

evive

# Welcome to the Spring 2024 Product Webinar

April 23, 2024



**Phone: +1 312 626 6799 Audio Access Code: 834 2239 3858**

*If you're having trouble accessing the audio using your computer, please dial into the audio bridge.*

# Today's Topics

- **Introduction** – Chris Ross, Director, Professional Services
- **Content Update** – Alicia Felicelli, Director of Content
- **New UX / UI Demo** – Mark Coleman, Director of Product Design
- **Product Roadmap Update** – Rich Dube, Chief Product Officer
- **Incentives Dashboards 2.0 Prototype** – Rich Dube
- **Gen AI at Evive** – Rich Dube
- **Next Steps** – Chris Ross

evive

# Content



**Alicia Felicelli**

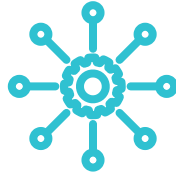
Director of Content

# Evive's Content Team

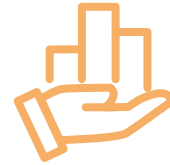
Promote employer benefit programs and increase member engagement



Publish a **library of content** to promote benefit campaigns



Easily **connect members** with benefits they're eligible for



Offer **frequent touchpoints** regarding benefit programs



Better **personalize messaging** to the appropriate audience



Continuously **review, test, and enhance** standard content

# Evive Content Initiatives



## New campaigns

### Recently released

- Prediabetes
- Hypertension
- Provider Finder
- Biometric Screenings
- Weight Management
- Cancer care

### In development

- Pelvic floor therapy/health
- Digestive health
- New hire education
- Tobacco cessation



## Updated/refreshed campaigns

### Recently released

- Annual physical reminder
- Preventive care education
- MyEvive promotional and educational materials

### In development

- MyEvive nudge email design
- Registration confirmation with enhanced MyEvive education

Q1 REVIEW

# Performance testing for Evive emails

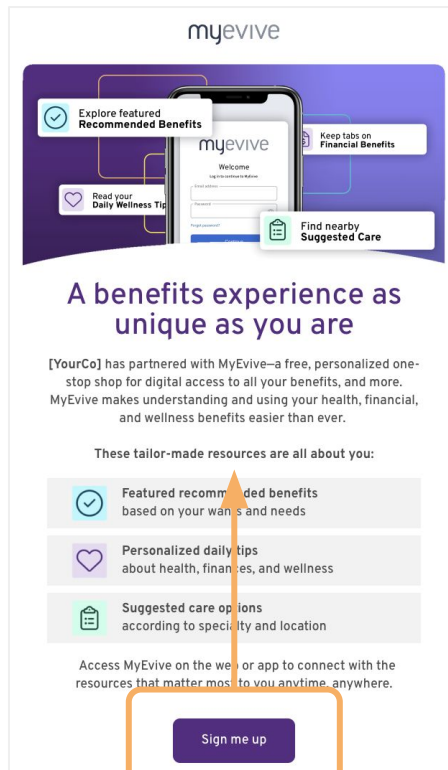
## Testing focus

Call-to-action button placement on MyEve registration emails

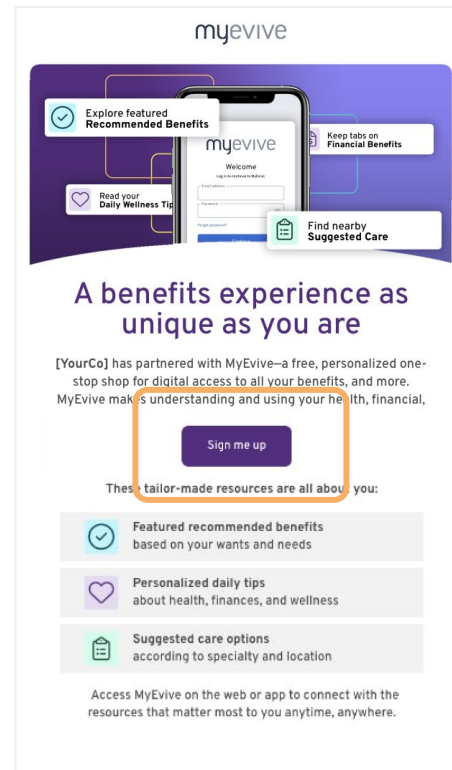
Boost click rates to increase program engagement

First month of testing saw an increase in click rates over 100%

Original Template v1



Variable Template v2



evive

# New UX/UI Demo



**Mark Coleman**

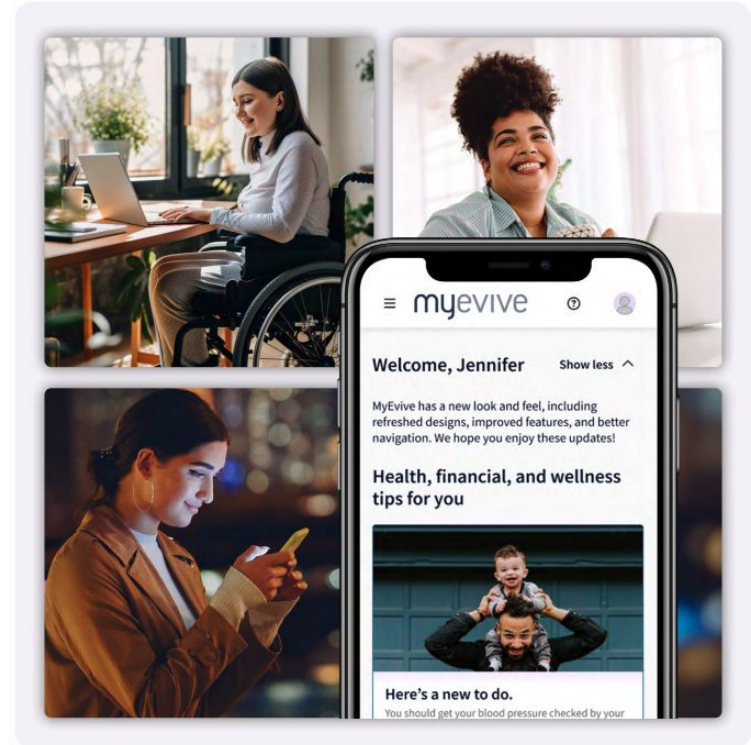
Director of Product Design

# MyEvoke Refreshed:

## A brief demo of our improved experience

- New, refreshed look and feel
- Interests and Health Conditions
- Onboarding and Overview tour
- Enhanced Benefits and Balances
- Seamless access to Incentive Rewards
- Accessibility enhancements
- Much more..with more to come!

We're excited to hear your feedback!





evive

# Product Roadmap Update

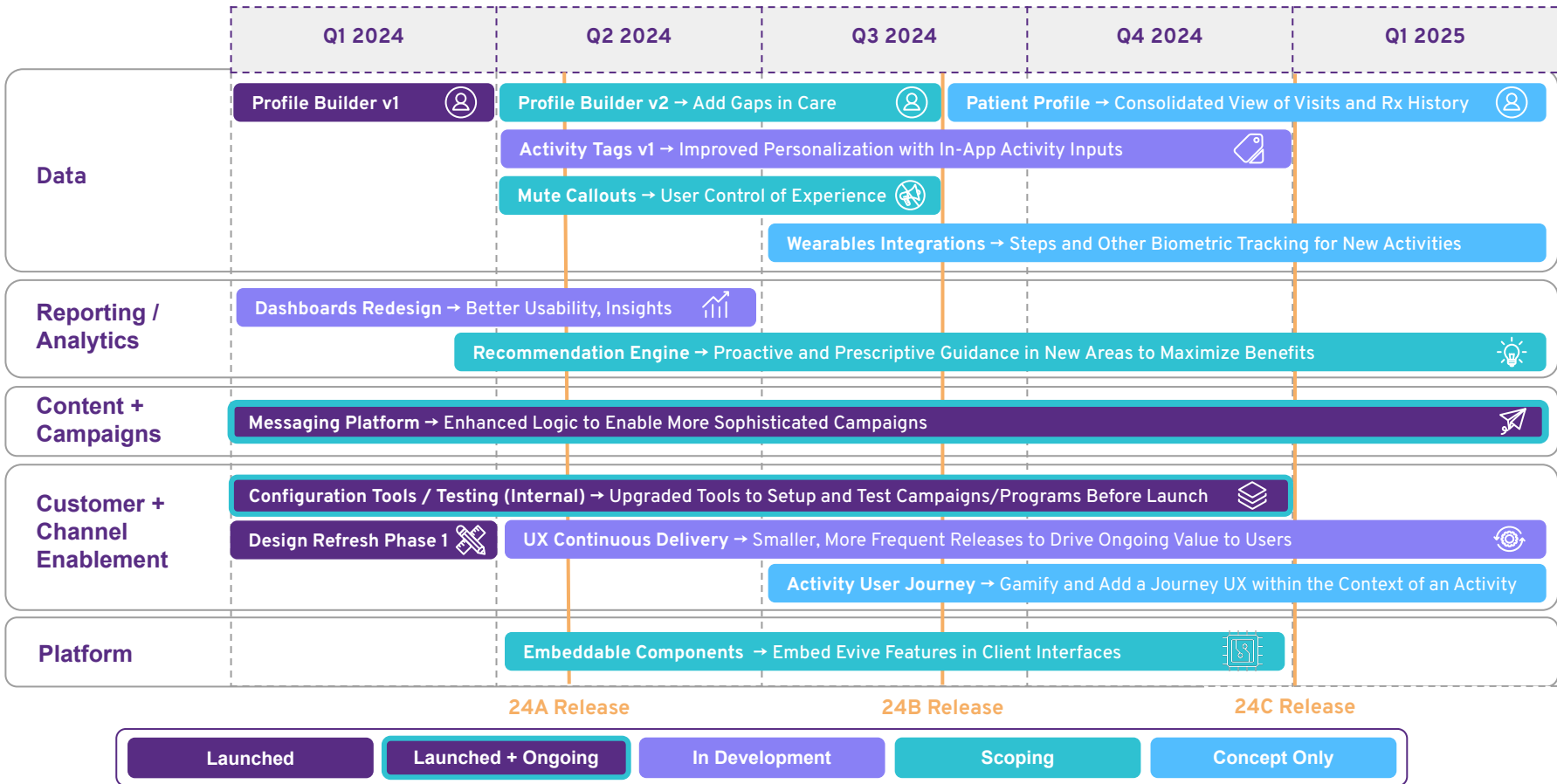


**Rich Dube**

Chief Product Officer

# Evive Product Roadmap

Confidential! Roadmaps are directional only and subject to change!



evive

# Incentives Dashboards 2.0

evive

# Generative AI at Evive

AI CHAT COPILOT

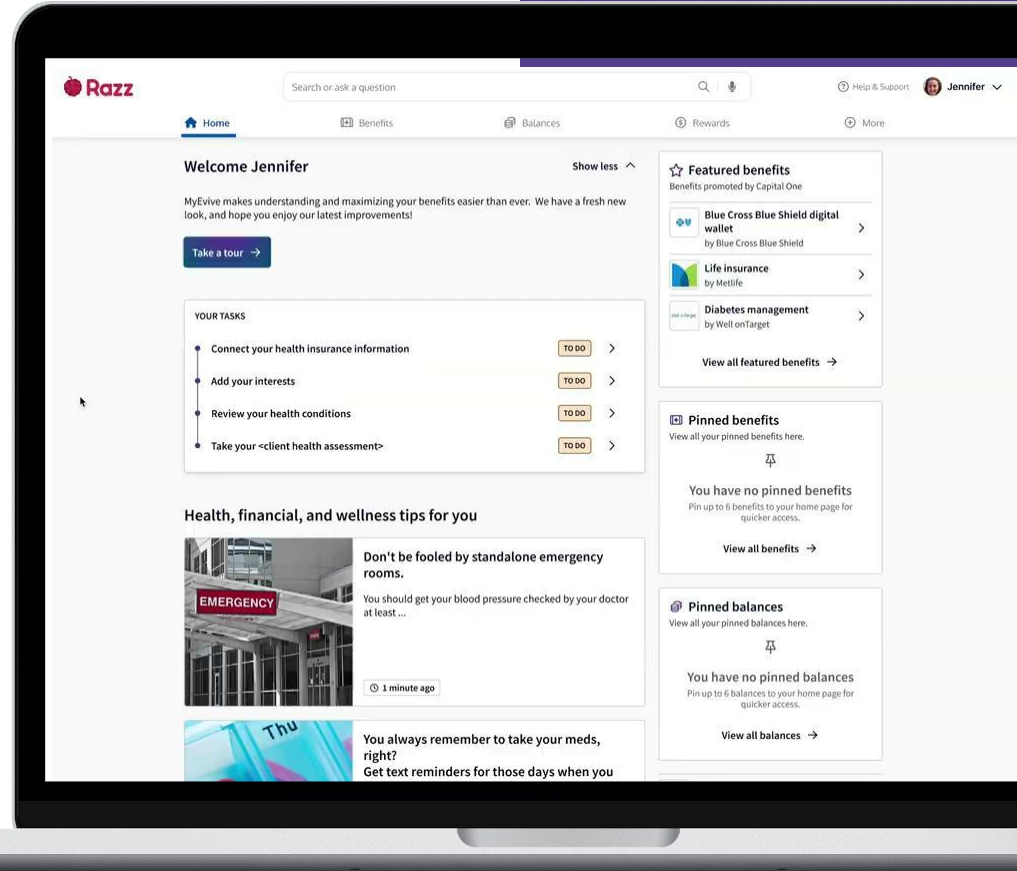
# Our AI Vision for Employees

Answer benefits-related questions  
a typical employee would have  
(not just provide links)

Engage with users organically  
and conversationally

Increase benefits awareness  
and understanding

Help employees get  
more from their benefits



AI CHAT COPILOT

# Our AI Vision for Employers

Instantly access aggregated claims data,  
cost trends, Evive conversion rates, etc.

Get direct answers to your questions

Save valuable time and resources

**You**  
Provide me an average cost per year by ICD\_category in one table?

**Data Analyst**  
Here is the report detail for reference: Here are the top 10 entries based on total cost in the RX Claims dataset for Diabetes and Hypertension, categorized by test code, drug name, and generic indicator, including the per day cost:

**2021**

Year	ICD Category
2021	Gastrointestin
2021	Symptoms, sig
2021	Neurological I
2021	Upper Respir
2021	Nutritional AN
2021	Cancer
2021	Infectious Dis
2021	Provisional as
2021	Behavioral He
2021	Allergic AND I
2021	Trauma AND I
2021	Factors influer
2021	Dermatologic
2021	Preventive Ca
2021	Cardiovascula

**Diabetes**

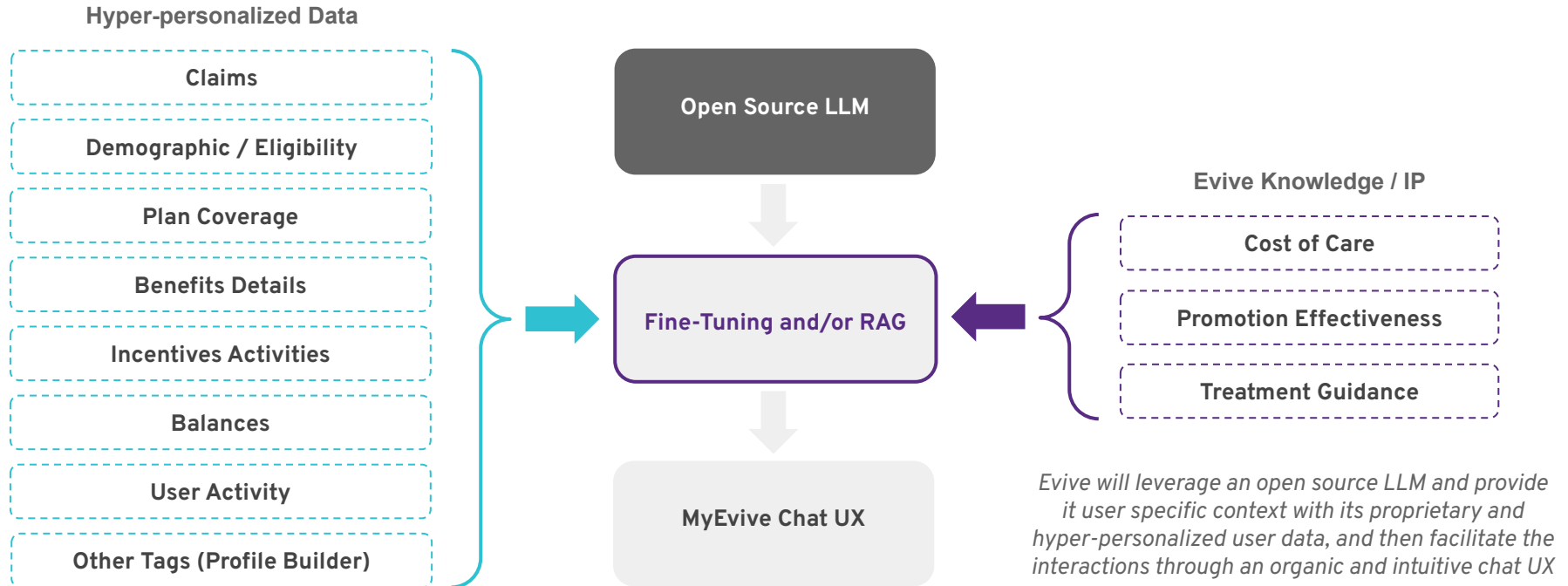
Test Code	Drug Name	Generic Indicator	Total Days Supply	Total Cost	Per Day Cost
DIABETES	JANUVIA TAB 100MG	Brand name product	14,010	\$111,103.69	\$7.93
Diabetes	OZEMPIC INJ 2/1.5ML	Brand name product	7,156	\$103,046.11	\$14.40
DIABETES	FARXIGA TAB 10MG	Brand name product	8,130	\$93,822.25	\$11.54
...	...	...	...	...	...
DIABETES	TRULICITY INJ 0.75/0.5	Brand name product	926	\$25,378.73	\$27.41

**Hypertension**

Test Code	Drug Name	Generic Indicator	Total Days Supply	Total Cost	Per Day Cost
Hypertension	PROPRANOLOL CAP 80MG ER	Generic product	2,160	\$2,222.81	\$1.03
Hypertension	VALSART/HCTZ TAB 320-25MG	Generic product	2,940	\$1,457.95	\$0.50
Hypertension	AMLOD/BENAZP CAP 10-20MG	Generic product	3,180	\$942.05	\$0.30
...	...	...	...	...	...

# What sets Evive apart

Evive can deliver a differentiated chat experience due to our direct and programmatic access to hyper-personalized data and Evive-specific IP/ knowledge



# Two-pronged strategy

By adding generative AI chat to our offering, Evive will be able to better assist employees in a *reactive* state, seamlessly complementing our *proactive* communications

## Reactive Engagement



Benefits Navigation



Balances



AI Chat

## Proactive Engagement



Behavioral Nudges  
*(e.g. gaps in care)*



Standard Comms



Reco Engine Use Cases



# The road ahead

## Discovery

- **Select an open-source LLM**
- **Identify & define priority use cases**
- **Design the technical architecture**
- **Design the user experience**
- **Determine privacy and security protocols**
- **Develop human capital strategy**
- **Estimate costs (e.g. computation)**

## Development

Develop the technical architecture and build the data pipeline to feed the LLM

Fine-tune the model and/or RAG for Evive specific data

Implement privacy / security protocols

Test + validate results, ongoing feedback

Develop the F/E experience

## Delivery

Targeted Beta program w/ feedback loop

Expanded Beta program w/ feedback loop

Client training

General availability

evive

# Wrap Up + Next Steps



**Chris Ross**

Director of Client Services

1

### **Webinar Q+A**

We will personally follow up with you after the webinar with answers to your webinar questions

2

### **Evive 2024-Q2 Webinar Recording**

We will distribute the video recording + slides by Friday, April 26, 2024

3

### **Evive Summer 2024 Product Webinar**

Tuesday, July 23, 2024, 1-2 pm CST

4

### **Post-Webinar Survey**

Let us know your feedback + thoughts for future webinar topics in the post-webinar survey that will appear on your screen shortly

*Thank you for your time + participation!*

evive

[goevive.com](https://goevive.com)