Activation Paths:
Boosting Your Benefits Signal

In today's complex benefits landscape, employees often struggle to select and activate the right benefits to improve their outcomes. They need guidance not just in choosing the appropriate benefits but also in using them effectively. Businessolver's Activation Paths helps solve many of the challenges HR and benefits teams are currently facing:

- **Complex Healthcare Navigation:** Employees find it challenging to locate the right care at the right place and the right time.

- **Lack of Benefits Education**: Many employees are unaware of the resources available to them and how to use the benefits they have elected.

- **Broad Spectrum of Benefits:** Employers are under pressure to offer diverse benefits that cover financial wellness, physical health, mental well-being, and more.

Activation Paths

Activation Paths is our in-platform personalization solution that maximizes employee awareness and engagement with well-being programs and point solutions through an omni-channel approach.
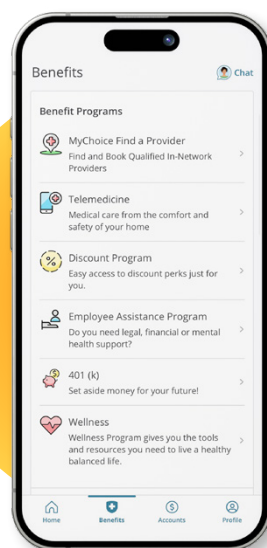
In-Platform Promotion
We build and promote your point solutions and well-being programs throughout our benefits technology, Benefitsolver, utilizing channels such as mobile, AI, email, service center and the benefits portal.

Consumer Experience Team
A dedicated team of CX experts manages all aspects of the build and strategizes communication efforts for optimal engagement.

Businessolver's activation paths are configured to meet your organization's needs. We offer an omni-channel, integrated approach within a single benefits ecosystem to amplify programs like these:

• 401(k)	• Hypertension
• Care Navigation	• Musculoskeletal
• Cost Transparency	• Nurseline
• Claim Support	• Surgery Planning
• Diabetes	• Provider Guidance
• Drug Search	• Telemedicine
• Emotional Health	• Tobacco Cessation
• EAP	• Weight Management
• Employee Discount	• Wellness
• Second Opinion	• and more!

Types of Activation Paths

Businessolver offers two types of Activation Paths depending on your strategy and goals.

Standard Activation Paths
These paths use data inherent to Benefitsolver to promote solutions based on eligibility, benefit seasonality, or specific demographics. For example, telemedicine services promoted to all employees within an eligible medical plan.

Claims-Based Activation Paths
These paths leverage claims data to promote benefits tied to specific conditions or preventative care opportunities. For example, a hypertension program promoted to employees who have shown a claims indicator for hypertension.

Impactful Insights

To ensure you are getting the most return on your benefits programs, Activation Paths comes with in-depth reporting and insight to better understand the overall engagement. We provide quarterly reports to employers, detailing the impact of Activation Paths on driving benefit engagement.

- **Detailed Reporting:** Metrics on impressions and activations for promoted benefits.

- **ROI Analysis:** Evaluates the return on investment for point solutions and programs.

- **Member Engagement Measurement:** Tracks employee interaction and engagement levels.

- **Channel Preference Insights:** Identifies preferred communication channels for employees.

85% of employees want personalized messaging

25% web traffic increase within two days of an email nudge

45% open rate for point solution emails

25% click through rate of point solutions on mobile

Activation Paths help employees effectively select and activate the right benefits, enhancing overall well-being and satisfaction. By addressing the complexity of the healthcare system and improving benefits education, we ensure that employees can make the most of the resources available to them.

Meet Matthew.
Matthew hasn't been feeling well lately, but he's hesitant to go to the doctor because he's unsure about how to find the right provider.

1 — Matthew logs into the mobile app and remembers he has access to Sofia, a virtual benefits assistant.

2 — Matthew asks Sofia "what doctors are in my network?"

3 — Matthew clicks on the telehealth solution link and sees that he can schedule a virtual appointment with a provider that afternoon.

4 — Matthew schedules the appointment.

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