



# Activation

## We're Icario

Icario is the leading health action company, using behavioral research, data science, and deep industry expertise to move people to better health.

**8x**

improvement using text in addition to interactive voice

**74%**

of previously unenrolled members activated

**300%**

increase in program enrollment for a cancer solution

**We use technology to activate members to join your programs and do things that are good for them. And you.**

**You've invested to understand which members need you clinically. We help you talk to them personally.**

Icario delivers deeper insights—combining demographic, clinical, and consumer data with behavioral science to understand needs and values to personalize the member experience.

**Create personalization that drives member action.**

Icario leverages machine learning to connect with members like people—using the best message, best channel, and best outreach sequence for the individual member.

**A flexible health action platform that works for you.**

The Icario platform is open and customizable to create a unique, more human experience while working to identify and activate the members that will benefit most.

**Connecting people to health.**

[icariohealth.com](https://icariohealth.com) | [go@icariohealth.com](mailto:go@icariohealth.com)

# We Make a Connection With a Multi-Channel Approach



TEXT  
MESSAGING



EMAIL



INTERACTIVE  
VOICE



DIRECT  
MAIL



LIVE  
AGENT

## You've built effective programs. Now drive people to use them.

When you invest time and energy developing solutions that can truly help people and bring down claims costs, you want these programs to be utilized by the members that need them the most. Icario is the bridge between an eligibility file and people using your solution.



## Icario Creates the Spark that Moves People to Better Health

### Personalization

Icario focuses on individual needs, not broad programs. Plus, we can take different approaches for members based on unique risk scores or propensity to activate.

### Engagement

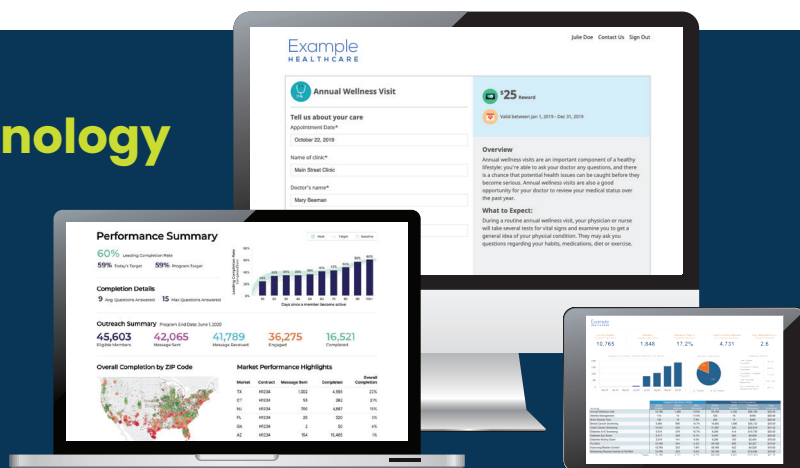
We consistently achieve high engagement rates across member activation programs. And once someone is engaged, you can help them.

### Activation

We don't just engage with people, we move them to take specific actions. This means driving them to enroll in programs suited to their individual needs.

## Introducing healthcare technology so advanced, it's human.

Let's connect with members like they're humans, drive them to take action, enroll in beneficial programs, and most importantly—improve outcomes.



Get started with an Icario health action program today!

Connecting people to health. [icariohealth.com](https://icariohealth.com) | [go@icariohealth.com](mailto:go@icariohealth.com)

**ICARIO**