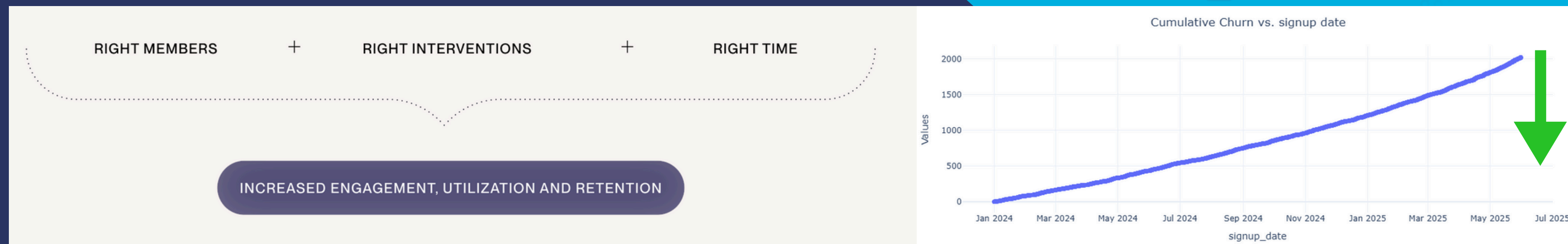


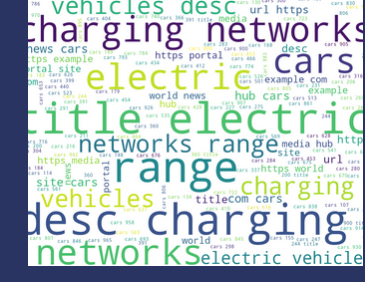
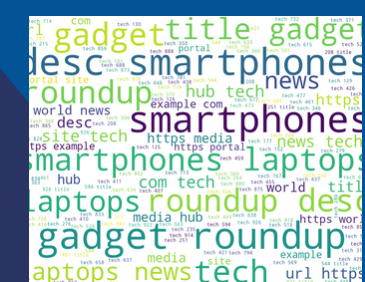
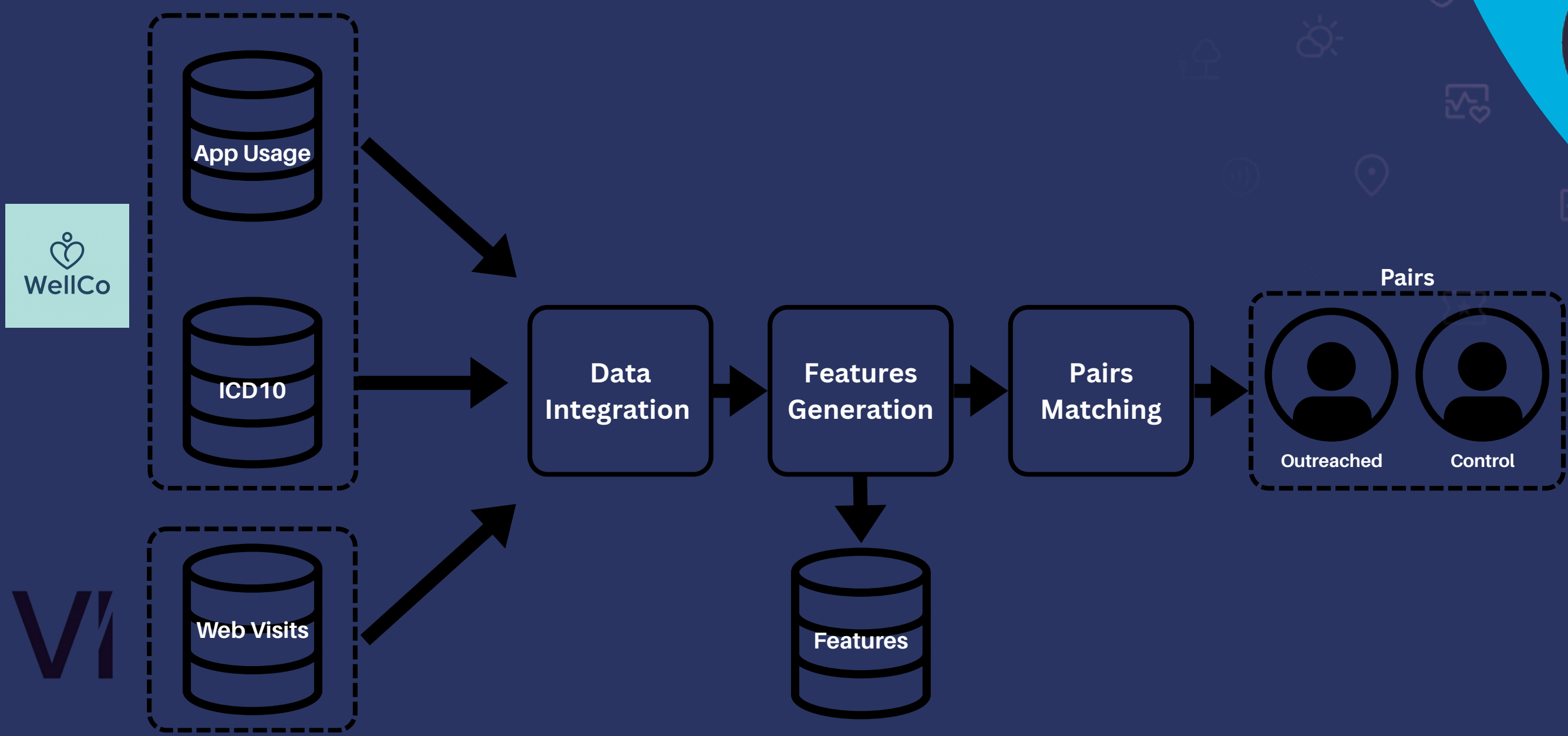


Increasing WellCo Member Retention with Vi Engage

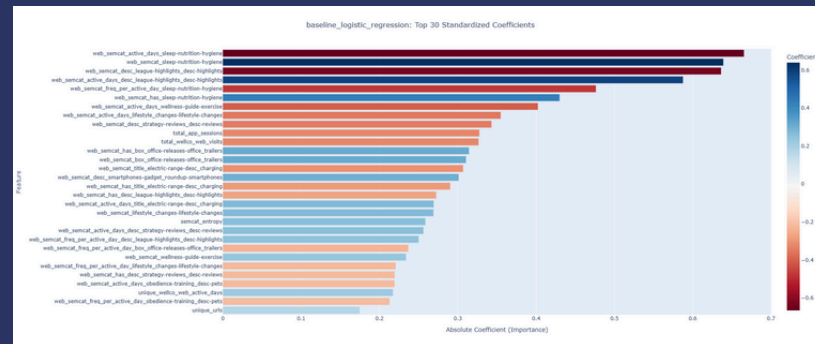
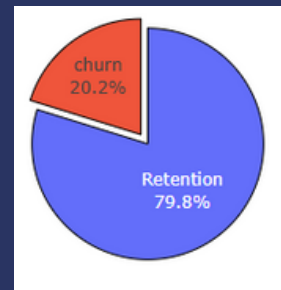


Presented By : Gil Caspi

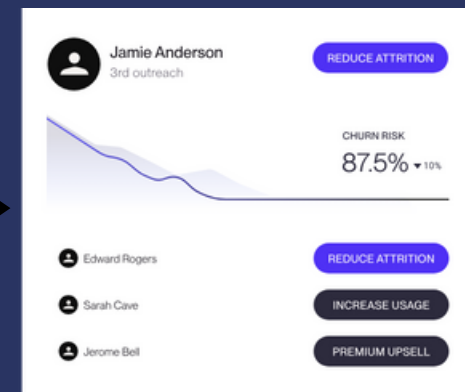
WellCo + Vi Data



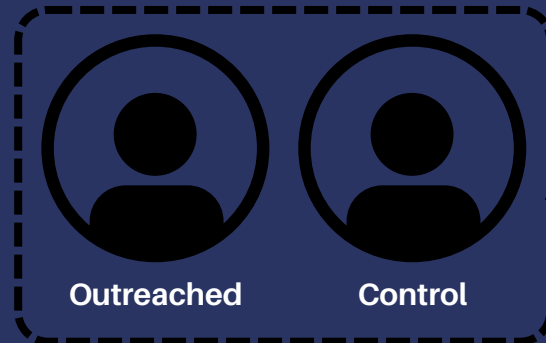
Analyze Member Behavior and Intervention Effect



Predict
Churn Risk



Matched Pairs



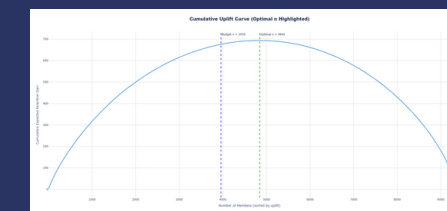
Predict Churn Risk
(Outreached Group)

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

JAMIE ANDERSON



Personalized
Outreach
Uplift



Optimize
Outreach
Method



zoom

zendesk

HubSpot

twilio

amazon

VIDEO CALL

NEWSLETTER

PHONE CALL

EMAIL

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%

