



Rally Solutions for CSAC
Presented by Brian Oss
Solution Consulting at Rally

September, 2020

Agenda

- Introduction
- What is Rally?
- Features and highlights
- Demonstration of platform
- Questions

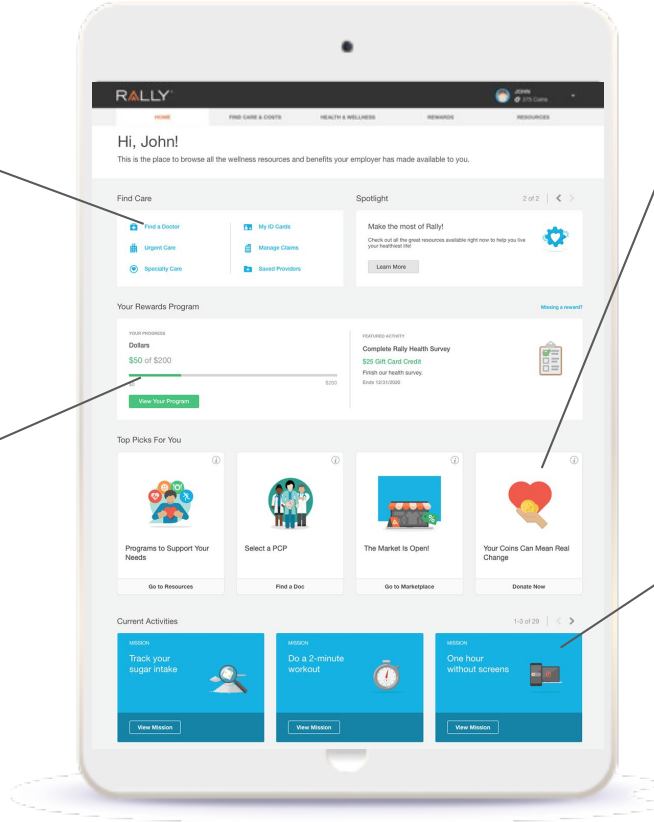
The Rally dashboard connects employees to their benefits

Find care

Promote frequently searched care resources.

Rewards

Motivate people to engage in their health and make cost-effective choices.



Personalized experience

delivers individually relevant recommendations based on rich data sources and powerful analytics.

Well-being

programs build healthy habits.

Built on a complete understanding of resources and benefits

Personalized Promotions

Employer Benefits

Rally, Optum and 3rd Party Programs

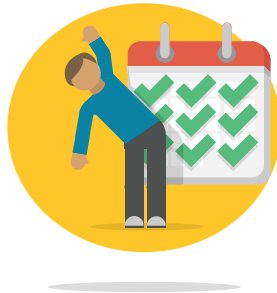


Well-being



We create a culture of health through simple, everyday engagement

Our digital solution creates the foundational level of well-being engagement for your participant population



Raises health awareness
and helps individuals adopt
healthy behaviors



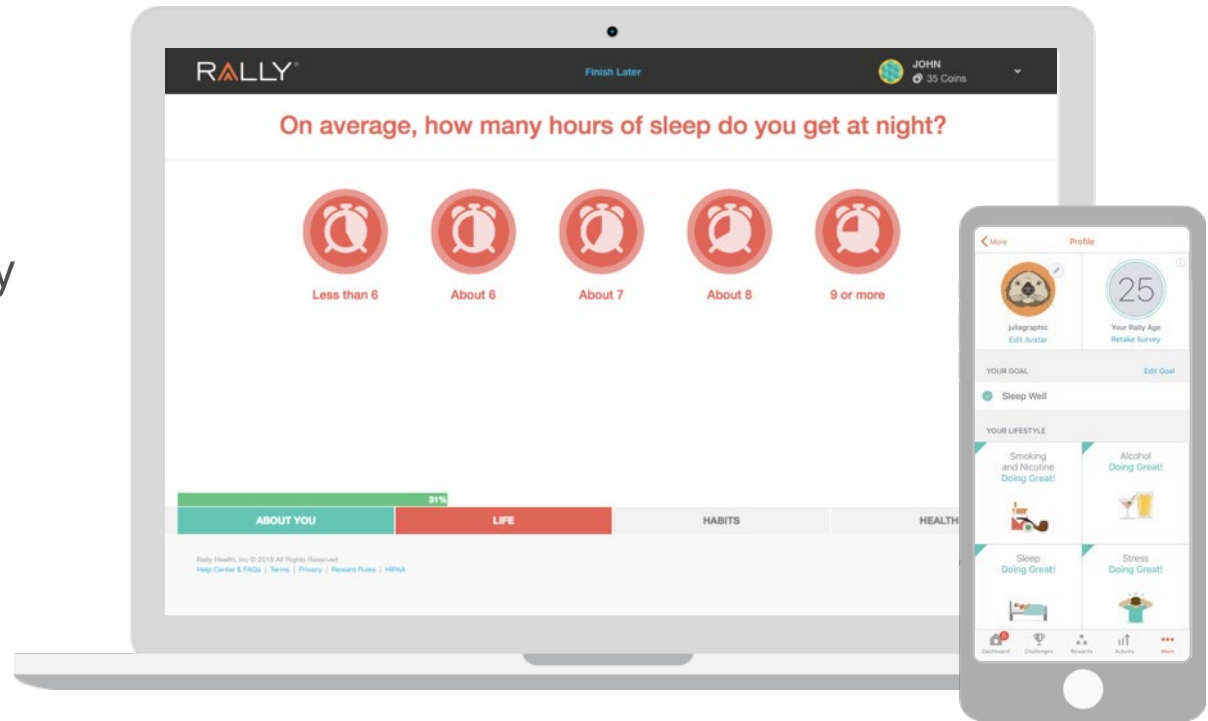
Personalizes the experience
to guide individuals to the
next best action



Builds sustained
engagement across your
population

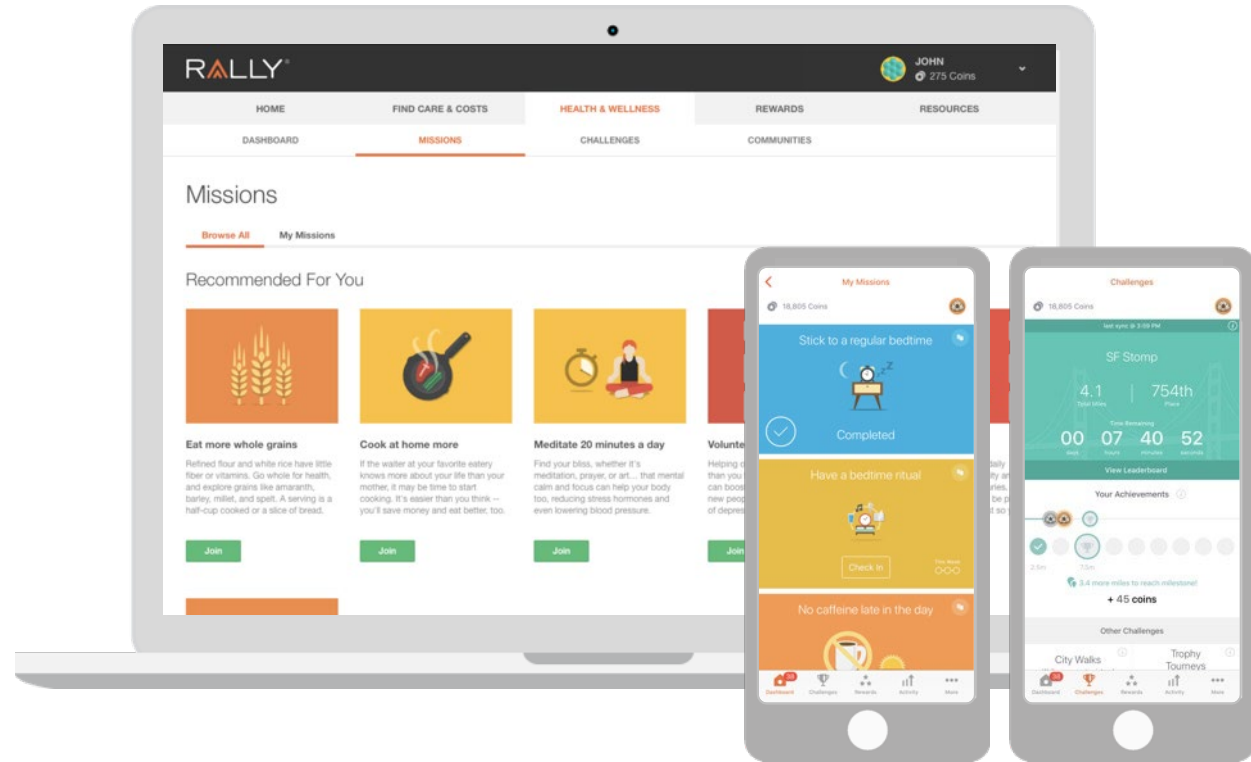
Health Survey gives a multidimensional snapshot of your health

The Health Survey is the starting point for personalized everyday engagement



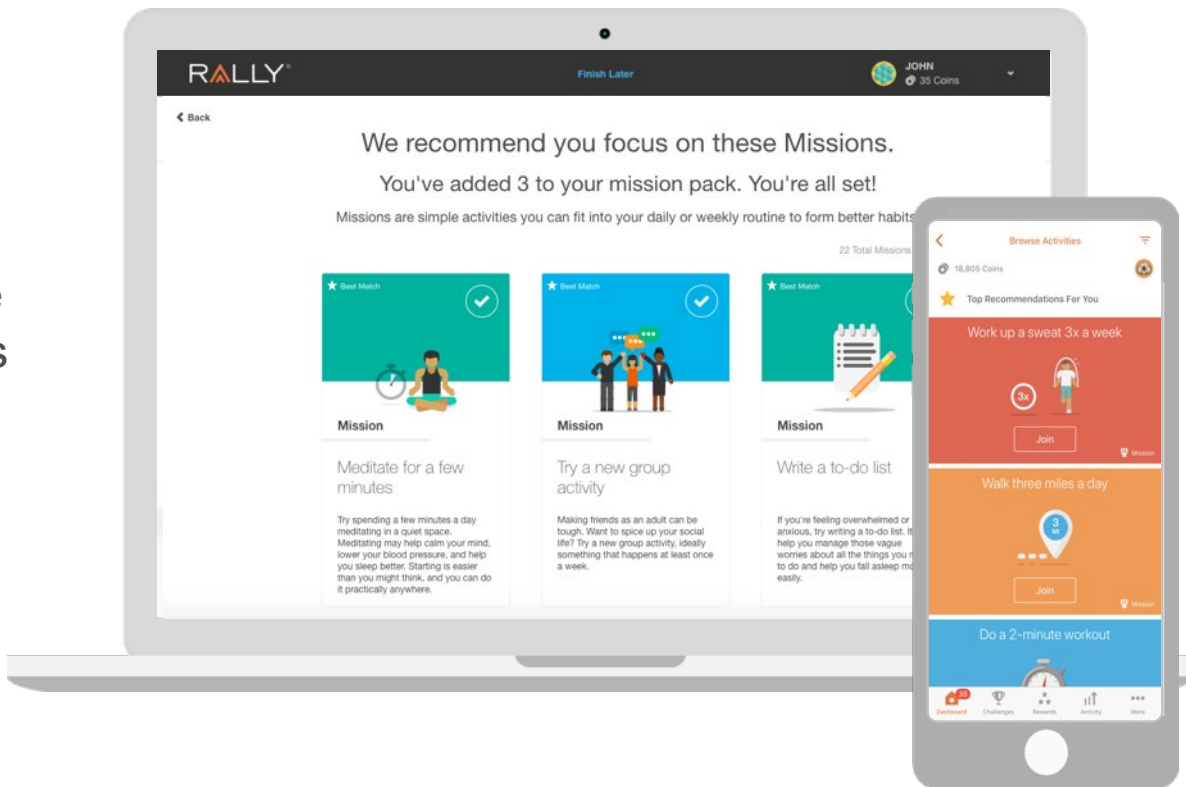
Missions & Challenges engage individuals in small steps toward better health

With foundations in behavioral science and built on the best in consumer design, our digital solution appeals to individuals with its simple, intuitive experience and focus on convenience



Personalized recommendations help employees identify and reach their health goals

Rally guides individuals to take advantage of the programs and resources right for them

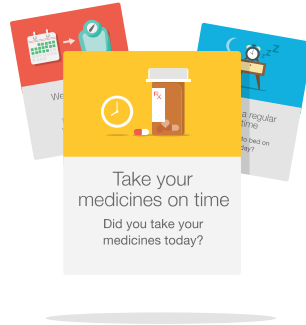


Proven engagement and retention



95%

of users complete
the Health Survey¹



15M

healthy Missions
completed



64%

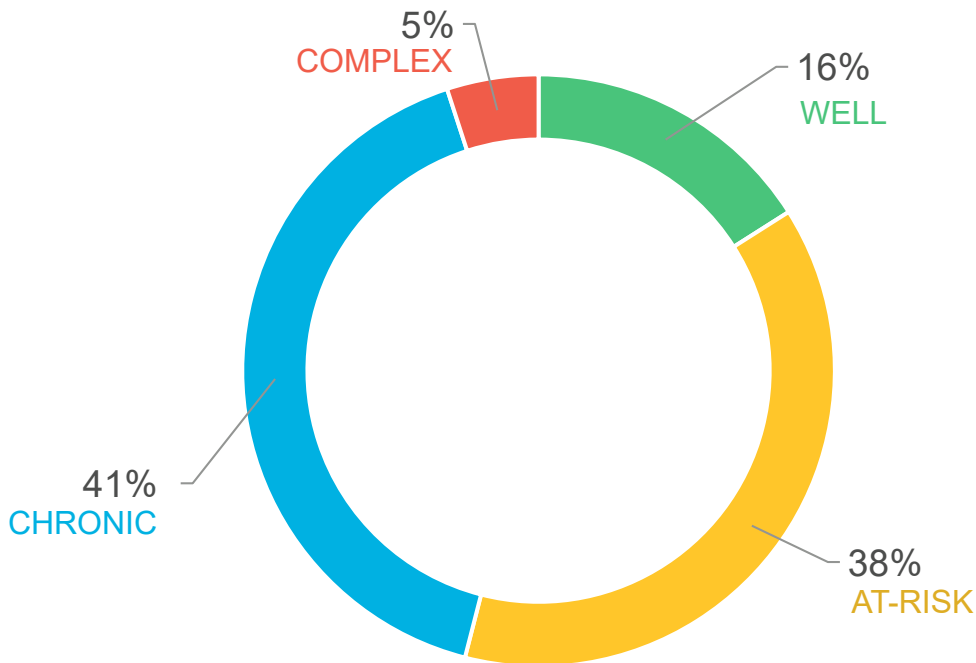
of registered users
joined a Challenge³

Our solution engages employees across the health risk spectrum

Nearly **85%**
of registered Rally
participants* are in a
higher risk category

*Based on an analysis of 25
employers representing over
1.3M eligible participants.

Registered users, by risk category





Engagement Tools

Incentives & Rewards



Expansive Rewards Program

Motivates healthy behaviors and supports effective care decisions



Rewards for well-being
and care decisions

Sustained engagement
with Rally Coins and
Rally Marketplace®

Deep incentive design
expertise

Incentives drive
registration

Incented users have

3.5X

higher registration
rates than non-
incented users¹

Expansive Rewards Program

Well-being incentives encourage and reward everyday activity



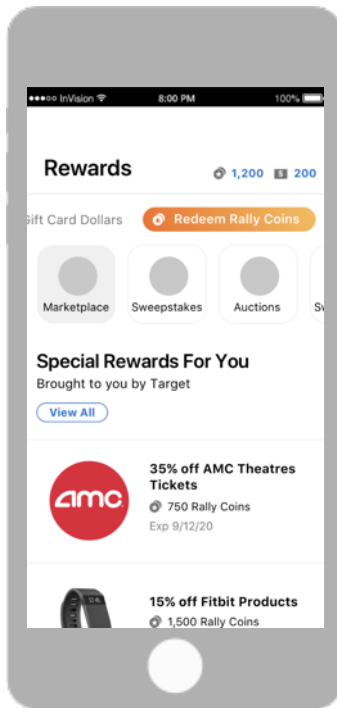
Missions

Easy-to-access activities promote mindfulness and healthy habits



Challenges

Real world activity tracking enables friendly competition



Stride

Step-based program motivates your population to get moving



Gym Check-in

Rewards your employees for working out in real-time

Expansive Rewards Program

Our rewards drive engagement with activities that matter

4M+

biometric
screenings

2.9M

preventative
screenings

2.3M

well-being
activities

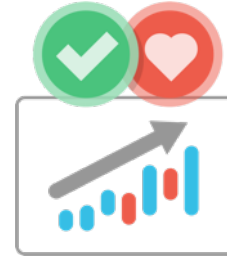
1.8M

health education
activities



Expansive Rewards Program

Rally Coins reinforce progress towards healthy habits and keep users coming back



Rewarding ongoing participation

- Coins supplement employer-sponsored incentives to sustain engagement
- Encourages participation in activities that lead to long-term outcomes
- Members choose how to spend their Rally Coins – Marketplace, Sweepstakes, Auctions or Donations

Driving sustained engagement

Members who redeem Coins in Rally Marketplace are more engaged than non-Marketplace users:

+51% Daily log-ins

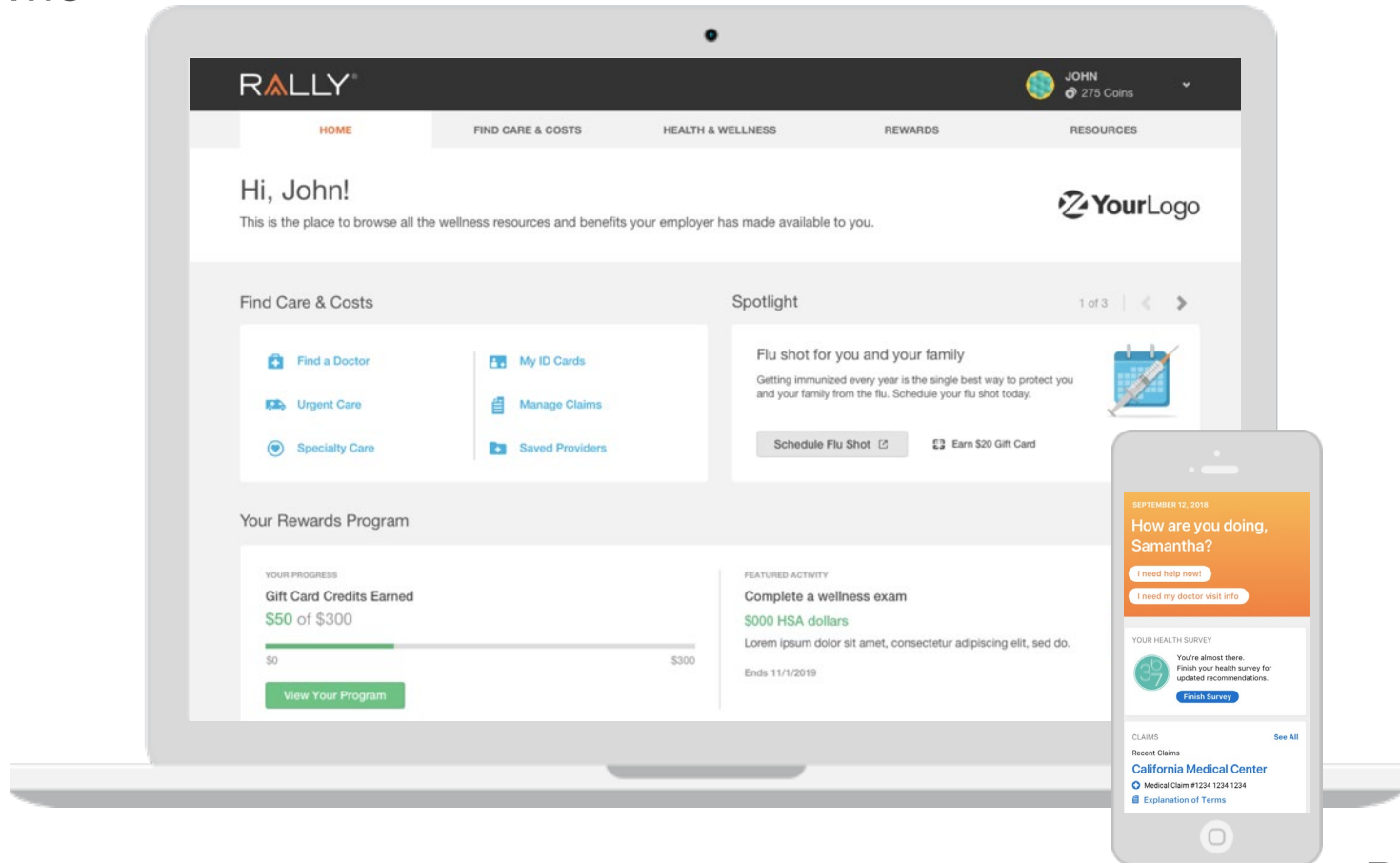
+52% Missions check-ins



Demo



Demo



RALLY®



Thank You

RallyHealth.com