

## Rally platform — empowering the consumers



### Overview

Consumers' expectations have changed. Advances in technology, cost-shifting and retail experiences like Amazon drive individuals to expect a level of service, support and clarity that our current health care infrastructure is ill-equipped to handle. It takes design, technical and industry expertise executed at a massive scale to bridge the data silos and communications gaps that make the consumer health care experience so difficult.

### Key differentiators

Rally, long known as the leader in engagement and well-being for UnitedHealthcare members, is thrilled to introduce its new, comprehensive health care platform. With its integrated Health and Care solutions, Rally now offers a simplified experience that can support an entire population — regardless of their health plan. This platform allows users to:

- Manage all aspects of care, including finding, pricing, scheduling and paying for medical care, mental health services and pharmaceutical expenses
- Enroll in scaled, evidence-based chronic management and prevention programs
- Connect with all employer benefits, including an HSA, Rx benefits, 401K and third-party point solutions
- Engage with Rally's industry-leading well-being solution with missions, challenges, an incentives marketplace and more

## Results

From the cost efficiency of our care-navigation solution to the outcomes of our chronic disease programs, Rally has built a track record of impact. As consumer expectations rise and the health care journey grows more complex, Rally will be ready to put health care in the hands of the individual.

Our impact:

- **2M** users received cost estimates in 2018
- **17% increase** in urgent care visits and 17% decrease in ER visits for members who searched for terms like 'emergency' or 'urgent care' in Q1 2018
- **69%** of users selected a preferred care provider profile when searching for primary care
- **2M+** pounds lost
- **49%** smoking quit rate
- **426K** biometric screenings



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