Rally Solutions for CSAC
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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.

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

Rewards
motivate people to engage in their health and make cost effective choices.

Well-being
programs build healthy habits.
Built on a complete understanding of resources and benefits

- **Employer Benefits**
- **Personalized Promotions**
- **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

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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 Survey\(^1\)

15M healthy Missions completed

64% of registered users joined a Challenge\(^3\)

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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.
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

Hi, John!
This is the place to browse all the wellness resources and benefits your employer has made available to you.

Find Care & Costs
- Find a Doctor
- Urgent Care
- Specialty Care
- My ID Cards
- Manage Claims
- Saved Providers

Spotlight
Flu shot for you and your family
Getting immunized every year is the single best way to protect you and your family from the flu. Schedule your flu shot today.

Your Rewards Program
- Gift Card Credits Earned
  - $50 of $300

- Featured Activity
  - Complete a wellness exam
    - $500 HSA dollars
  - Ends 11/1/2019

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Thank You

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