

The Icario logo, featuring the word "Icario" in a white sans-serif font with a small teal dot above the "i".A photograph of an elderly woman with grey hair and sunglasses blowing a bubble with gum, while a young child with dark hair looks on with interest. They are outdoors near a large rock.

Icario

Medicaid

We're Icario

Icario is the leading health action platform that unites whole person data, behavioral science, and digital-first omnichannel pathways to personally connect everyone to health.

14x

improvement in
Medicaid HRA
completions

30%

decrease in
HRA program
administration costs

36%

that engaged took
another health
action

12%

of a previously
unreachable
population engaged

Social Determinants of Health Complicate Engagement

Let's connect with people like they're humans. There are factors that need to be considered to achieve better health outcomes with the Medicaid population. With additional barriers to overcome, engagement requires a different approach.

Connecting people to health.

icariohealth.com | go@icariohealth.com

We Reach the Unreachable

- We keep a library of questions required by state that must be included in questionnaires, for easy customization
- We have a team of experts that can offer innovative guidance to plans that want to address social determinants of health
- Icario knows the compliance requirements on a plan by plan and state by state basis
- Icario can survey a population throughout the year before official questionnaires are deployed to correct engagement efforts and behaviors that may create lower CAHPS scores
- We leverage a mix of health and non-healthcare data sources to build a more complete understanding of a member and other factors that create barriers

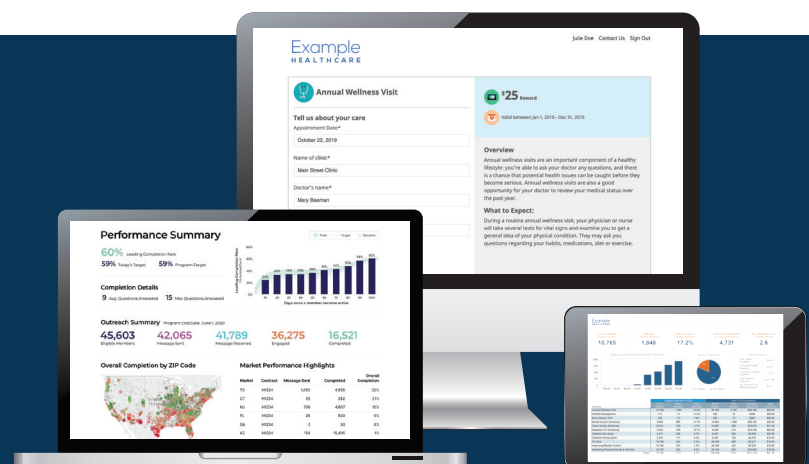
What Makes Icario Different?

Icario understands people. We know Medicaid isn't about population health—it's about the individual. Through our health action programs, we learn how to sustain engagement with people based on their values and belief system to deliver coordinated programs that can help the individual without burning them out on communications.

- **Personalization.** We focus on individual needs, not broad programs.
- **Holistic.** We layer non-healthcare member data for a more complete and accurate understanding of each person.
- **Engagement.** We consistently achieve high engagement rates across programs. And once someone is engaged, they stick with us.
- **Action.** We don't just engage with people, we move them to take action. We create the spark that starts someone down the path to better health.

Technology so advanced, it's human.

Let's connect with people 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!

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