

How it works

“Personalization”

can mean a lot of things in healthcare communications.

For some, it can start and end at a name on a page or a targeted mailing list. But for us,

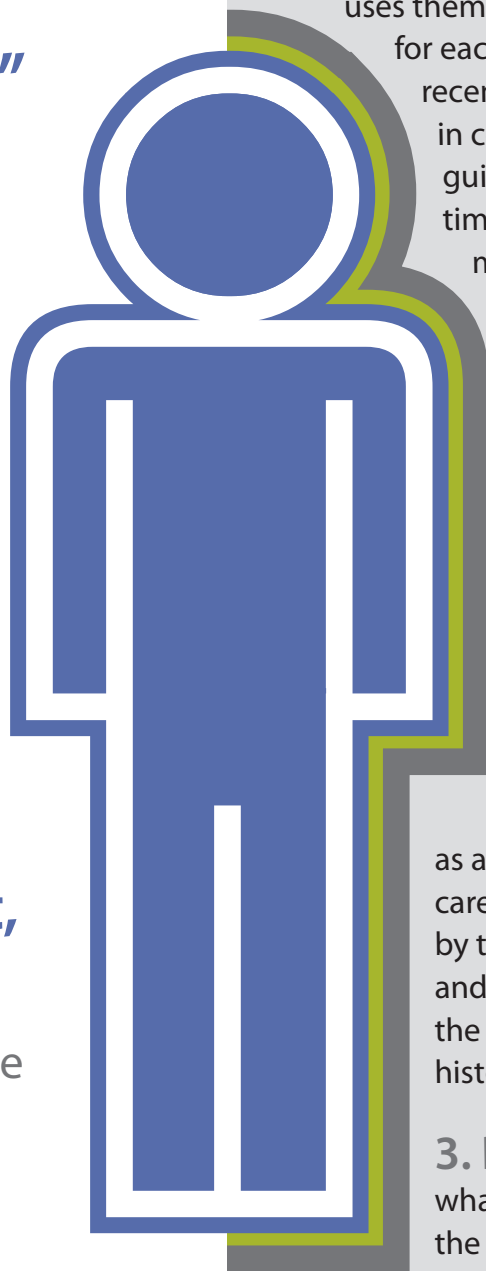
“personalization”

answers the particular who, what, when, where, and why for each healthcare reminder we send out.

In fact, we’re quickly

redefining the term

for the industry with our three signature layers of “one size fits one” communications.



1. Data. Our proprietary health analytics system answers the **what** and **when**. Each month, it processes medical and pharmacy claims in their native formats, seamlessly cleanses them, and uses them to create up-to-date care schedules for each individual based on his/her recent health history and demographics in conjunction with trusted national guidelines. The result? Appropriate, timely, and smartly prioritized individual messaging versus mass marketing campaigns.

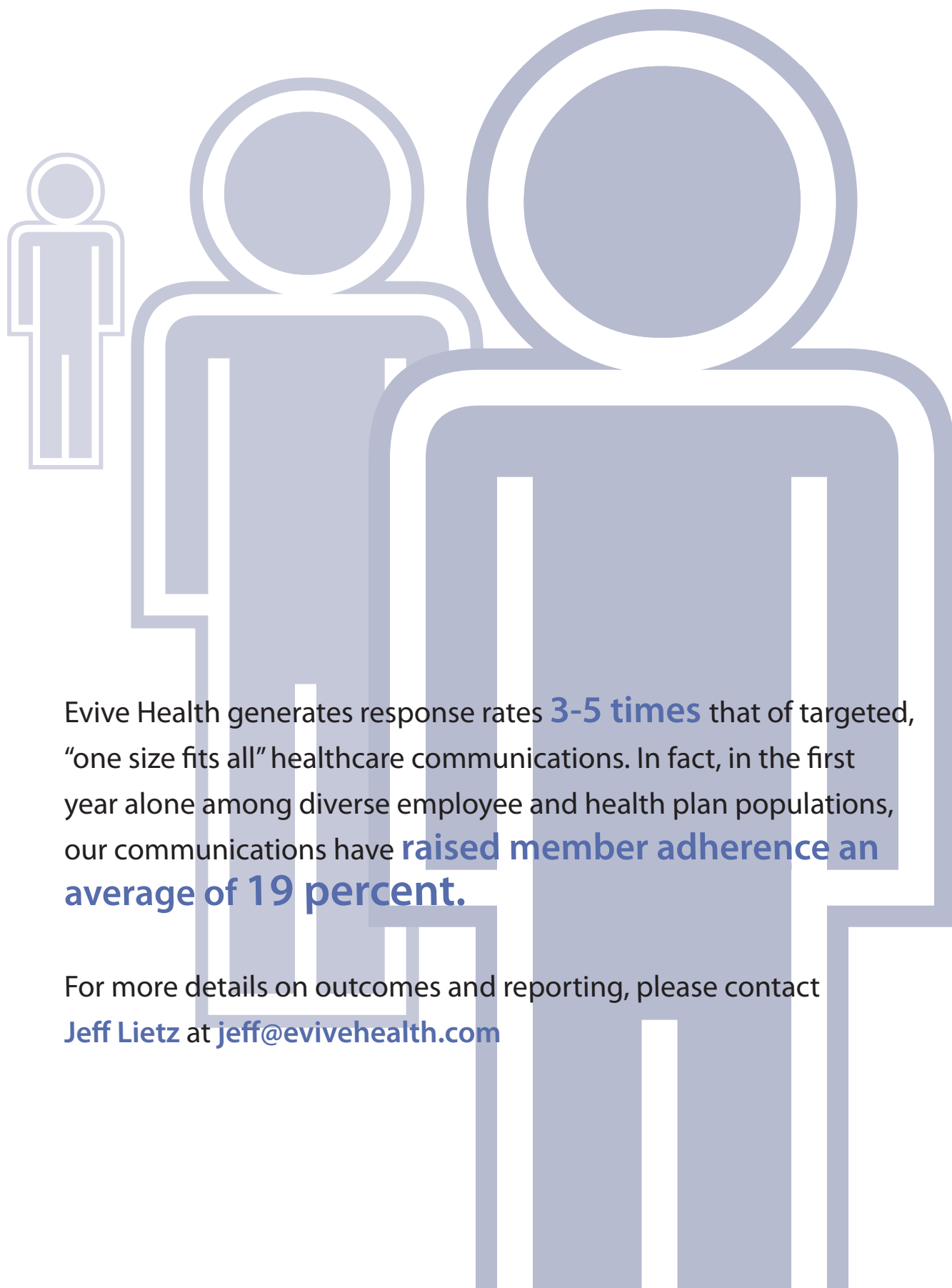
2. Personalization.

Healthcare decisions aren’t made off of pure data. Real people need a compelling **how** and **why** to become motivated to action today and engaged in the bigger picture overall. We answer the *how* by spotlighting the physician’s phone number, specific plan coverage, and any other aligned company or wellness resources that could serve as aids to seeking the recommended care. Finally, we answer the critical *why* by tailoring key medical facts, imagery, and other key layout elements to fit the individual’s life situation and health history.

3. Behavioral science. As the what, when, how, and why are answered, the important **who** comes to surface.

Using our own data analytics, along with collaborative academic research in health behavioral economics, we take this *who* a final step further by designing communication toolsets that fit particular cognitive modes. Some healthy lifestyles need To-Do lists; others need to integrate health into their daily routines with can’t-miss-it magnets or financially-oriented bank statements. We bring our wealth of proprietary learnings to the table; real people and companies take away the healthy profits.

Measuring results



Evide Health generates response rates **3-5 times** that of targeted, “one size fits all” healthcare communications. In fact, in the first year alone among diverse employee and health plan populations, our communications have **raised member adherence an average of 19 percent.**

For more details on outcomes and reporting, please contact **Jeff Lietz** at jeff@evivehealth.com