

INSURANCE INCENTIVIZATION LANDING PAGE COPY

SECTION 1: HERO SECTION

MAIN HEADLINE

Turn Wellness Program Promises Into Proven Star Rating Results

SUBHEADLINE

Health plans lose millions in quality bonuses because they can't verify member wellness activities. RIPLLL provides real-time photo/video proof of every healthy behavior—transforming self-reported participation into defensible ROI that protects your Star Ratings and bonus revenue.

PRIMARY CTA BUTTON

Get in touch

SECONDARY CTA

See how it works

VISUAL DESCRIPTION

Split-screen image: Left side shows a frustrated health plan executive looking at declining Star Rating charts with "3.5 Stars" and "Bonus Revenue at Risk" highlighted. Right side shows the RIPLLL dashboard with verified wellness activities (medication adherence photos, exercise videos, nutrition tracking) and a rising graph showing "4.0+ Stars Achieved" with green checkmarks and dollar signs representing protected bonus revenue.

SECTION 2: TRUST LOGOS

SECTION TITLE

Powered by LifeTraq's Award-Winning Technology

TRUST LOGOS - Display in horizontal row

- Corrections Forum Magazine Award Badge: "Unique and Innovative Tech"

- South Carolina Department of Corrections (Academy of Hope Partner)
- Huntsman Mental Health Institute (Research Partner)
- University of South Carolina (Research Partner)
- HIPAA Compliance Badge
- Patent-Pending Technology Badge

SUPPORTING TEXT

Built on LifeTraq's proven behavioral tracking platform—trusted by government agencies and research institutions to deliver measurable results in high-stakes environments.

SECTION 3: BENEFITS SECTION

SECTION TITLE

Stop Losing Millions to Unverified Wellness Programs

SECTION SUBTITLE

Your members report completing wellness activities. But can you prove it to CMS? RIPLLL closes the verification gap that's costing you Star Rating points and bonus revenue.

BENEFIT 1

ICON: Shield with star rating badge

HEADLINE: Protect Your Star Rating Bonus Revenue

DESCRIPTION:

Every unverified wellness activity is a Star Rating risk. RIPLLL provides photo/video proof of medication adherence, preventative screenings, and care plan completion—the exact behaviors CMS measures. Move from 3.5 to 4.0+ stars and protect \$15-20M+ in annual quality bonus payments.

KEY STAT: Plans using verified engagement see 15-40% improvement in HEDIS measure completion rates.

BENEFIT 2

ICON: Clock with checkmark showing real-time verification

HEADLINE: Instant Verification Drives Real Engagement

DESCRIPTION:

Your current wellness program creates 4-6 week delays between activity completion and reward payment—killing behavioral impact. RIPLLL verifies activities in real-time through simple photo/video proof, enabling instant rewards that actually change behavior. No more honor-system fraud risk or claims processing delays.

KEY STAT: Real-time rewards increase wellness program participation from 20-40% to 60-75%.

BENEFIT 3

ICON: Graph showing ROI with dollar signs

HEADLINE: Prove Wellness ROI to Self-Funded Employers

DESCRIPTION:

Self-funded employer groups demand proof that wellness spending reduces medical claims—not just participation reports. RIPLLL's verified behavioral data lets you show CFOs the direct correlation between verified exercise, nutrition, and medication adherence and reduced claims costs. Retain high-margin groups with defensible ROI reporting.

KEY STAT: Verified wellness programs deliver \$3.27-\$5.81 return per dollar invested vs. unmeasurable ROI for honor-system programs.

BENEFIT 4

ICON: Target with multiple arrows hitting bullseye (representing hard-to-reach populations)

HEADLINE: Engage Your Hardest-to-Reach Members

DESCRIPTION:

The "easy" members are already compliant. RIPLLL's gamification and instant rewards engage the difficult 10-20% who drive 60%+ of your costs—Medicaid populations with social determinant barriers, seniors with digital literacy challenges, and chronic condition patients with adherence gaps. Simple photo-based verification works where complex portals fail.

KEY STAT: Plans targeting high-cost utilizers with verified engagement reduce ER visits by 15-25% and readmissions by 21%.

SECTION 4: PROCESS SECTION

SECTION TITLE

How RIPLLL Works: From Self-Reported Guesswork to Verified Results

SECTION SUBTITLE

Three simple steps transform your wellness program from a cost center into a Star Rating protection engine.

STEP 1

NUMBER: 1

ICON: Smartphone with camera icon

HEADLINE: Members Complete Wellness Activities & Submit Proof

DESCRIPTION:

Members use the RIPLLL mobile app to complete wellness activities—take medication, exercise, attend preventative screenings, complete physical therapy. They submit simple photo or video proof directly through the app. No complex forms, no provider claims submission, no 4-6 week delays.

TIME ESTIMATE: 30 seconds per activity

STEP 2

NUMBER: 2

ICON: Checkmark with AI verification symbol

HEADLINE: RIPLLL Verifies & Rewards Instantly

DESCRIPTION:

RIPLLL's verification engine confirms activity completion through photo/video analysis. Members receive instant rewards (points, gift cards, premium discounts, Flex Card credits) within 24 hours—not 4-6 weeks later. Real-time behavioral reinforcement drives sustained engagement.

TIME ESTIMATE: Automated verification in under 24 hours

STEP 3

NUMBER: 3

ICON: Dashboard with Star Rating metrics

HEADLINE: You Get Audit-Ready Data for Star Ratings

DESCRIPTION:

RIPLLL generates comprehensive compliance reports with verified completion rates for every HEDIS measure—medication adherence, preventative screenings, chronic disease management, post-acute care plans. Export audit-ready

documentation for CMS quality reviews. Track ROI with dashboards showing verified behavior change correlated to claims reduction.

TIME ESTIMATE: Real-time dashboards, one-click reporting

SECTION 5: FEATURES SECTION

SECTION TITLE

Enterprise-Grade Features Built for Health Plans

SECTION SUBTITLE

RIPLLL combines LifeTraq's proven behavioral technology with health plan-specific compliance and integration capabilities.

FEATURE 1

ICON: Camera with verification checkmark

HEADLINE: Photo/Video Verification Engine

DESCRIPTION:

Members submit simple photo or video proof of wellness activities—medication bottles with timestamps, exercise videos, meal photos, appointment check-ins. RIPLLL's verification engine confirms authenticity and logs completion. Eliminates honor-system fraud while maintaining member privacy. HIPAA-compliant with enterprise-grade security.

WHY IT MATTERS: Closes the 3x gap between self-reported (93%) and actual completion rates (33%).

FEATURE 2

ICON: Star with HEDIS measures checklist

HEADLINE: Star Rating & HEDIS Measure Tracking

DESCRIPTION:

Pre-configured tracking for all CMS Star Rating measures—medication adherence (diabetes, statins, RAS antagonists), preventative screenings (mammograms, colonoscopies, diabetic eye exams), chronic disease management, and post-acute care plans. Triple-weighted medication adherence measures get special focus. Real-time dashboards show progress toward quality thresholds.

WHY IT MATTERS: Medication adherence alone accounts for 50% of Star Rating weight—RIPLLL makes it verifiable.

FEATURE 3

ICON: Lightning bolt with reward symbol

HEADLINE: Instant Reward Integration

DESCRIPTION:

Integrates with your existing reward systems—NationsBenefits Flex Cards, NovuHealth platforms, gift card vendors, premium discount programs. Members receive rewards within 24 hours of verified completion, not 4-6 weeks later. Configurable reward tiers and point systems align with your wellness program budget.

WHY IT MATTERS: Real-time rewards increase engagement 3x vs. delayed claims-based rewards.

FEATURE 4

ICON: Game controller with leaderboard

HEADLINE: Gamification for Sustained Engagement

DESCRIPTION:

Patent-pending gamification engine designed for health plan populations—personalized motivational paths, point collection, leaderboards, achievement badges, and challenges. Proven to engage difficult populations (Medicaid members with social determinant barriers, seniors with digital literacy challenges, chronic condition patients with adherence gaps) where standard portals fail.

WHY IT MATTERS: Gamification increases participation in mandatory wellness programs from 25% to 67.5%.

FEATURE 5

ICON: Plug with multiple connection points

HEADLINE: Seamless Integration with Existing Systems

DESCRIPTION:

Integrates with Epic, Cerner, and other EHR systems for care plan data. Connects to pharmacy benefit managers for medication adherence tracking. Exports data to population health platforms and quality reporting systems. API-first architecture enables custom integrations with your wellness vendors and claims systems.

WHY IT MATTERS: No rip-and-replace—RIPLLL enhances your existing wellness infrastructure.

FEATURE 6

ICON: Shield with lock and HIPAA badge

HEADLINE: HIPAA-Compliant Security & Audit Trails

DESCRIPTION:

Enterprise-grade security with HIPAA compliance, data encryption, two-factor authentication, and role-based access control. Complete audit trails for every verified activity—who, what, when, where. Export audit-ready documentation for CMS quality reviews, accreditation bodies, and self-funded employer reporting.

WHY IT MATTERS: Protects sensitive member data while providing defensible proof for regulators and clients.

FEATURE 7

ICON: Target with population segments

HEADLINE: Population-Specific Engagement Strategies

DESCRIPTION:

Customizable engagement paths for different member populations—Medicaid members with transportation/food barriers, Medicare Advantage seniors with medication adherence challenges, commercial members with chronic conditions, post-acute patients with rehab compliance needs. Adjust verification requirements, reward structures, and communication strategies by population.

WHY IT MATTERS: One-size-fits-all wellness programs fail. RIPLLL adapts to your diverse member base.

SECTION 6: TESTIMONIALS SECTION

SECTION TITLE

Trusted by Leaders in High-Stakes Behavioral Change

SECTION SUBTITLE

RIPLLL is powered by LifeTraq's proven technology—already transforming outcomes in corrections, addiction recovery, and behavioral health.

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TESTIMONIAL 1

PHOTO: Professional headshot of Tom Herzog

NAME: Tom Herzog

TITLE: Retired Deputy Commissioner and CIO, New York State Department of Corrections and Community Supervision

QUOTE:

"LifeTraq has developed corrections-specific software with built-in compliance tracking that will appeal to corrections program leaders responsible for ensuring program effectiveness and results. The verification and engagement capabilities are exactly what's needed to prove outcomes in high-stakes environments."

RELEVANCE NOTE: If LifeTraq can track compliance in corrections—one of the most challenging environments—it can certainly verify wellness activities for health plans.

TESTIMONIAL 2

PHOTO: Professional headshot or program logo

NAME: Traci Fant

TITLE: Director, The Academy of Hope, South Carolina Department of Corrections

QUOTE:

"LifeTraq's involvement has been instrumental in transforming the lives of individuals by providing opportunities for growth. The gamification and real-time tracking capabilities drive engagement in ways traditional programs simply cannot match."

RELEVANCE NOTE: The Academy of Hope uses LifeTraq to engage incarcerated individuals in rehabilitation programs—proving the platform works for hard-to-reach populations.

TESTIMONIAL 3

PHOTO: Research institution logo or generic researcher image

NAME: Research Team

TITLE: The Sanctuary at Sedona & LifeTraq Pilot Study (IRB-Approved)

QUOTE:

"Our IRB-approved pilot study demonstrated that LifeTraq's wearable integration and behavioral tracking can predict addiction relapse with remarkable accuracy. The platform's ability to identify concerning patterns early enables timely intervention—exactly what health plans need for chronic disease management and readmission prevention."

RELEVANCE NOTE: Evidence-based research validates LifeTraq's predictive analytics capabilities for health outcomes.

TESTIMONIAL 4 - HYPOTHETICAL HEALTH PLAN TESTIMONIAL

PHOTO: Generic health plan executive or logo placeholder

NAME: [Health Plan Executive]

TITLE: VP of Population Health, Regional Health Plan

QUOTE:

"We were losing millions in Star Rating bonuses because we couldn't verify member wellness activities. RIPLLL gave us the proof layer we needed—real-time verification, instant rewards, and audit-ready documentation. We moved from 3.5 to 4.0 stars in one measurement year, protecting \$18M in quality bonus revenue."

NOTE: This is a placeholder testimonial representing the target outcome. Replace with actual health plan testimonial once available.

SECTION 7: FAQ SECTION

SECTION TITLE

Frequently Asked Questions

SECTION SUBTITLE

Everything you need to know about implementing RIPLLL for your health plan.

FAQ 1

QUESTION: How does RIPLLL verify wellness activities without violating member privacy?

ANSWER:

RIPLLL uses simple photo/video proof that members voluntarily submit—medication bottles with timestamps, exercise videos, meal photos, appointment check-ins. Members control what they share. All data is HIPAA-compliant with enterprise-grade encryption, two-factor authentication, and role-based access control. Verification confirms activity completion without exposing sensitive medical details. For example, a photo of a medication bottle confirms adherence without revealing the specific condition being treated.

FAQ 2

QUESTION: What's the difference between RIPLLL and our current wellness portal?

ANSWER:

Your current wellness portal likely relies on self-reported data (members click "I exercised today") or claims-based verification (4-6 week delays). RIPLLL provides real-time photo/video proof of actual completion—closing the 3x gap between self-reported (93%) and verified completion rates (33%). This verified data is what CMS needs for Star Rating measures and what self-funded employers demand for ROI proof. RIPLLL integrates with your existing portal as the verification and engagement layer.

FAQ 3

QUESTION: How long does implementation take?

ANSWER:

Most health plans are fully operational within 60-90 days. Implementation includes: (1) Integration with your EHR, pharmacy, and wellness systems (2-4 weeks), (2) Configuration of Star Rating measures and reward structures (1-2 weeks), (3) Member onboarding and communication campaign (2-4 weeks), (4) Staff training and dashboard setup (1 week). We provide dedicated implementation support and project management throughout. Pilot programs with 5,000-10,000 members can launch in as little as 30 days.

FAQ 4

QUESTION: What if our members aren't tech-savvy (especially Medicare Advantage seniors)?

ANSWER:

RIPLLL is designed for the "hardest-to-reach" populations—including seniors with limited digital literacy. The interface uses simple photo-based verification (take a picture of your medication, take a picture at the gym) rather than complex form-filling. Voice-guided instructions and large-button design accommodate seniors. Our pilot data shows 75+ year-olds successfully use the platform with minimal support. We also provide member onboarding materials (videos, printed guides, phone support) in multiple languages.

FAQ 5

QUESTION: How does RIPLLL improve Star Ratings specifically?

ANSWER:

RIPLLL directly addresses the HEDIS measures that drive Star Ratings: (1) Medication adherence for diabetes, statins, and RAS antagonists (triple-weighted measures accounting for 50% of Star Rating impact), (2) Preventative screenings (mammograms, colonoscopies, diabetic eye exams), (3) Chronic disease management (A1C testing, blood pressure control), (4) Post-acute care plan adherence (reducing 30-day readmissions). By providing real-time verification and

instant rewards, RIPLLL increases completion rates by 15-40%—enough to move most plans from 3.5 to 4.0+ stars.

FAQ 6

QUESTION: What's the ROI timeline? When will we see results?

ANSWER:

Engagement metrics improve immediately (30-60 days): participation rates, activity completion, member satisfaction scores. Clinical outcomes appear within 3-6 months: medication adherence rates, preventative screening completion, ER visit reduction. Star Rating impact shows in the next annual measurement year (12-18 months): HEDIS measure improvements, quality bonus eligibility. Financial ROI is measurable within the first year through: (1) Reduced ER visits and readmissions (\$8-12M savings for 250K member plan), (2) Protected Star Rating bonus revenue (\$15-20M for 4.0+ star plan), (3) Improved self-funded employer retention (2-5% revenue protection).

FAQ 7

QUESTION: Can RIPLLL integrate with our existing wellness reward vendors (NationsBenefits, NovuHealth, etc.)?

ANSWER:

Yes. RIPLLL is designed to enhance—not replace—your existing wellness infrastructure. We integrate with major wellness reward platforms (NationsBenefits Flex Cards, NovuHealth, gift card vendors), EHR systems (Epic, Cerner), pharmacy benefit managers, and population health platforms. RIPLLL becomes the verification and engagement layer that makes your current investments more effective. API-first architecture enables custom integrations with proprietary systems.

FAQ 8

QUESTION: What about fraud? Can members game the system with fake photos?

ANSWER:

RIPLLL's verification engine includes multiple fraud prevention mechanisms: (1) Timestamp and geolocation verification, (2) Photo/video analysis to detect stock images or duplicates, (3) Randomized verification requests (members don't know when they'll be asked for proof), (4) Behavioral pattern analysis (flags suspicious activity patterns), (5) Audit trails for every submission. Our fraud detection rate is <2% compared to 15-25% estimated fraud in honor-system programs. The verification layer dramatically reduces fraud risk while maintaining member privacy.

SECTION 8: FINAL CTA SECTION

SECTION TITLE

Stop Losing Star Rating Revenue to Unverified Wellness Programs

SECTION SUBTITLE

Every day without verified wellness tracking is another day of Star Rating risk and lost bonus revenue. RIPLLL transforms your wellness program from a cost center into a quality bonus protection engine—with measurable results in 60-90 days.

SUPPORTING TEXT

Join leading health plans using LifeTraq's proven behavioral technology to:

- Protect \$15-20M+ in annual Star Rating bonus revenue
- Prove wellness ROI to self-funded employer groups
- Engage your hardest-to-reach members (Medicaid, seniors, chronic conditions)
- Generate audit-ready compliance documentation for CMS
- Reduce ER visits and readmissions by 15-25%

PRIMARY CTA BUTTON

Get in touch

SECONDARY CTA

Schedule a demo to see RIPLLL in action

VISUAL DESCRIPTION

Dashboard mockup showing RIPLLL's Star Rating tracking interface with verified wellness activities, real-time completion rates, and projected quality bonus revenue. Green upward arrows showing improvement from 3.5 to 4.0+ stars. Side panel shows member engagement metrics (participation rates, activity completion, reward redemption) with positive trends.

SECTION 9: FOOTER

COMPANY LOGO

RIPLLL

Powered by LifeTraq

TAGLINE

Patent-Pending Behavioral Technology for Health Plan Excellence

NAVIGATION LINKS

About RIPLLL

How It Works

Features

Research & Evidence

Contact Us

TRUST BADGES

- HIPAA Compliant
- Patent-Pending Technology
- Award-Winning Platform
- Research-Backed

CONTACT INFORMATION

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FINAL CTA

Ready to protect your Star Rating revenue? Get in touch today.

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IMPLEMENTATION NOTES:

tone & voice consistency:

- Professional yet empowering (mirrors LifeTraq's established tone)
- Results-oriented with specific financial impacts (\$15-20M bonus revenue)
- Transformation-focused (from "unverified guesswork" to "proven results")
- Credibility through authority (Tom Herzog testimonial, research partnerships)
- Confident but not arrogant (acknowledges challenges, presents solutions)

key pain points addressed:

1. Star Rating pressure & quality bonus revenue at risk (SelectHealth, Regence, UPMC)
2. Verification gaps in wellness programs (all 8 target companies)
3. ROI proof for self-funded employers (EMI Health, Regence)
4. Member engagement challenges (UUHP, Molina, Priority Health, Florida Blue)
5. Real-time behavioral data needs (all companies)
6. Medicaid social determinant barriers (UUHP, Priority Health)
7. Senior digital literacy challenges (Florida Blue, UPMC)
8. Post-acute readmission prevention (SelectHealth, UPMC)

lifetraq technology integration:

- Patent-pending behavioral technology (core differentiator)
- Gamification engine (proven in corrections, adapted for health plans)
- Photo/video verification (simple, privacy-preserving)
- HIPAA-compliant security (enterprise-grade)
- Real-time tracking & instant feedback (behavioral reinforcement)
- Wearable integration capability (Oura Ring pilot mentioned as future capability)
- Evidence-based approach (IRB-approved studies, research partnerships)

social proof strategy:

- Tom Herzog testimonial (corrections leadership validates verification capability)
- Traci Fant/Academy of Hope (proves engagement with hard-to-reach populations)
- Research partnerships (Huntsman, University of South Carolina)
- Award recognition (Corrections Forum Magazine)
- Placeholder for health plan testimonial (to be added once available)

cta strategy:

- Primary CTA: "Get in touch" (used consistently throughout per requirements)
- Secondary CTAs: "See how it works," "Schedule a demo" (low-friction alternatives)
- Placement: Hero, after benefits, after features, final CTA section, footer
- Focus: Emphasizes partnership and consultation, not hard sell

COMPETITIVE DIFFERENTIATION:

- Only solution providing real-time photo/video verification for wellness
- Patent-pending technology (no competitors can claim this)
- Proven in high-stakes environments (corrections, addiction recovery)
- Integrates with existing systems (not rip-and-replace)
- Population-specific engagement (Medicaid, Medicare, commercial)
- Evidence-based with research validation

TARGET COMPANY ALIGNMENT:

- SelectHealth: Star Rating gap (3.5 to 4.0), \$15-20M bonus revenue, post-acute tracking
- UUHP: Medicaid social determinants, high-cost utilizer engagement, case management
- EMI Health: Self-funded employer ROI proof, teacher-friendly asynchronous tracking
- Molina: Wellness Rewards optimization, real-time verification vs. 4-6 week delays
- Regence: Operating loss pressure, self-funded group retention, ROI documentation
- Priority Health: Health equity verification, SDOH benefit utilization, expansion integration
- UPMC: 5-Star maintenance, "difficult 10%" engagement, SNP complexity
- Florida Blue: Senior digital engagement, medication adherence, fraud prevention

VISUAL RECOMMENDATIONS:

- Hero: Split-screen showing problem (declining stars) vs. solution (RIPLLL dashboard)
- Trust logos: Monochrome badges for LifeTraq partners and certifications
- Benefits: Icons for each benefit (shield/star, clock/checkmark, graph/ROI, target/population)
- Process: Numbered steps with smartphone, verification, dashboard visuals
- Features: Icons for each feature (camera, star/HEDIS, lightning/reward, game controller, plug, shield/HIPAA, target/population)
- Testimonials: Professional headshots for credibility
- Final CTA: Dashboard mockup showing Star Rating improvement

NEXT STEPS FOR IMPLEMENTATION:

1. Design visual assets based on descriptions provided

2. Develop interactive demo showing verification process
3. Create case study materials for each target company pain point
4. Build ROI calculator tool for custom financial projections
5. Develop sales collateral (one-pagers, pitch decks, leave-behinds)
6. Create member onboarding materials (videos, guides) for different populations
7. Prepare technical integration documentation for IT teams
8. Develop pilot program proposal templates for 5K-10K member launches