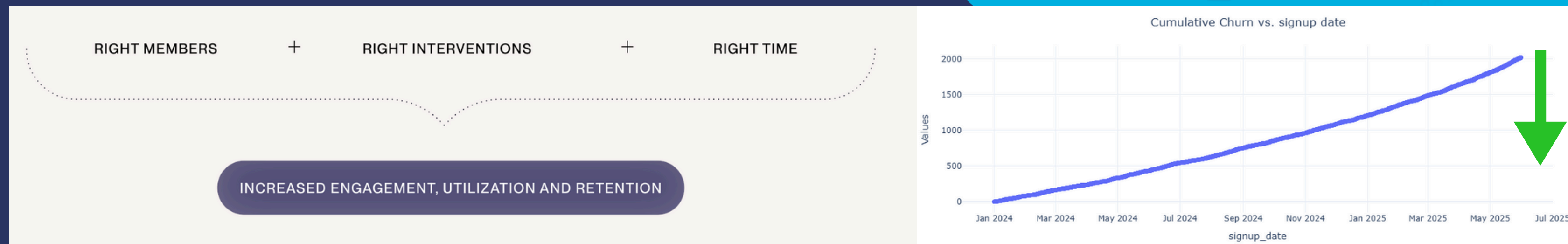


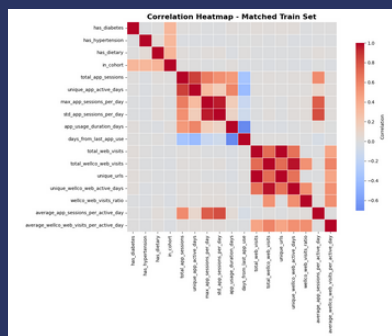
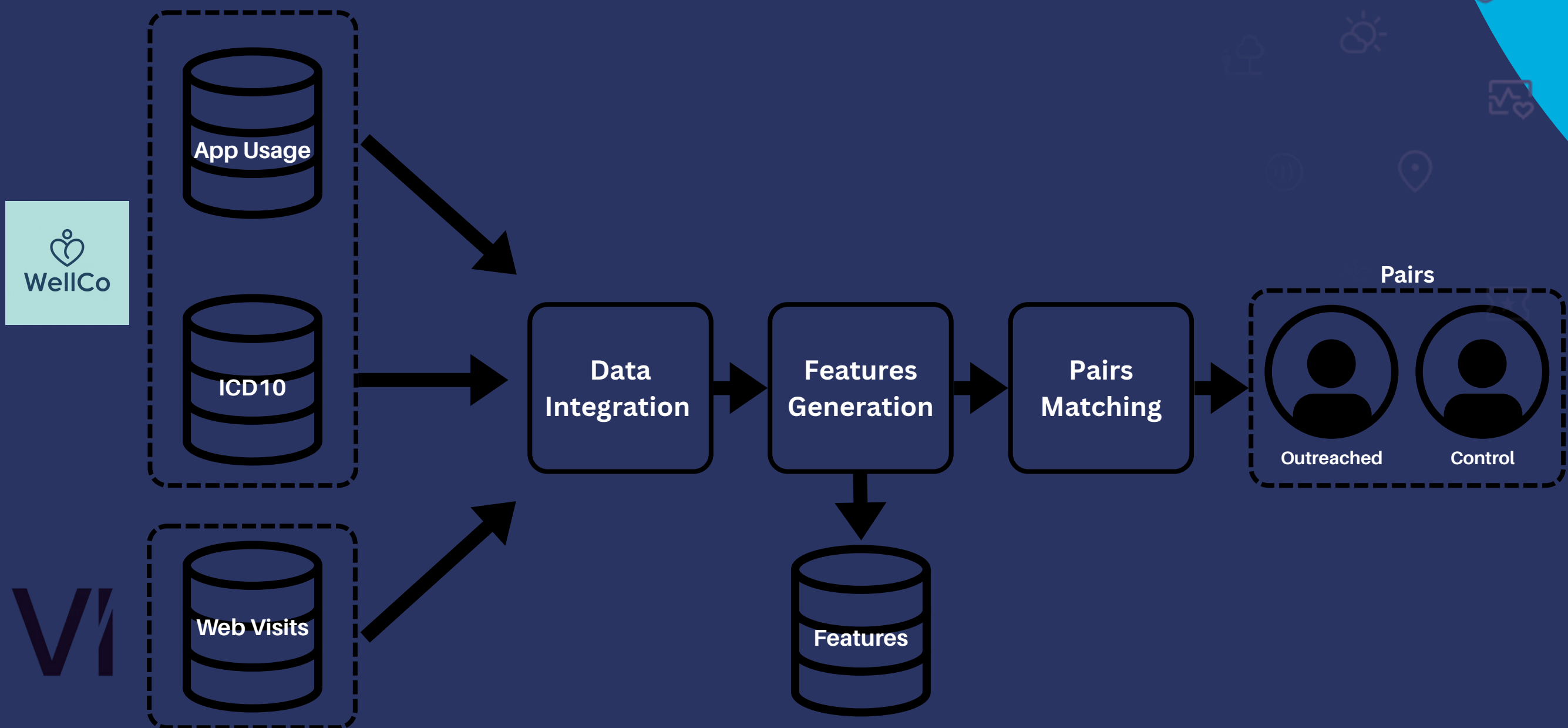


Increasing WellCo Member Retention with Vi Engage



Presented By : Gil Caspi

WellCo + Vi Data



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% → 19%

