



Welltok Recognized for

2021

Enabling Technology Leadership

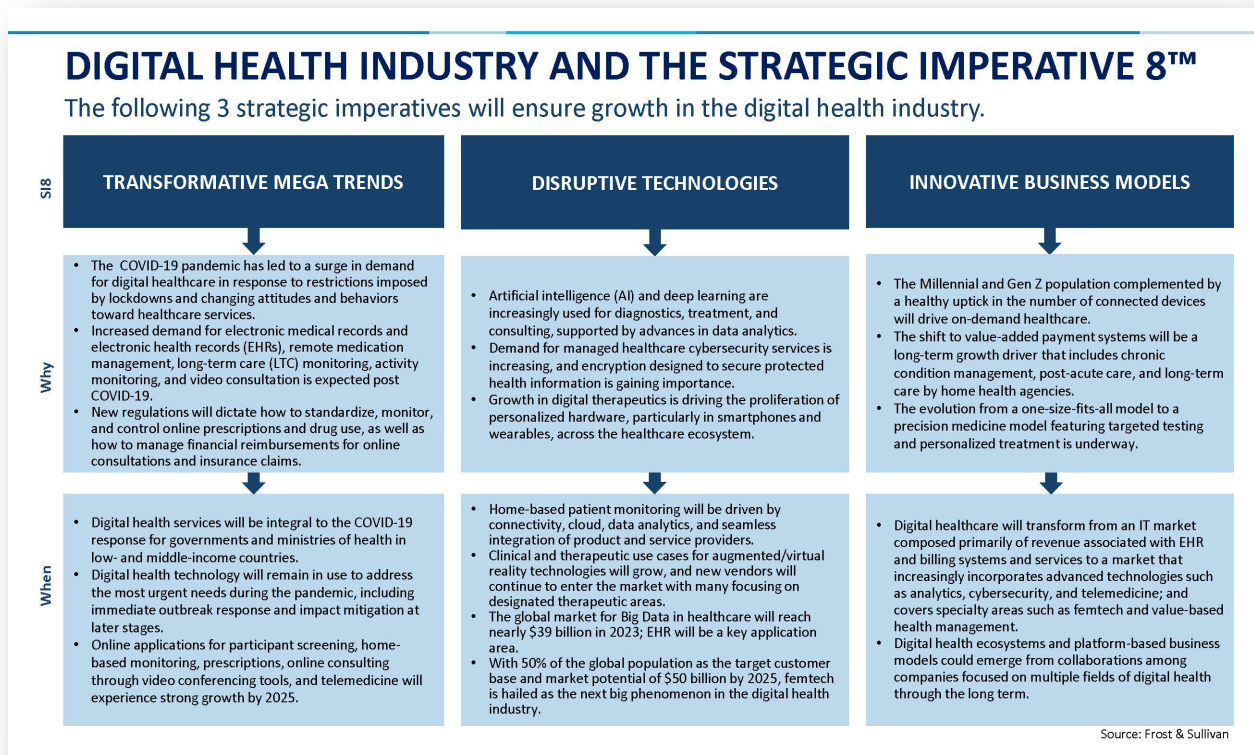
North American Consumer

Healthcare Engagement Industry

Excellence in Best Practices

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the digital health industry: transformative mega trends, disruptive technologies, and innovative business models. Every company that is competing in the digital health space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of Welltok is a reflection of how well it is performing against the backdrop of these imperatives.



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated companies. Welltok excels in many of the criteria in the consumer healthcare engagement space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Driving Actions within the Healthcare Space and Beyond

Today, healthcare is not about just going to the doctor at the time of illness, for regular appointments to check disease progression, or to determine the course of treatment. Healthcare is evolving to a more proactive rather than reactive approach. People are more aware and involved in their health and wellbeing with providers, health plans, and employers driving actions to improve outcomes. The traditional healthcare culture and how people engage in healthcare are changing significantly by the expanded definition of health to include mental, physical, social and financial wellbeing, the general population’s expectations of an Amazon-like experience across all aspects of their lives, and digital health tools increasingly used by healthcare stakeholders. Frost & Sullivan believes these changes are opening up new possibilities for reshaping consumer behaviors.¹

“Welltok uniquely leverages proprietary data, machine-learning, and multi-channel outreach to engage consumers in personalized and rewarding ways to drive action while improving healthcare value, and streamlining the consumer experience.”

- Pavel Zhebrouski, Best Practices Research Analyst

Welltok is the innovative consumer activation company that is driving actions that matter. Its leading consumer activation platform personalizes consumers' experience on behalf of their sponsor (e.g., health plan, health system, employer) to optimize wellbeing at the individual level. For example, the platform supports the needs of health plans to deliver a meaningful member experience that creates loyalty, closes gaps in care, improves medication adherence, delivers key communications, and connects members with appropriate wellness programs. Whereas for a health system, the platform may run patient

engagement and acquisition campaigns or promote high-value service lines, while also delivering COVID-critical communications. Finally, employers may use the platform to centralize all available employee benefits and incentivize participation with one of Welltok’s Connect Ecosystem Partners that may address MSK issues, pre-diabetes or smoking cessation.

¹ *The Future of Patient Engagement 2.0 in Europe*, (Frost Sullivan, December 2018)

Welltok combines software-as-a-service (SaaS) with curated resources, a partner ecosystem and top-notch professional services to help organizations achieve their goals. The return on investment (ROI) Welltok delivers is based on the value of engaging consumers in activities that reduce medical costs, increase productivity, drive topline growth and more.

Welltok distinctly differentiates in the market with its massive database [combining clinical, consumer, and social determinants of health data (SDOH)], smart analytics, and personalized engagement across multiple channels to get people to take actions, while upholding the highest security and compliance standards.

There is a greater appreciation and emphasis across the industry to understand SDOH factors (e.g., education level, household composition, purchasing habits) in relation to a person's health status and likelihood to engage. This is one of Welltok's greatest assets. The company leverages data, machine learning, and predictive models built over the last decade to understand people's risk, needs and preferences to engage with them and motivate a targeted action. It has built out its capabilities and can deploy a message or resource through any communication channel, including text (SMS), IVR, direct mail, artificial intelligence (AI)-chat bot, email, and social media, to effectively connect with consumers. Welltok not only understands people in terms of how to engage them and what they need, but it also has an effective way to reach them. Notably, the company has built an ecosystem of digital health partners of over 50 different programs pre-integrated with its technology. This approach works well for all the healthcare stakeholders, typically using it to achieve goals like closing gaps in care, delivering personalized support, getting them to schedule an appointment, and improving medication adherence.

“Welltok recognizes that success stems from best-in-class innovative solutions and understanding and exceeding customer expectations. Thus, a vital part of its strategy is to build strong and cooperative relationships with its customers and partners. Notably, the company provides the support of a five-star rated client service and creative team.”

- Pavel Zhebrouski, Best Practices Research Analyst

Bringing Exceptional Value

Welltok recognizes that success stems from best-in-class innovative solutions and understanding and exceeding customer expectations. Thus, a vital part of its strategy is to build strong and cooperative relationships with its customers and partners. Notably, the company provides the support of a five-star rated client service and award-winning creative team.

Welltok also actively pursues growth by leveraging an effective partnership strategy. One example is its recent partnership with Prudential, a leading provider

of financial wellness education and tools. The company provides employers with an integrated wellbeing approach, including Prudential's financial wellness content, tools, and access to its solutions delivered within Welltok's total wellbeing solution.²

It is worth noting that Welltok's ability to conduct targeted outreach across any channel has proven especially valuable since the emerging COVID-19 pandemic with the immediate and heightened need

² Financial tools make Prudential, Welltok ideal partners to improve employee total wellbeing, <https://welltok.com/financial-tools-make-prudential-welltok-ideal-partners-to-improve-employee-total-well-being/>, accessed October 2020

to disseminate information and resources to individuals at scale. In fact, Welltok has become an extension of marketing and HR team to rapidly and effectively deploy COVID-related communications and support. Specifically, it sees a growing need for consumer connections with health plans and providers, primarily because of the explosive expansion of virtual care models and total wellbeing support needs (e.g., mental and financial health). Welltok provides resources for the comprehensive vs spectrum COVID response (prevention, ongoing support, reengagement, vaccination), giving customers the curated data, analytics, and multi-channel outreach (text, email, direct mail, etc.) to communicate effectively and efficiently on any given priority.³

The company recently added two COVID-19 testing and screening companies (Safe Health Systems, Inc., and Bio Testing Supplies) to its partner ecosystem to ensure employers can provide on-site and at-home COVID-19 screening and testing options.⁴ It is also working with organizations to have vaccine awareness and activation campaigns at the ready.

With its remarkable market performance and customer-centric approach, Welltok has gained wide recognition from customers. Based on an internal survey of over 10,000 adults, 80% of people admitted they achieved their health and wellbeing goals better with Welltok than on their own.⁵

Frost & Sullivan appreciates how the company's client-oriented approach adds real value to consumer health and wellbeing. A company mindful of both industry and customer challenges and focused on innovation is well-positioned to achieve a strong presence within the healthcare market and beyond.

Conclusion

Healthcare organizations around the world are facing rising cost pressures, increased competition, personnel shortages, and the COVID-19 pandemic's ever-increasing challenge. Effective consumer engagement and activation increases acquisition and loyalty; expands access to benefits and care; improves total wellbeing and health outcomes; and, ultimately, provides greater value to all stakeholders.

With its innovative mindset, Welltok is a consumer activation solutions company driving meaningful and measurable actions. The company uses proprietary data and advanced analytics to engage consumers across multiple channels in personalized and rewarding ways to drive action like closing gaps in care, scheduling a screening, or getting vaccinated. With an extensive database and ability to target, reward, and engage across various communication channels, Welltok has the potential to drive any action beyond the healthcare space.

For its strong overall performance, Welltok has earned Frost & Sullivan's 2020 North America Enabling Technology Leadership Award in the consumer healthcare engagement market.

³ <https://welltok.com/covid-19-offering/>, accessed October 2020

⁴ *Welltok Adds Two COVID-19 Testing and Screening Companies to Connect Partner Ecosystem*, <https://welltok.com/welltok-adds-two-covid-19-testing-and-screening-companies-to-connect-partner-ecosystem/>, accessed October 2020

⁵ *80% of Adults Achieve Their Wellbeing Goals Better with Welltok Than Alone*, <https://www.prnewswire.com/news-releases/80-of-adults-achieve-their-wellbeing-goals-better-with-welltok-than-alone-301051966.html>, accessed October 2020

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

