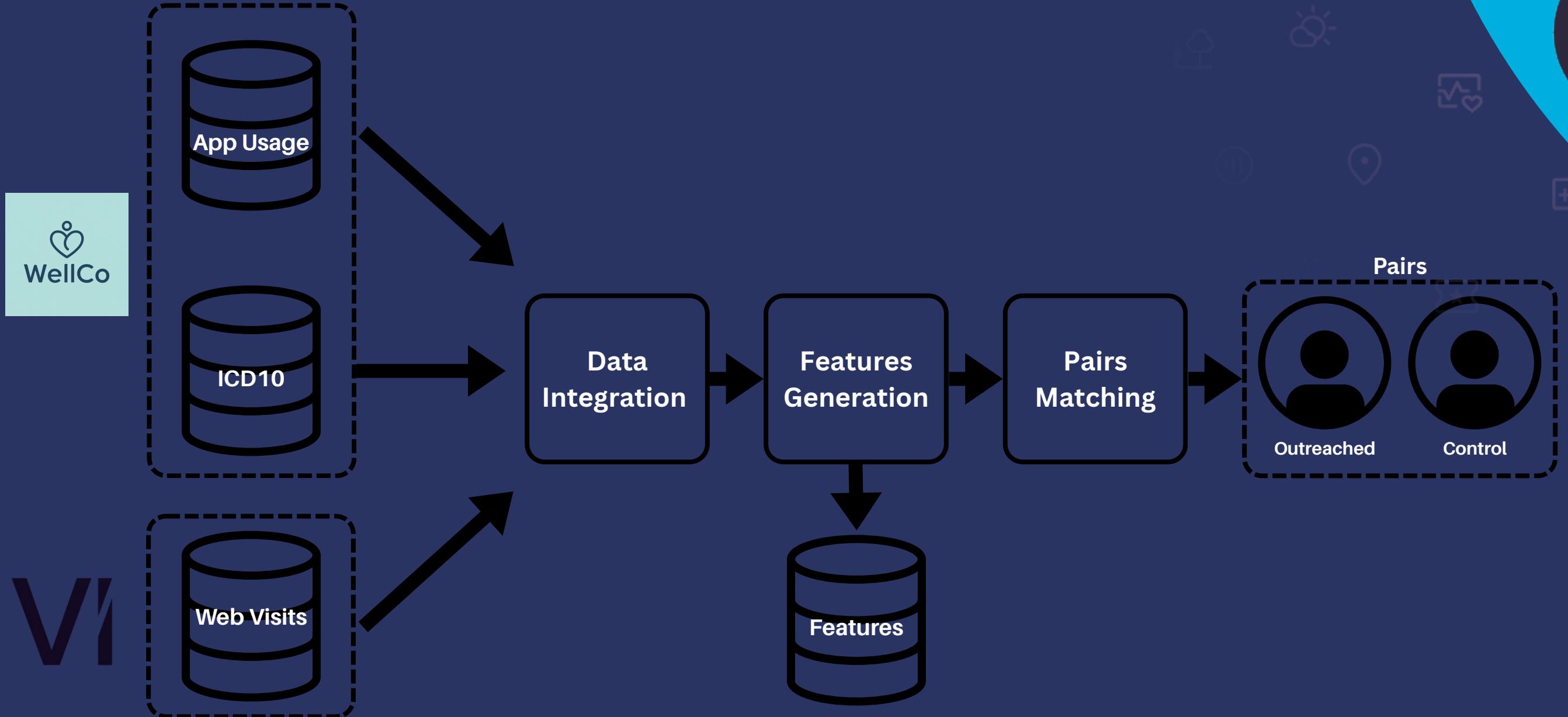


# Increasing WellCo Member Retention with Vi Engage

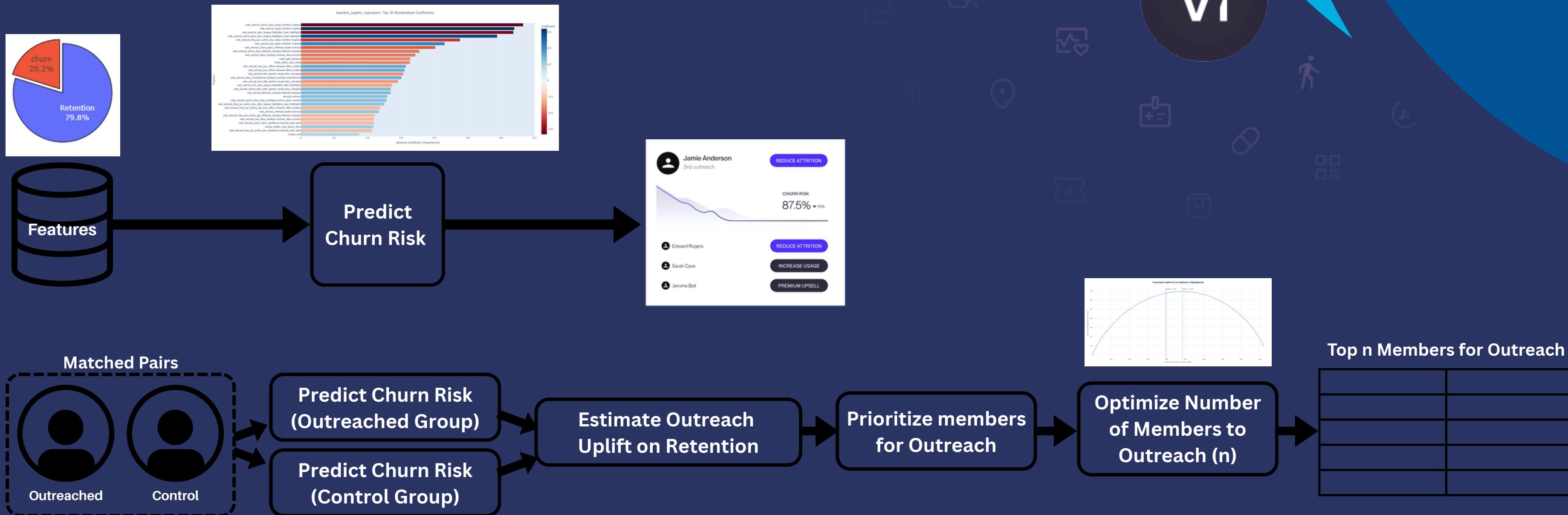


Presented By : Gil Caspi

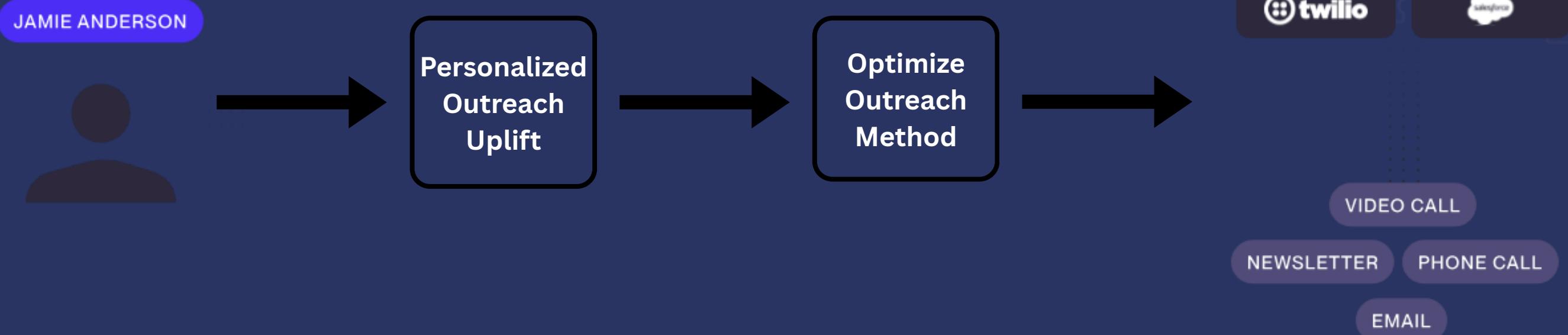
# WellCo + Vi Data



# 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 3% → 21%

