



Vitality
CASE STUDY
LARGE REGIONAL
HEALTH PLAN

Helping members live healthier lives

Vitality and a leading Regional Health Plan have joined forces with a shared commitment to helping make members healthier. This mission-driven partnership has flourished since its inception in 2021.

The health plan's first step was launching Vitality to its employees. The personalized health experience drove high registration and engagement even in year one, translating into significant improvements in biometric and lifestyle risk groupings in year two.

Transforming member experiences

Building on this success, the health plan extended Vitality to their level-funded and Administration Services Only (ASO) populations, with outstanding results.

In level-funded and ASO populations:

- 63% registration rate
- 65% of members engaging each month
- 52% of members are highly engaged
- 41% of members complete prevention health actions

Cost-effective engagement driven by behavioral science

We've been able to drive engagement cost-effectively through non-reward mechanisms such as targeted communications and nudges. Even without the richest rewards, members remain highly engaged. The health plan notes that Vitality's behavioral science-driven rewards and targeted nudges motivate members to attend preventive care visits and close gaps in care, leading to more diagnoses and improved quality efforts.

A unique market offering with continued growth and success

Vitality and the regional health plan have created a unique market offering, transforming the member experience from transactional to relational, building trust and driving improved health outcomes. The success of this partnership has attracted additional ASO groups, enhancing retention and reducing carve-outs.

Vitality and the health plan have collaborated as true partners to enhance the member experience, enabling the plan to lead at the intersection of care and wellbeing in their local market.

