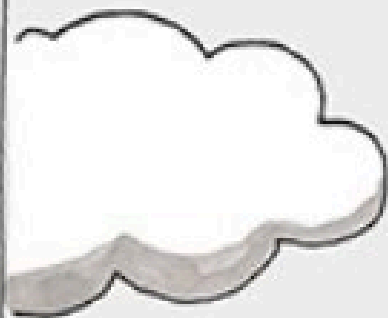




Engagement in a Virtual World

welldoc[®]

DIGITAL TRANSFORMATION
IS **YEARS** AWAY. I DON'T
SEE OUR COMPANY
HAVING TO CHANGE
ANY TIME SOON.



DIGITAL HEALTH FUNDING AND DEAL SIZE

2011-Q3 2020



Note: Only includes U.S. deals >\$2M; data through September 30, 2020
 Source: Rock Health Funding Database

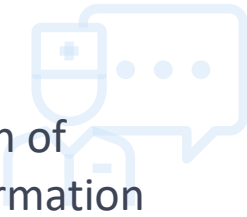
Virtual Health: The Next Frontier of Care Delivery



What do we mean by virtual health?

Telehealth

- Live audiovisual interaction between patients and providers
- Transmission of patient information
- Remote patient monitoring



Digital Therapeutics

- Software as medicine
- Optimizing medication



Care Navigation

- Patient-directed selfcare
- E-triage



Virtual care addresses:



Increasing number of patients.
About half of U.S. adults have at least one chronic disease and prevalence is rising



Higher utilization, rising costs, and stress on the patient



Distributed patient geography

Virtual health can improve care and healthcare value for those with chronic disease.

February 2020 McKinsey consumer survey:

- 48 percent of respondents 50 years of age and older said they would be likely to seek virtual channels of **care in addition to or in place of physical visits**

Why?

Convenience & Easier Access



BlueStar Users Increase Engagement during COVID-19

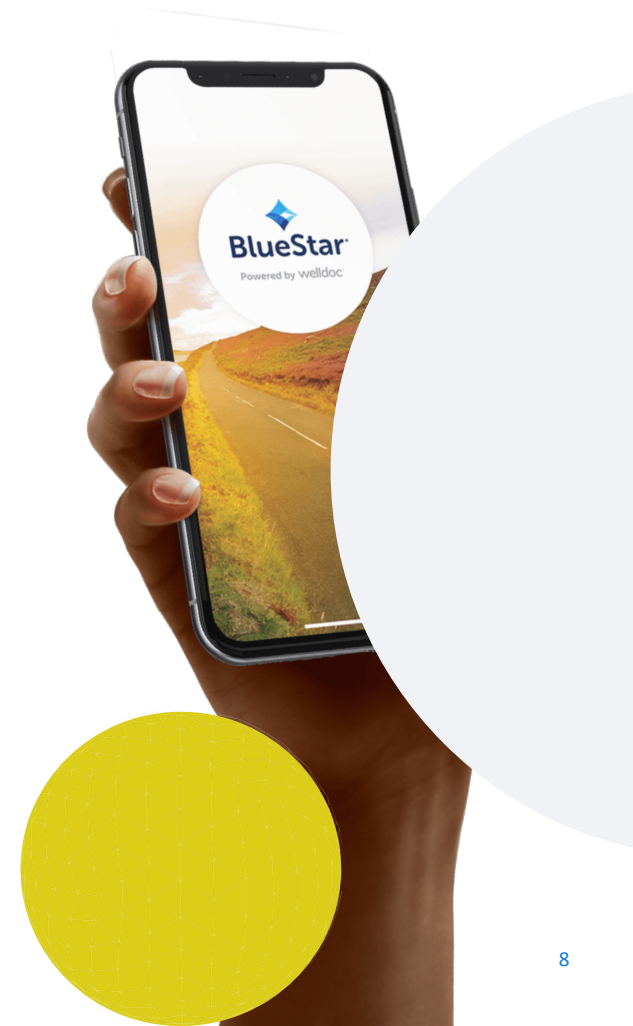


21%

Increase in
Engagement

Increase in:

- Blood Glucose Entries (▲ 6%)
- Comment/Notes (▲ 10%)
- Exercise Entries (▲ 71%)
- Recipes (▲ 161%)
- SMART Visit Reports Scheduled (▲ 350%)
- Weight Entries (▲ 65%)



What Employers Can Do





Most important thing employers need to do

- Demonstrate a sincere interest in employee well-being
- Really show empathy and compassion
- Build trust now and in the future



What's Out

- Single “one and done” outreach messages
- One or two-channel campaigns
- Targeting populations with messages based on shared demographics



What's In

- Multi-cycle campaigns
- Multi-channel campaigns
- Targeting individuals with relevant messages based on data-driven insights

Think Like a Sales Person or Marketer

Marketing Rule of 7

It takes an average of **seven interactions** with your brand **before a purchase** will take place

Why 7 or more times?



Awareness

They need to know the program exists

Employees can't participate if they aren't aware



Need

Employees may not actually need the program right now



Time

Is this the right time?
Do they have the time or are they in the right mind-set or "stage of change"



Memory

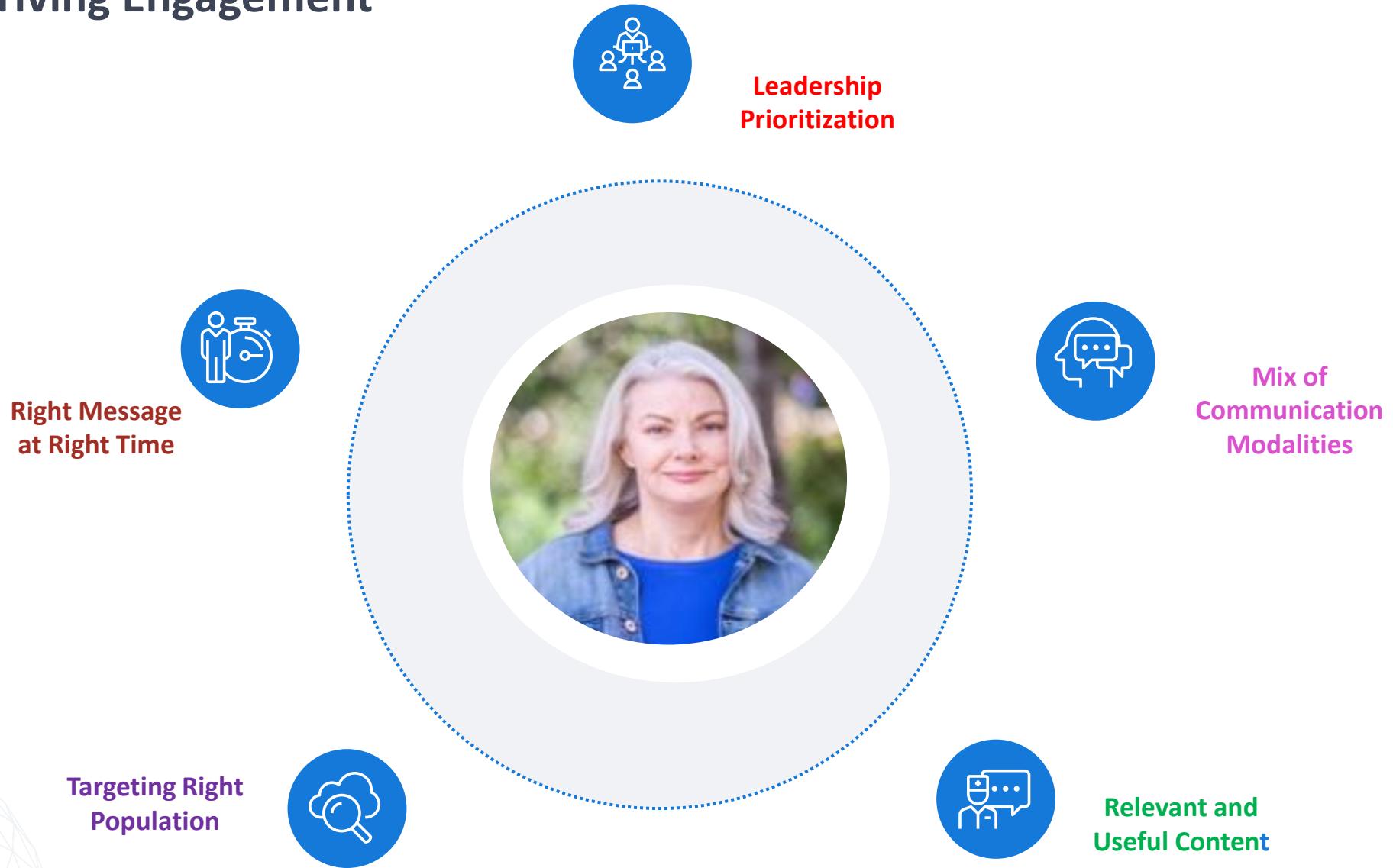
They may have every intention of signing up, but they have a long "to-do" list and may forget

Marketing Needs to Fall into Two Buckets

- Get people to **sign up**
- Then, get them to **engage**








Keys to Driving Engagement



The Right Mix of Communication to Increase Enrollment

Consider Your:



| | LAUNCH | MONTH 1 | MONTH 2 | MONTH 3 | MONTH 4 | MONTH 5 | MONTH 6 | ... |
|--|---|---------|---------|---------|---------|---------|---------|-----|
| <i>Introduction</i> | <i>Seasonally relevant topics vary , tied to program launch date to provide timely information of interest to users</i> | | | | | | | |
|  EMAIL | ● | ● | ● | ● | ● | ● | ● | ● |
|  TEXT | | | ● | ● | ● | ● | ● | ● |
|  DIRECT MAIL | ● | | | | ● | | | |
|  DIGITAL | ● | ● | ● | ● | ● | ● | ● | ● |
|  OTHER | | ● | | | | | | ● |

Multi-Channel, Multi-Cycle Communication Materials

LAUNCH



Introducing BlueStar!

The award-winning, FDA-cleared BlueStar diabetes app is now available to AdapthHealth members living with type 1 and type 2 diabetes.

With the easy-to-use BlueStar, you can:

- Use food features to make healthy choices
- Link to your health-related devices for easy tracking
- Get feedback on your health when you need it most
- Stay motivated with weekly interactive challenges
- Share reports with your current care team

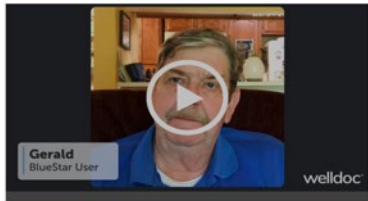
BlueStar provides you with feedback about how food choices, medications, and activity affect your glucose numbers. It gives you guidance, education, motivation, and accountability.

All of your health information can be shared with your healthcare team. The idea is to provide you with actionable advice so you can improve your blood glucose numbers.

Register for BlueStar!

Download the diabetes app from your smart phone.

See how BlueStar helps make diabetes management easier. Here's Gerald's story.



Need help?

BlueStar's Customer Care team can help you register!
1-888-611-4794
Monday - Friday 8:00 am - 6:00 pm (ET)

BLUESTAR: Hi Jane, spending less time managing your diabetes means more time for what really matters. Get started on the BlueStar Diabetes app: a diabetes tracker and digital diabetes coach. Download at no cost << link >> Reply STOP to stop.

ONGOING/MONTHLY

Get Diabetes Help That Keeps Up with YOU!

BlueStar: The No. 1 ranked diabetes treatment app*

Download BlueStar and Register Today

Access Code: ABCDIABETES

BlueStar makes it easier to monitor your health. The award-winning, FDA-cleared BlueStar diabetes app is now available to all XYZ members with diabetes.

BlueStar provides you with insights about how food choices, medications, and activity affect glucose patterns. It offers guidance, education, motivation, and accountability.

All of your data can be shared with your healthcare team. The idea is to provide you with actionable advice so you can improve your blood glucose numbers.

With the easy-to-use BlueStar app, you can:

- Use food features to make healthy choices
- Link to your health-related devices for easy tracking
- Get feedback on your health when you need it most
- Stay motivated with weekly interactive challenges
- Share reports with your current care team



Download Today!

Scan this QR code or visit the app store to download the "BlueStar Diabetes" app enter access code: ABCDIABETES.



*BlueStar was ranked the No. 1 diabetes treatment app in 2022 by IQVIA. BlueStar is indicated for use by patients aged 18 and older who have type 1 or type 2 diabetes and their health care providers. BlueStar is not intended to replace the care provided by licensed health care professionals. BlueStar should not be used by patients with gestational diabetes or patients using an insulin pump. Contact Welldoc for complete labeling. The privacy and security of your personal information is very important to us. We protect it in accordance with the Health Insurance Portability and Accountability Act.

BLUESTAR: Dear Diabetes, you showed me I am stronger than I knew. You proved to me I am a fighter and a survivor. Sincerely, one of the millions with diabetes who will be okay. Download BlueStar to check-in on your health. << link >> Reply STOP to stop.



Make a commitment to your diabetes health.

The BlueStar diabetes app is now available to XXXXX and their dependents. visit the Apple App Store or Google Play to download the "BlueStar Diabetes" app. Enter access code: XXXX



Food Diary and Healthy Recipes



Helpful Self Management Tips



Connect With Your Care Team



Medication Reminders



Healthy Together for Diabetes Awareness Month

Managing diabetes means balancing insulin, food, exercise, and stress to keep blood glucose levels in a target range as much as possible. Living with diabetes isn't convenient but it is a manageable disease. You will notice that each day is different and some days you may need more support and hope than other days.

Here are 5 ways to help you observe diabetes month and ways that can help you take good care of your body and mind throughout this colorful autumn month.



Time swap. When you have an extra few minutes throughout the day, swap out scrolling on social media for checking in with your health on BlueStar. Spend just a few minutes each day on your diabetes.



Participate in a diabetes-related event or activity. Although events may look slightly different this year, getting involved with an event can help raise awareness of diabetes and offer you social support.



Seek out special Diabetes Month screenings and sales. You may find free or low-cost health services, screenings, or discounts on diabetes supplies at your local pharmacies or local health departments.



Observe World Diabetes Day on November 14. To get more information about how to support World Diabetes day, check out the website of the International Diabetes Federation: <https://www.idf.org/>








Learn something new about diabetes. You likely already know a lot about diabetes, but why not observe Diabetes Month by learning something new? Check out BlueStar for videos, articles, and different topics.

[Jump into BlueStar for more resources](#)

Engagement (Post Activation)

Built in and personalized to user interaction to optimize experience and encourage ongoing engagement.

| | USER ENGAGEMENT COMMUNICATIONS | | | |
|---|--------------------------------|----------------------|-----------------------|-----------------|
| | Transaction-Based | Adherence/Engagement | Monthly Feature Focus | Clinical Review |
|  EMAIL | ● | | ● | |
|  TEXT | ● | ● | | |
|  APP COACHING | ● | ● | | |
|  CARE TEAM | | | | ● |
|  CUSTOMER CARE | ● | ● | | |

Data-Driven Management



Regular reviews to monitor & track achievement of program goals and to modify strategy as appropriate.



Population management to evaluate use trends and adjust strategy (if necessary) to maximize outcomes.

Awareness is Critical: Case Studies

Impact of a multi-modal approach with increasing reach and frequency of communications.

Client 1

1.4% Enrollment

1.3% Engaged

- Disengaged population
-
- Avg. 1.5 communications Single modality to reach 100% eligible
 - Communication at launch
 - Assumed disinterest after 1st month

Client 2

16% Enrollment

14% Engaged

- Engaged population
 - Corporate wellness culture
-
- Avg. 5 communications
 - Multiple modalities reaching 100% eligible
 - Communication ongoing bi-monthly

Client 3

31% Enrollment

29% Engaged

- Engaged population
 - Corporate wellness culture
 - Executive sponsorship
-
- Avg. 7 communications
 - Multiple modalities reaching 100% eligible
 - Communication ongoing bi-monthly, quarterly

Why People Do – and Don't Participate

Study conducted to understand the changing needs of wellness program participants and those who do not participate in available programs.

NON-PARTICIPANTS

60% of non-participants are open to participating, but don't for a variety of reasons.

Common Reasons Cited

1. Lack of awareness
2. Unsupportive company culture
3. Trust and privacy concerns

69% of non-participants cited they're simply unaware of available programs.

Critical for success:

- Top-down support for programs
- Social aspects/similar interests and risks
- Personalized/customized approach
- Continued awareness

PARTICIPANTS

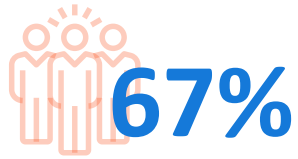
79% of program participants indicated they are extremely satisfied with the programs.

Participants are **engaged employees**, & more likely to:

- Stay with their employer
- Refer someone to the company

70% of participants indicated the offering shows their employer cares about them.

Understanding Employee Behavior



Feel it's important that their partner receives benefits information.



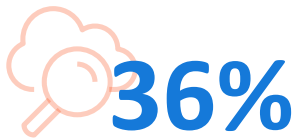
Believe their employer has their best interest at heart, trust messages from their employer over health plan.



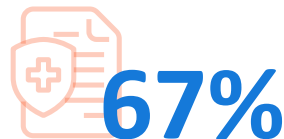
Admit they don't always keep up with benefits correspondence.



Prefer to receive information about available company benefits electronically.



Of employees say they review all their benefits information.



Selected print as favored method by which to receive information about benefits.*

Things Employers Can Do

- Recognize you need a different approach
- Personalize
- Target
- Work with your vendor
- Make it easy
- Make it mobile first
- Give smaller bits, more often
- Create low production videos
- Consider Podcasts

