

Engagement challenges

Employment and provided coverage does not necessarily lead to consumers making better care choices. Even with generous employer sponsored coverage for preventive care, there remains **surprisingly low adherence to evidence-based care such as preventive services.**

Often, consumers do not know what to do, when to do it, and how much it will cost. And, for the most part, their physicians do not have the time or tools to tell them.

Overall, **52%** of the population receives some recommended screenings.

New England Journal of Medicine

35% of adults at high risk for colon cancer receive regular screening.

Milliman Care Guidelines

37% of adults 50 - 64 years of age and **24%** of high risk adults receive the annual flu vaccine.

New England Journal of Medicine

Employers and health plans see a need to engage their covered members in such services in order to keep them healthier and to save money in the long term. In addition, where wellness programs for risk reduction (like weight loss or smoking cessation) are available, participation may remain generally low.

Our engagement solution is smart, integrated, and timely communications. The way medical choices and wellness options are presented to consumers determines the choices they make. That's why we deliver data-driven, personalized health communications around gaps in preventive and chronic care, along with spotlighting the right integrated wellness resources. These communications are based on national care guidelines, consumer insights, and an advanced health analytics platform.

JERRY, YOUR LIGHT CAME ON.

YOUR COMPANY LOGO

Jerry Garcia
1330 E. River Dr.
Boise, ID 83701-4933

THURSDAY, MARCH 11

CHECK BATTERY

CHECK WASHER FLUID

CHECK CHOLESTEROL

evive health YOUR PERSONAL HEALTH INFORMATION

YOUR COMPANY LOGO

Denise Mather
1200 W. Oak Lane
Detroit, MI 48201-4044

Hello, my name is *Denise* and I am getting my cholesterol checked today, November 15, because My insurance covers it 80% in-network (probably only go about \$5) and all you need to do today is call Riverfront at (313) 123-4567 and I am setting an example for a healthy America...

evive health

Evive Health maintains the confidentiality of your information as required by privacy regulations such as HIPAA. This message is based on national guidelines and is not intended to replace the advice of a healthcare professional. If you have completed the recommended care, please do not reschedule. To unsubscribe from our communications, please visit www.evivehealth.com/unsubscribe.html. Rescission of this reminder is not applicable.

Prevention TAKES ACTION.

YOUR COMPANY LOGO

1234 Main Street, Suite 603
Detroit, MI 48207

Leo has a MAMMOGRAM

Leo has a CHOLESTEROL TEST

Leo has a BP CHECK

Leo has a GLUCOSE TEST

Leo has a FAMILY FLU SHOTS

May Jul Jul Aug Oct

Leo has a CHOLESTEROL TEST 9:45

Molly has a MAMMOGRAM 2:00

Patients! Most just get in it to

DR. MULLIGAN, M.D., (312) 123-4567

LAKESHORE MEDICAL CLINIC, (312) 123-4567

AETNA FIND A PHYSICIAN, (312) 123-4567

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The bottom line?

We bring your people to their doctors on time – all the while driving them to the right wellness programs. There's no better formula out there for long-term cost savings and population health engagement.