

# Three steps to turbo charge digital engagement

 **85%**

of US adults own a smartphone<sup>1</sup>

 **70%**

of Americans who use wearable devices believe they improve their fitness and health<sup>2</sup>

## The numbers tell the story

More consumers are demanding online resources and digital health solutions for their ability to provide anytime, anywhere access to information. Technology conveniently fits into peoples' busy schedules. Digital tools and apps are affordable (sometimes free), personalized and have the ability to deliver real-time feedback, recommendations and alerts. Integrating our powerful platform for online and mobile engagement in your health and well-being programs lets your members engage in ways that fit naturally in their daily lives. And that leads to better informed and more engaged employees.

### 1 Use data to drive a personalized experience.

The more we know about a user, the more personalized experience we can deliver. Integrating data from a variety of sources helps us create a picture of each member which then allows us to deliver the relevant, actionable insights that are critical to creating sustained engagement. The use of artificial intelligence and machine learning enables us to understand how members interact with the platform and adjust to offer more desirable tools and resources and to prioritize opportunities to improve health.

### 2 Connect members with the tools they want.

The first step for many people looking for health information is to go online. So, it's important to deliver reliable, evidence-based information that's easy to read and understand. And then to offer up additional resources to help people achieve their health goals. Whether it's structured goals and activities, libraries of curated information or digital coaching, we offer a mix of tools and resources to help each person achieve their best health in body, mind and spirit.

### 3 Show the bigger picture.

Our integrated digital experience can also highlight organizational goals and incentive opportunities as members work to achieve their own. Connecting fitness devices and apps as well as biometric devices, like wireless scales and blood pressure cuffs, can give members and clinicians a better understanding of health goals, progress toward achieving them. It can also help alert clinicians to acute changes needing intervention in close-to-real-time. Innovative use of electronic health record technology helps create a more fluid exchange of data between our clinicians and treating health care providers.

**ActiveHealth serves over 32 million members in a wide variety of organizations throughout the country.** We have the digital tools and resources you need to kick start your engagement and the experience to help you do it. Let's talk about what we can do together.

**LEARN MORE** at [ActiveHealth.com](https://www.ActiveHealth.com)

<sup>1</sup> Pew Research Center. Mobile Fact Sheet. April 7, 2021. Available at [pewresearch.org/internet/fact-sheet/mobile/](https://www.pewresearch.org/internet/fact-sheet/mobile/). Accessed April 27, 2023.

<sup>2</sup> Vaidya A. Majority of Healthcare Consumers Believe Wearables Improve Their Health, Fitness. mHealth Intelligence. August 8, 2022. Available at [mhealthintelligence.com/news/majority-of-healthcare-consumers-believe-wearables-improve-their-health-fitness](https://mhealthintelligence.com/news/majority-of-healthcare-consumers-believe-wearables-improve-their-health-fitness). Accessed April 27, 2023.

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