

DRIVING AN INCLUSIVE EXPERIENCE WITH DATA:

Social Determinants of Health and More

Are your benefits offerings as inclusive as you think they are? Understanding employees and dependents beyond an eligibility file allows you to be more inclusive, support diversity and create more equity in terms of benefits, access to care and support.

By meeting people where they are, you're part of the systemic change that can better support each and every person. Welltok analyzes social determinants of health factors like household composition, home and car ownership or purchasing habits to predict individual's risk and motivations - all while protecting privacy. These insights power our Employee Total Wellbeing Solution, providing an individualized and rewarding experience for all employees that drives actions and results.

THE RESULTS

WE START WITH OUR COMPREHENSIVE CONSUMER DATABASE

40+ Vetted public, private and proprietary data sources

275M Lives represented

800+ Predictive variables flagged

220B Historical data points applied

OUR PREDICTIVE MODELS REVEAL WITH UP TO 90% ACCURACY:

Who has what needs or risks?

Who is receptive?

Who is impactable?

What are preferred channels?

Who will take action?

DELIVER UNIQUE, ACTIONABLE INSIGHTS LIKE


People who rely on public transit are less likely to comply with preventative care

Domestic sedan owners are less likely to have COPD, whereas, multi-unit dwellers have a higher risk for COPD

People who live in areas with high employment rates are more likely to complete condition mgmt programs

PREDICTIVE INSIGHTS INFORM WELLBEING STRATEGIES TO DRIVE:

 Greater productivity

 Higher engagement in wellbeing programs

 Better health outcomes

 Lower healthcare costs