

## Active Update: Winter Product Release Highlights

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I am happy to share a number of new product enhancements to help improve our member experience and further our engagement strategy. At the end of 2016, we made several changes to help make Health Events – time sensitive opportunities to improve member health - more relevant and actionable for members. We also made several updates to MyActiveHealth to provide a better user experience.

These updates are part of our ongoing work to align our health and wellbeing solutions and enable truly person-centric engagement for greater impact. Our progress this year will serve as the foundation for significant product enhancements in 2017, and I look forward to sharing more exciting updates throughout the year.

### Tailoring the Consumer Health Events Experience

- We added four new health events: first fills of Statin, Metformin and Insulin as well as high LDL cholesterol. This allows us to support the member when they are first prescribed a chronic medication and/or when they learn of new test results and what that means for them.
- Our nurse and health coaches can now view Health Events in their clinical dashboard to better support the needs of each individual.
- We've added additional communications to trigger for members who do not respond to initial outreach.

### MyActiveHealth Enhancement Highlights:

- New user-interface design features new recipes, the ability for members to grant access to their health team and new interactive tools and audio files in health library.
- Health Actions are now displayed in order of their clinical importance to help members prioritize.
- Applicable gift card redemption links are now presented only after a member meets the threshold for earnings.
- 14 new clinical Quality Measures added to library to track low value care.

**Interested in learning more?**

Contact your account representative to help answer any questions, learn more about this product release or share feedback on these new features.

In Good Health,

A handwritten signature in black ink, appearing to read "Madhavi Vemireddy".

Madhavi Vemireddy, M.D.  
CMO and Head of Product Management