



Your Member Engagement &
Quality Improvement Solution



Closing health equity gaps one member at a time.





Finity's engagement solutions empower members to make healthy choices



Our Mission

Finity's mission is to advance the health care system by empowering millions of Medicaid, CHIP, Medicare, marketplace, and commercial members to make conscious choices that improve their health and well-being. Our clients include CMS, state Medicaid agencies, health plans, hospital systems, and self-insured corporate health plans.

Our Culture

Finity is located in Portland, Oregon. We have a diverse and innovative culture that includes technology wizards, data scientists, behavior change experts, dedicated support teams, and creative artists. **Finity is a women-owned small business (WOSB certified) and a CMS Health Care Innovation Awardee.**

Our Solutions

The MemberWell platform brings member engagement into one health intelligence system. MemberWell supports and tracks all multimedia engagement, promotes HEDIS® and wellness activities, gamifies member incentives, predicts health and social determinants of health (SDOH) needs, and integrates health care portals and call center activities. *The result is a highly personalized member experience that lowers costs by improving health.*

Finity's Health Intelligence (Hi.) Solutions blend innovative technologies with peer coaching to support some of health care's toughest issues, including maternal health, diabetes management, and SDOH.



Finity's health intelligence applications and network supporting infrastructure at Finity facilities are HITRUST certified.

MemberWell is an integrated Medicaid engagement solution with a proven ROI

MemberWell is a premier HEDIS® quality improvement solution that reduces the cost of care by improving member health. The MemberWell platform and its solutions meet the definition of a Quality Improvement Activity. For Medicaid and Medicare health plans, this means that nearly all program costs can be included in the medical portion of the medical loss ratio (MLR). At a state level, it means that MemberWell qualifies for federal match funding under a Section 1115 demonstration waiver.

Lower the cost of care, improve quality, and make your members smile

Finity has been administering engagement and reward programs for over two decades. The Finity 4E (engage, educate, empower, and evolve) behavior change model has been used by millions of people in both the financial and health care sectors.

MemberWell is the best way to communicate with your members

Everyone loves rewards. The MemberWell platform includes full-service multimedia engagement that incentivizes healthy behavior and improves quality and HEDIS® measure compliance. Members spend an average of 11 minutes on MemberWell websites, where they view personalized LifeTrack activities, access health and SDOH resources, and schedule doctor appointments. The site quickly becomes your most powerful member communication tool to support quality improvement, wellness, public health, SDOH, and rewards initiatives.

MemberWell leads your members step by step to reach their goals



MemberWell Solution Results

For a Medicaid population over a seven-year period

73.7% Member Participation¹

\$247.4M Cost Savings²

14% Improved Member Contact³

96% Member Satisfaction⁴

1. Participation is defined as having been actively engaged in the program and completing a specific health activity.
2. Comparison of participants vs. non-participants based on the difference in medical costs over seven years. Program included 11 quality measures with a population of approximately 750,000 Medicaid members.
3. Improvement in participant contact information that has been updated from eligibility and claims data based on information provided through the MemberWell platform and then shared with the state and payors.
4. Member satisfaction survey results are based on responses by phone and member portal over seven years.



Hi. Solutions

Health Intelligence Solutions

LifeTracks

MemberWell LifeTracks are personalized behavior change journeys

Each member is unique. LifeTracks provide the right activities, resources, support, and rewards for each member. Personalized LifeTracks are based on health conditions, wellness goals, and SDOH needs. Specifically, focusing on maternal health, diabetes health, and behavioral health.

Empowering behavior change takes more than smart technology; it takes heart

Your members come from many cultures and backgrounds. Our peer-based, bilingual health coaches and agents provide hope and heart to your members. LifeTracks evolve based on health data and member behavior.

Integrated portals engage all stakeholders in quality improvement

- Members** can check their LifeTrack activities, receive health alerts, watch health and life improvement videos, take a wellness challenge, access rewards, and schedule doctor appointments.
- Payors and self-insured health plans** can track cost savings and HEDIS® compliance and access behavior profiles that provide contact data, activity data, and aggregate and member-level analytics.
- Providers** can view progress toward value-based payment (VBP) arrangements and access patient profiles. They can send patient appointment reminders as well as health, financial, and SDOH resources.
- State and national health plans** can track all stakeholders' data through the administrator portal, including cost savings, ROI, HEDIS® compliance, and engagement across the health care chain.

Hi. Solutions reduce costs by improving health of vulnerable populations' health while closing gaps in health equity

Finity's suite of Health Intelligence (Hi.) products combine state-of-the-art technology with high-touch care to solve some of Medicaid's most deeply relevant needs, cost-effectively.

First Impressions

Empower new member onboarding with Finity's First Impressions solution. This high-tech, high-touch solution increases quality measure compliance by motivating members to complete their HRA and PCP visit in the first 90 days of enrollment.

BabySmart

BabySmart combines doula-trained health coaches with integrated smart technology. The BabySmart app, rewards, and coaching help provide important pregnancy and parenting support. The program is a scalable solution that gives mom and baby a healthy start.

DiabetesSmart

Diabetes treatment is one of our nation's largest health care expenses. DiabetesSmart provides behavior change support in six key areas using integrated biometric devices, continuous glucose monitors (CGMs), and the DiabetesSmart app. This smart solution bends the cost curve.

LifeSmart

Reinvent your HRA with LifeSmart. Finity spent three years developing the most advanced health risk assessment in the industry. LifeSmart provides members with a personalized assessment and LifeSmart profile output for all aspects of their lives, including health, wellness, SDOH, financial, career, and readiness to change. It can save the health plan and state millions of dollars.

PATHWAYS

No health issue is greater than poverty. Pathways gives members a vehicle to take control of their future by giving them a pathway from underemployment to training, experience, job references, and employment.



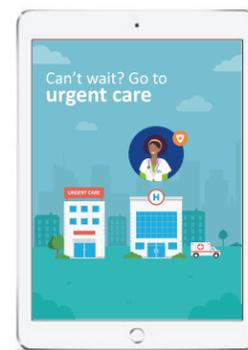
First Impressions

You get one chance to make a First Impression. Make it count.

First Impressions is an empowering onboarding experience for new members that is designed to help them start their journey toward better health. First Impressions increases quality measure compliance and member retention.

- ✓ A multimedia onboarding journey leads members through state regulatory onboarding requirements. This significantly reduces onboarding expenses.
- ✓ Finity's closed-loop system identifies the best method to communicate with each member.
- ✓ Members are motivated to see their PCP and complete an HRA within the first 90 days.
- ✓ Members are placed on a unique LifeTrack based on eligibility, EHR, HRA, and claims data, and are given their first health activity to complete.

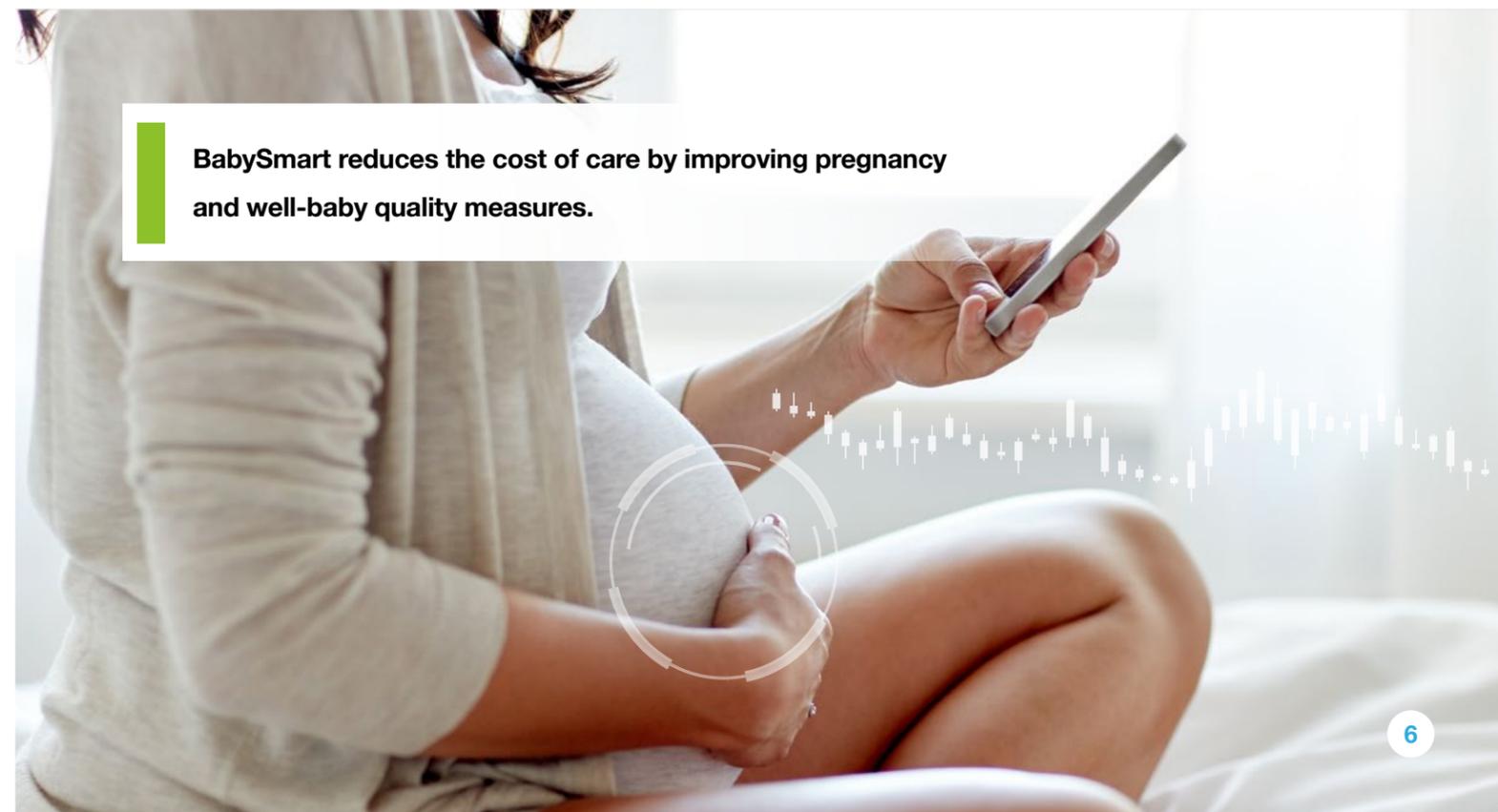
First Impressions Onboarding Module and Videos



BabySmart can help address the maternal health crisis in the U.S.

Pregnant women and new moms need more support. BabySmart uses health intelligence technology combined with doula-trained virtual health coaches to reduce the likelihood of preterm babies and to give mom and baby the personalized care they need.

- ✓ Doula-trained, peer health coaches engage with pregnant members through video conferencing throughout pregnancy and the postpartum period. BabySmart Health Coaches connect, provide support, and track maternal health.
- ✓ During pregnancy health coaching, moms receive a helping hand with appointment scheduling, arranging transportation, viewing educational videos, setting and measuring pregnancy health goals, discussing biometrics, and creating a birth plan.
- ✓ High-risk moms get a deeper level of coaching support. These moms earn reward points for meeting health coaching and appointment goals.
- ✓ BabySmart continues throughout pregnancy and until the baby is 18 months old to assist with postpartum support and well-baby checkup compliance.



BabySmart reduces the cost of care by improving pregnancy and well-baby quality measures.



Reinvent your HRA with LifeSmart

The CMS requirement that every member complete an HRA is a source of high cost for the state and health plans. Reinventing your HRA to include the needs of the whole person provides members with critical health, wellness, financial, and SDOH support and resources on day one.

Finity's **LifeSmart solution** captures members' health risks, readiness to change, wellness goals, SDOH, and financial and employment needs. The solution also provides each member with a dynamic Wellness Profile with personalized health scores, SDOH resources, and wellness goals.

- ✓ LifeSmart extends the scope of traditional HRAs. It provides a robust assessment and instant support for members' most important life needs.
- ✓ LifeSmart can be embedded within the state's eligibility system to ensure completion or it can work as a stand-alone solution for health plans. It can be customized to meet state requirements.
- ✓ Data collected during the assessment is used to create personalized profiles. These profiles provide members with health condition resources, wellness scores, SDOH, and financial support resources.
- ✓ Assessment data and analytics are immediately available to payors, providers, and the state.

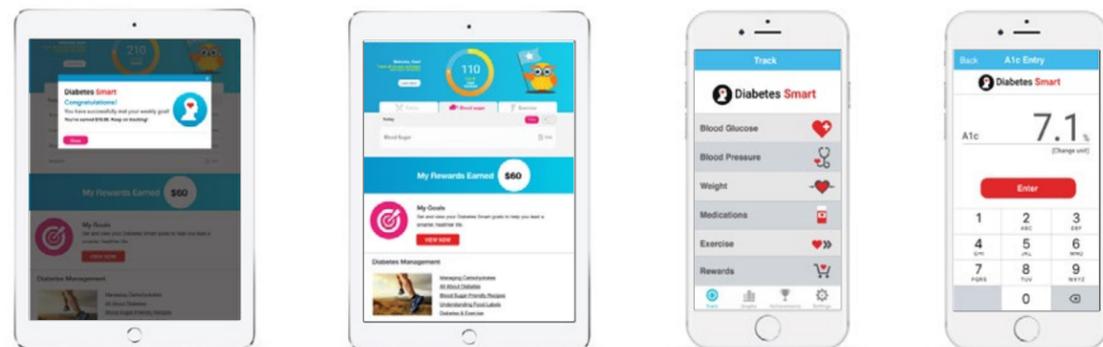


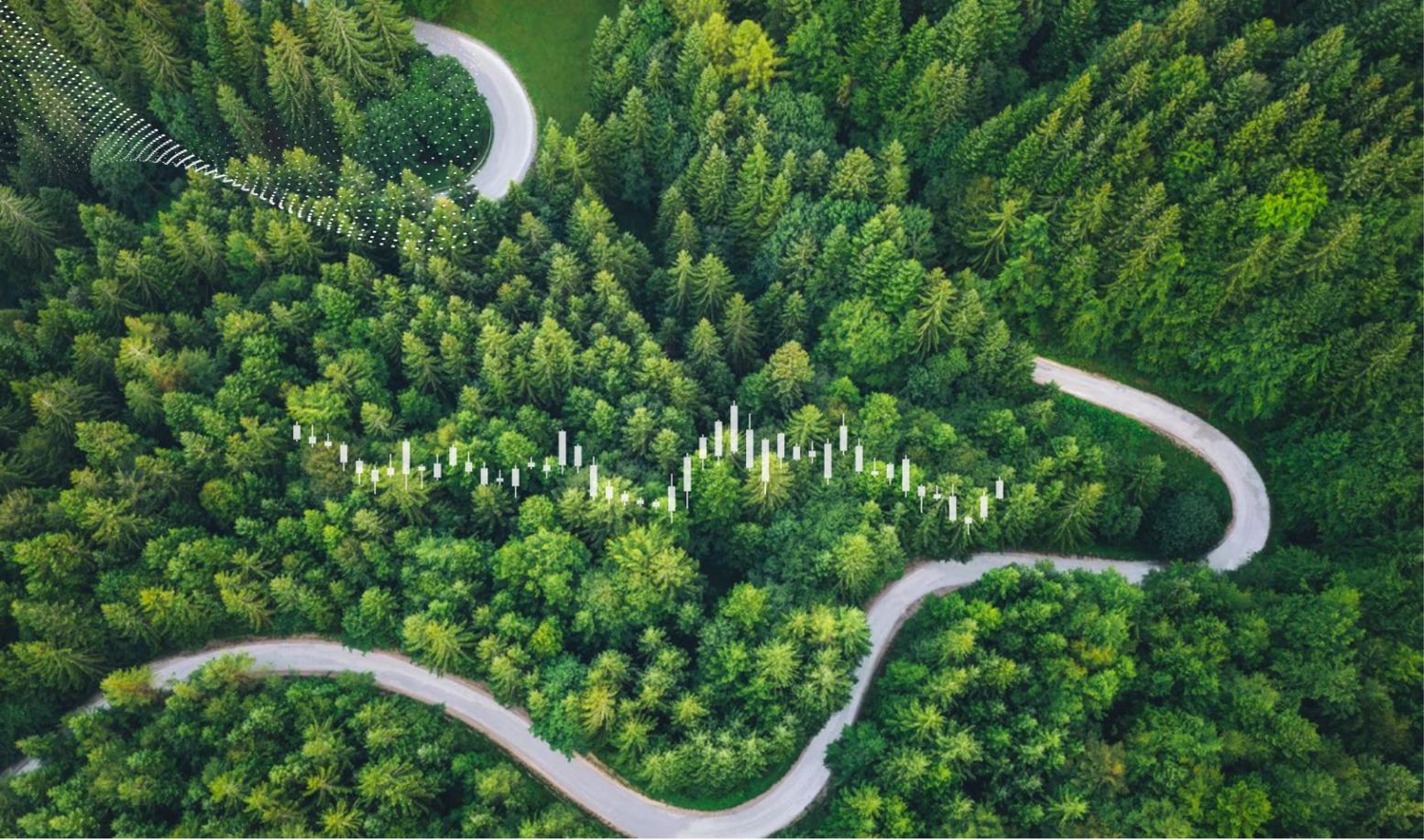
Diabetes management requires smart behavior change

Diabetes treatment is one of health care's largest expenses. The only way to tackle the problem of behavior modification is with health intelligence. DiabetesSmart combines integrated smart technologies with trained coaches to help improve the health of members with diabetes.

- ✓ Diabetes health coaches provide video conferencing outreach to support members with appointment scheduling, transportation, diabetes education, and support resources.
- ✓ Coaches review biometric health data using smart devices and the DiabetesSmart app.
- ✓ Members receive reward points for meeting health coaching and appointment goals.
- ✓ Smart biometric devices, CGMs, and the DiabetesSmart app connect coaches and members to real-time monitoring in six areas of behavior change, including blood sugar monitoring, nutrition, exercise, medication adherence, sleep, and stress reduction.

DiabetesSmart Responsive Portal and Apps





Create a pathway to financial stability for your members

Poverty is a major driver of health care costs. Finity Pathways helps members become certified health coaches. It provides member training, experience, employment history, and job references.

- ✓ Finity’s Pathways analytics engine identifies members who are unemployed or underemployed, and who are making positive health changes.
- ✓ Pathways engagement specialists reach out to preselected members for program inclusion.
- ✓ Pathways members complete two wellness challenges. Successful members receive wellness coaching certification in diabetes management, maternal health, or behavioral health.
- ✓ After certification, they become apprentice coaches. Upon completion of the apprentice period, they are prioritized to be hired by Finity and other partners in the health care system.

MemberWell Results for a Medicaid population*

Total Cost Savings

\$247.4M in cost savings

Quality Improvement

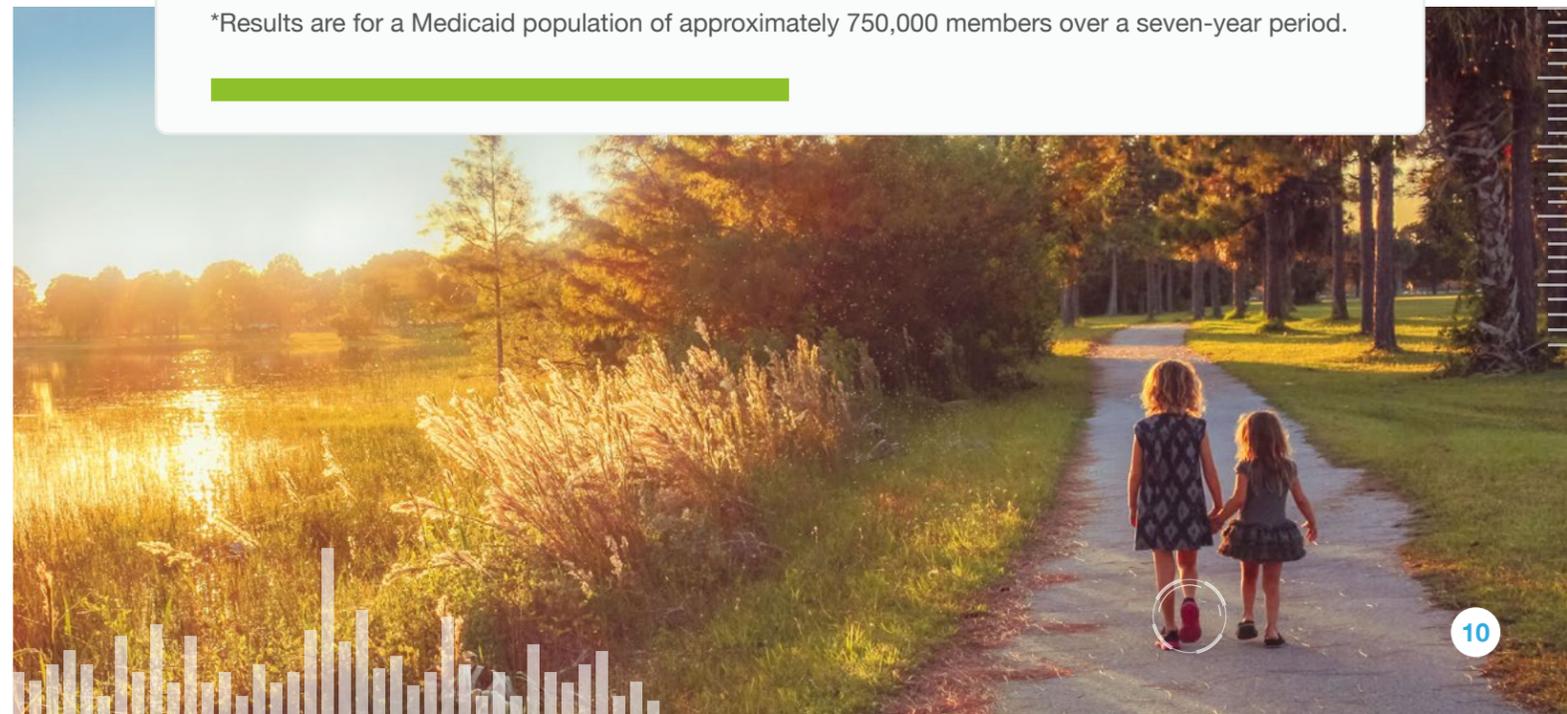
- 16% higher compliance** with diabetic HbA1c test
- 21% higher compliance** with prenatal visits
- 20% higher compliance** with postpartum visits
- 14% reduction** in low-weight baby deliveries
- 11% reduced** emergency room utilization for behavioral health
- 47% increase** in childhood immunizations

Member Engagement

- 73.7% active participation** after six years
- 14% improvement** in member contact information
- 96% average** member satisfaction rate



*Results are for a Medicaid population of approximately 750,000 members over a seven-year period.





Let's talk!

To view a demo, learn more, have a chat, or just connect, please reach out!



Call: **800-509-1346**



Email: **finitysales@finity.com**



Schedule a demo: **www.finity.com**
