



- ❖ Manage the health of your entire population
- ❖ Deliver personalized, multi-channel health engagement
- ❖ Reduce costs and empower people to improve self-care

## Multi-Channel Engagement

Motivate people to achieve a series of small and attainable health and wellness goals that lead to meaningful and long-lasting behavior change.



# Personalized, Multi-Channel Engagement that Drives Health Improvement and Cost Savings.

The key to effective engagement is to deliver the right message at the right time, empowering people to move at their own pace and tackle small, yet meaningful goals that drive a lifetime of change. With that in mind, we've developed the Health Dialog Interact™ Personal Health Portal, which combines our proven behavior change methodology with innovative analytics and evidence-based clinical programming to deliver truly unique engagement and coaching experiences.

## Integrated Programming that Helps Individuals Forge their Own Path to Success

Our health portal delivers access to a fully-integrated suite of content, tools, and resources that support wellness improvement, condition onset education, and intensive chronic disease support. Engagement is curated based on the individual's clinical needs, HRA responses, personal preferences, behavior patterns, past successes, and readiness to change.

### PROGRAMMING INCLUDES:

- Condition-specific content and self-management guides
- Social networking and sharing tools
- Health and lifestyle trackers
- Symptom check support
- Personal and group challenges
- Coaching via phone, chat, or email
- Medication management tools
- Shared decision making content
- Healthy recipes and meal guides
- Incentives and rewards
- Notifications and reminders
- Device and app integration
- Personalized health action plans
- Wellness programs for weight loss and tobacco cessation



### Bill:

- 69 years old
- High blood pressure
- Atrial fibrillation
- Stroke risk

See Bill's health journey at:  
[vimeo.com/healthdialog/health-engagement](https://vimeo.com/healthdialog/health-engagement)

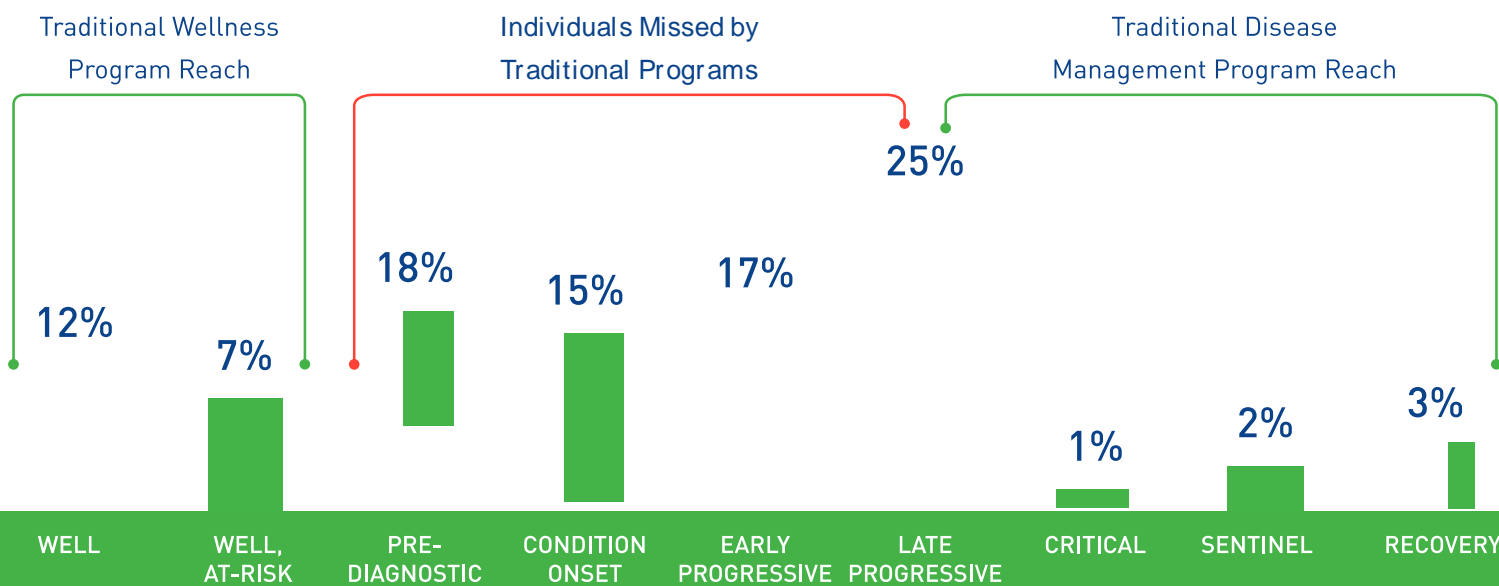
# Manage 100% of Your Population. Support Every Stage of Health and Wellness.

Health Dialog Interact™ is designed to keep healthy people healthy, prevent those at risk from progressing further into chronic illness, and empower those with existing conditions to improve self-care.

## Innovative Care Pathways Analytics

Our personal health portal uses our Care Pathways analytics to stratify the population into nine clinical risk stages and tailor engagement to address the needs of individuals based on where they are in their health and wellness journey.

We dig deeper than other analytical methodologies, enabling organizations to reach and manage individuals in the wellness stage, disease management stage, and—most importantly—those missed by traditional programs.



## Percent of the population at every stage of the Care Pathways framework

Source: Health Dialog's book of business

## Access to Telephonic Health and Wellness Coaching

Personalized coaching is at the heart of what we do. Our team of nurses, dietitians, respiratory therapists, pharmacists, and other healthcare professionals provide one-on-one support for individuals in need of chronic disease management, lifestyle behavior change, medication adherence, and shared decision making guidance.

Health Dialog Interact™ enables users to connect with our team via phone, chat, or secure messaging. Our Health Coaches can also communicate with individuals through user forums, chat groups, notification pushes, and group coaching sessions.



# Features and Functionality that Help You Customize, Streamline, and Evaluate Your Health Engagement Programs.



## Integrated Services

Leverage a comprehensive suite of integrated solutions that helps to reduce the need for disparate and stand-alone vendors.



## Program Design

Define programming for different segments of your population based on variation in benefit structure, incentive options, and more.



## Rewards and Incentives

Design an effective incentive program that aligns with your organization's goals and benefit design requirements.



## Comprehensive Reporting

Analyze the effectiveness of your programs and identify opportunities for improvement with an extensive library of reports that highlight clinical, financial, lifestyle, engagement, and operational metrics.



## Corporate Branding

Customize the look and feel of our portal to align with your organization's branding guidelines.



## User Feedback

Assess user satisfaction and connectivity with your programs using customizable and engaging surveys.



## Targeted Communication

Launch campaigns and deliver targeted content, such as program announcements, enabling individuals to interact based on their preferences.



Health Dialog is a total population healthcare services provider that offers risk-bearing entities (health plans, employers, and providers) an integrated suite of services driven by powerful analytics. These services include multi-channel engagement programs, health and wellness coaching, and shared decision making tools.

We are part of the Rite Aid family, a retail health organization. Through client partnerships and customized engagements, our dedicated team of healthcare professionals helps clients improve quality of care and reduce healthcare costs while empowering individuals to make informed health and wellness decisions.

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