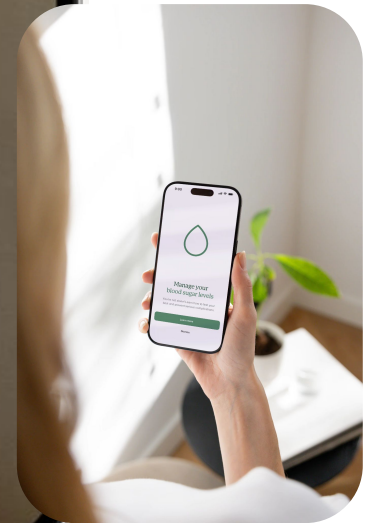
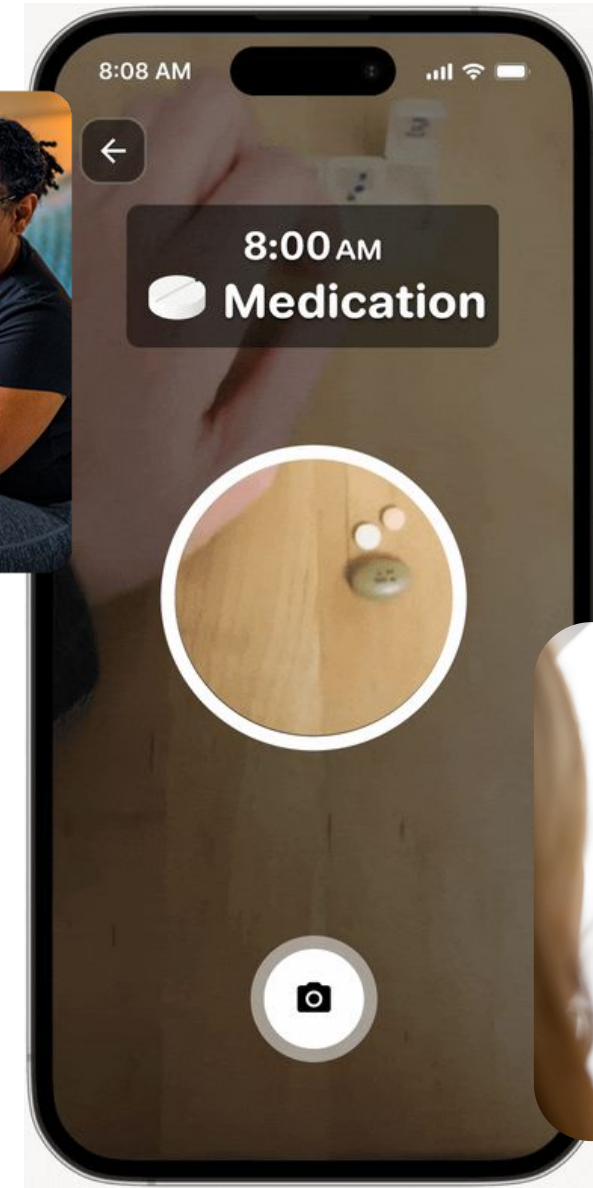
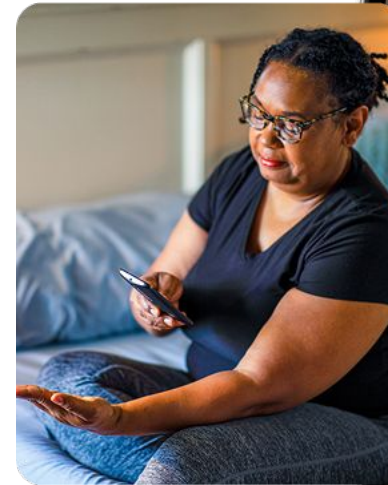


Daily motivation. Lasting change.

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# From Engagement to Motivation: Transforming Health Outcomes

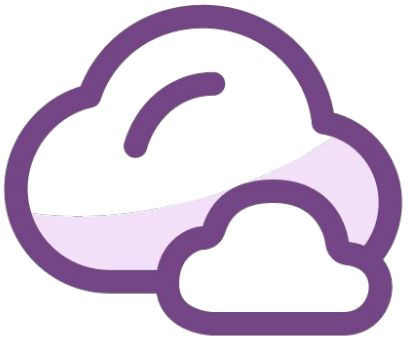
Presented By:

**Matt Loper, CEO & Co-Founder of Wellth**



# Webinar Participant Tips

- All participant lines are muted. To protect your privacy, you will only see your name and the presenters names in the participant box.
  - To submit a question to the presenters any time during the event;
  - In the Event window, in the Panels drop-down list, select Q & A.
  - Type your question in the Q & A box.
  - Click “Send”.



**What are things in your life that you consider  
"engaging"?  
When do you feel “fully engaged”?**

# “Engagement” in Healthcare



Receiving texts  
and emails telling  
you what to do



Robo-calls  
reminding you to  
go to your  
appointment



Leaving the Dr.'s  
office with a pile of  
paperwork



# Member “Engagement” is often Member Annoyance

- One-off pings on what members “should” do
- Usually not timely or personalized
- No ongoing support reinforcement of long-term behavior change

**What if you could create the same daily relationship with your MA/DSNP members that Tiktok and Instagram have with Teenagers?**





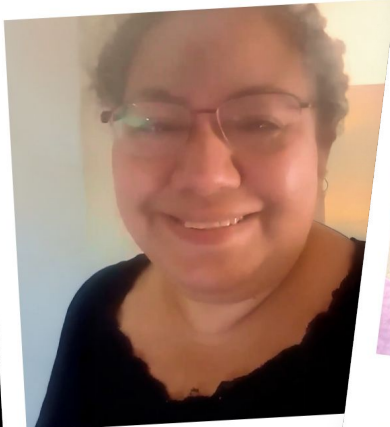
# What if you could create the same daily relationship with your MA/DSNP members that Tiktok and Instagram have with Teenagers?

- Perform the simple behaviors every day that lead to outcomes
- Achieve HEDIS measures and close care gaps
- Drive members to use the right benefits/resources (mail order pharmacy, care management, Supplemental Benefits)
- Prime members for CAHPS, HOS, and other surveys.
- Gather information back from members on SDoH, Health, and Life factors and respond in real-time
- Complete more HRAs, appropriate Risk Adjustment, etc.
- **Build a positive, daily, and rewarding relationship**

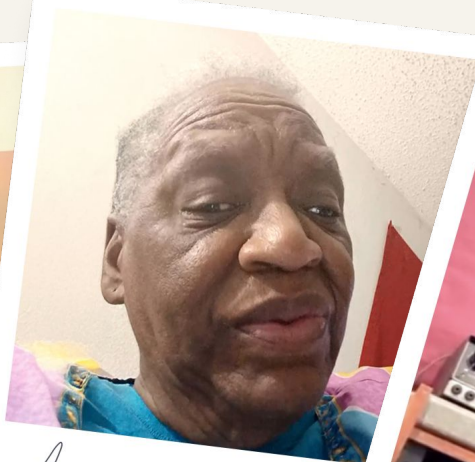




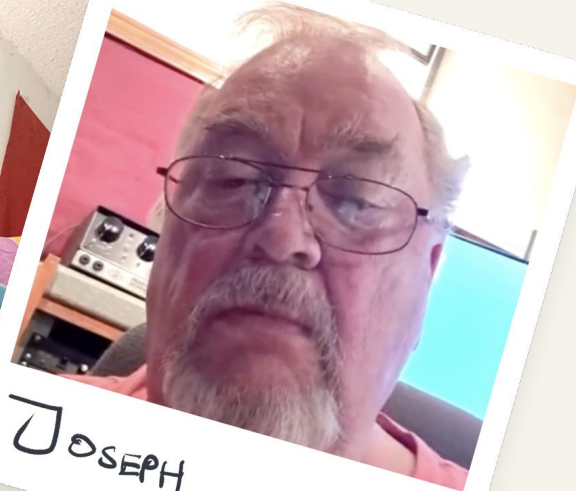
William



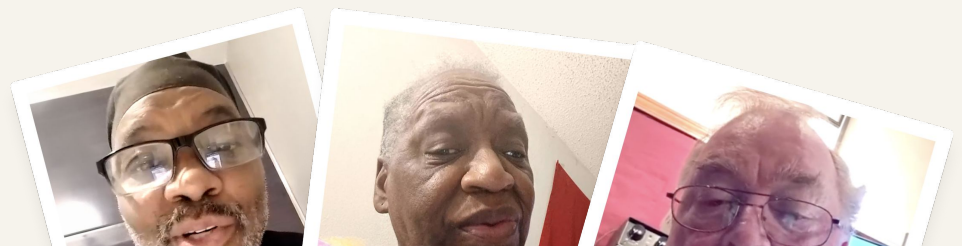
Dora



Betty



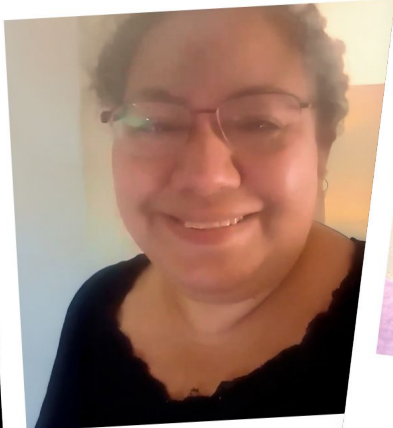
JOSEPH



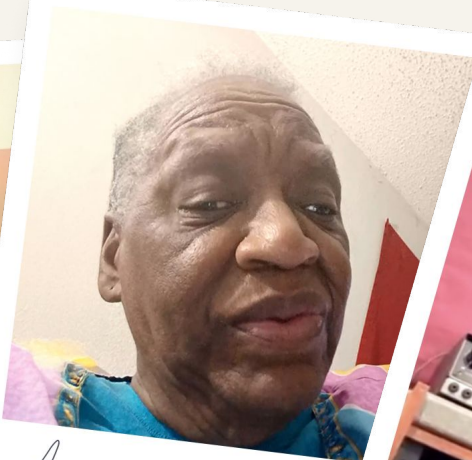




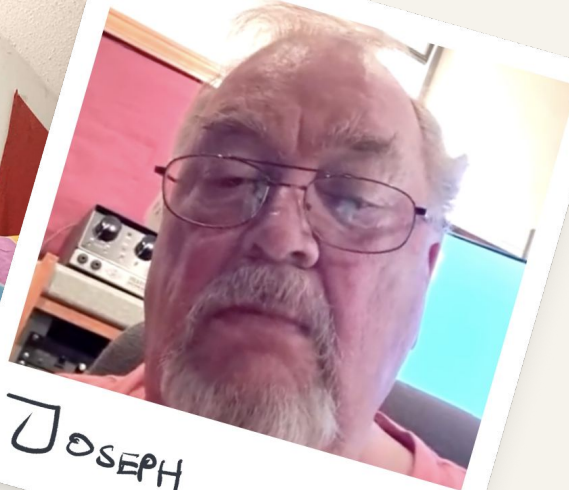
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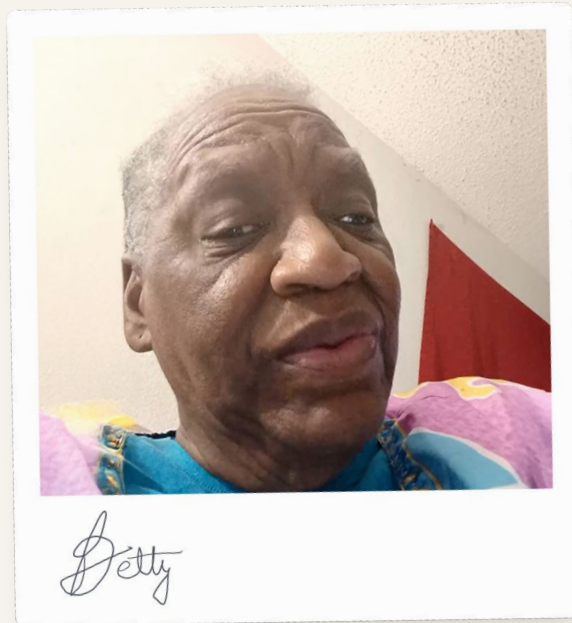
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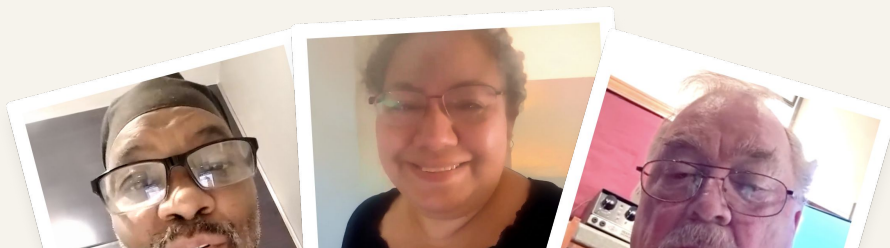
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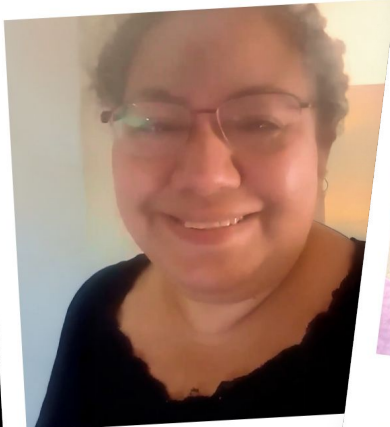
“ Wellth gives me something to look forward to. I want to be a better person, a healthier person, a more giving person. **I want to be a better me.**”



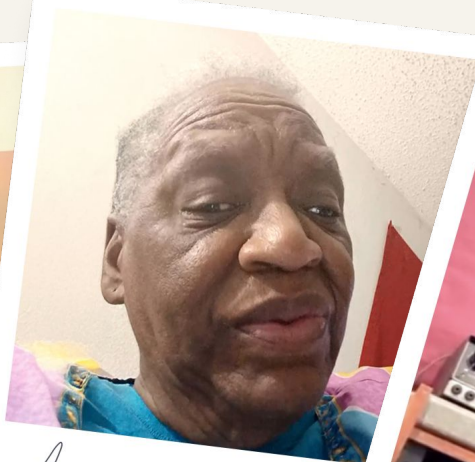




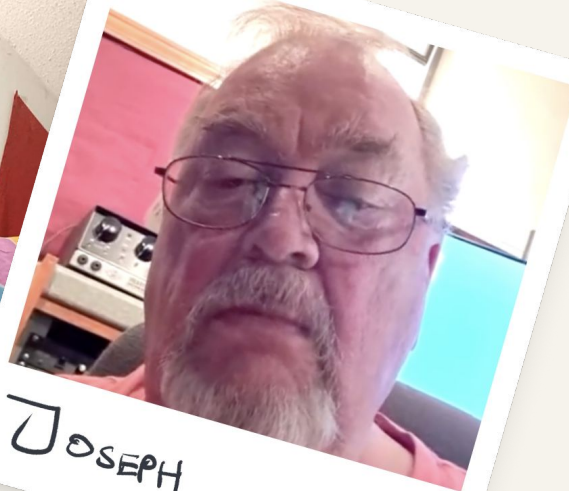
William



Dora



Betty

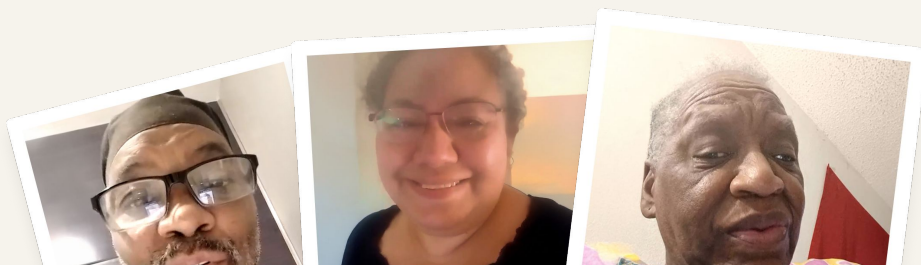


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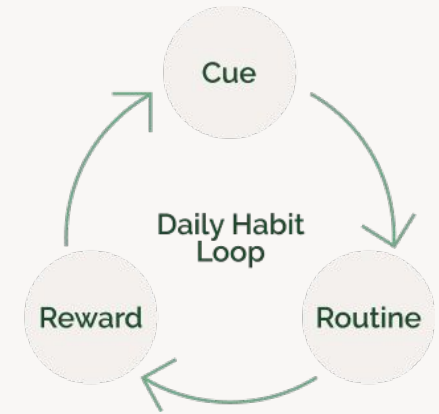
JOSEPH

“ It's more than a tug on the sleeve. **It's more like a friend that keeps you in line.** I'm committed to it, it's priceless, and I'm very grateful for it.





# Wellth's approach to daily motivation



## Understand behavior

### Intent-to-behavior gap

"I want to prioritize my health but life gets in the way."

### Present bias

"I have so much going on. It's hard to make time for my health."

## Apply behavior science

### Endowment effect & loss aversion

- Endow the incentive
- Frame as a loss

### Habit science

- Cue
- Routine
- Reward

# Here's how it *works*



**Maria, 58**  
Female  
Speaks Spanish  
Sacramento, CA

- ✓ Verified phone number
- ✓ Verified email address

- Type 2 Diabetes
- Hypertension
- Baseline A1c:9.4
- Glucose check & takes 2 pills at 8:00 AM

- ✓ Increased **Diabetes PDC**
- ✓ Increased **Statin PDC**
- ✓ Decreased **A1c**
- ✓ **Controlled Blood Pressure**

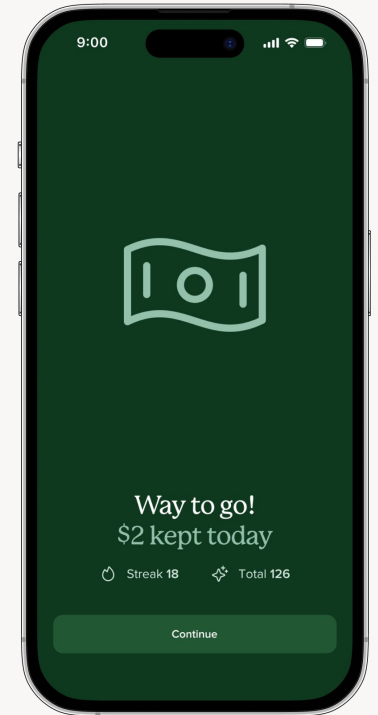
Cue



Routine



Reward



# Lasting Behavior Change requires the dynamic and personalized use of the right intrinsic and extrinsic motivation








# Rewards overview

- Immediate, tangible rewards
- Keeps members motivated
- Cards have multiple restrictions and safeguards
- Fully compliant with CMS' definition of cash-equivalence
- Rewards are targeted towards SDOH-related items

 wellth

MARIA SAMPLE

4556 5642 0695 5168

-  55% on Food & Groceries
-  15% on Transportation
-  14% on Household Needs
-  11% on Personal Care
-  3% on Recreation
-  2% on Education

# Stronger member habits, higher star ratings

Wellth drives lasting behavior change, improving care quality, health outcomes, and Star Ratings—aligning individual needs with performance goals.

4+

Star Ratings  
across  
part C & D  
measures

3x

Improve 3x  
weighted  
part C & D  
measures

5x

Address 5x  
weighted  
improvement  
measures & HEI

# Breaking barriers to better health

Health inequities and social challenges can stand in the way of better outcomes for MA, Medicaid, and DSNP members.

42%

Average  
reduction in  
inpatient  
utilization

29%

Average  
reduction in  
ED  
utilization

16%

Average  
improvement  
to medication  
adherence

# Medi-Cal member outcomes

## Participation

Phase 1 Program Enrollment	5,066
Program Retention at Month 6	91%
Daily Engagement Rate	85%
Members With 3+ Chronic Conditions	76%

## Outcomes

Higher rates of care gap closure in 2024 vs. non-Wellth*	26%
Higher rate of breast cancer screening in Wellth vs. non-Wellth*	19%
Higher rate of controlled A1c in Wellth vs. non-Wellth*	6%
Improvements in Primary Care Utilization in Wellth vs. non-Wellth*	10%

\*Comparison between members on Wellth program and a similar population, compared 6 at 6 months after (intervention) Wellth program.



# Medicare Advantage member outcomes

## Participation

2024-25 Program Enrollment	4,009
Median Age of Member Activated	73
Members With 4+ Chronic Conditions	65%

## Outcomes

Daily adherence to Wellth medication tasks (100% of members)	90%
Daily adherence to Wellth healthy meal tasks (52% of members)	88%
Daily adherence to Blood Glucose Control tasks (28% of members)	90%
Daily adherence to Blood pressure Control tasks (25% of members)	90%

\*Program launched in Fall 2024, primary program goals are focused on PDC and HEDIS improvements

# How member incentives become member investments

## Improved Health Outcomes

↑ Adherence to medications and care plans

↓ Hospitalizations and emergency visits

## Cost Reduction

Fewer interventions needed when preventive measures are consistent.

## Enhance Quality Metrics

↑ Member Satisfaction

↑ Improvement and Value-Based Metrics

# Q&A

# THANK YOU