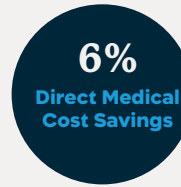




Is Your Well-being Strategy Keeping Pace with the Market?

As Rally transitions to Optum Engage, are you getting the value from your investment?



Is Your Engagement Momentum About to Reset?

Why staying with a carrier-centric hub may be a costly benefit decision

Category	Well	Legacy Platforms
Engagement	Daily & Proactive: Adaptive, AI-enabled behavior change tailored to individual motivation, barriers and clinical need	Transactional: Episodic engagement centered on benefits navigation and task completion
Incentive Strategy	Dynamic & Precise: Personalized incentives tied to activities that each individual would not have otherwise taken; Creates efficient incentive spending and outcomes	Static & Broad: Tied to standardized activities that rewards behaviors members would have taken anyway
AI Focus	Active & Behavioral: Focuses on unique motivators and habit build in with proactive, bi-directional human concierge-support	Passive & Administrative: Member-initiated, portal-based interactions; lacking behavioral nuance
Clinical Impact	Scalable: Pairs clinical rigor with automation to reach the population at scale	Narrow: Coaching program with limited population reach
Accountability	100% Fees-at-Risk: Fees fully aligned to performance and cost outcomes	Standard vendor pricing: Set amount tied to cost savings and includes buy-ups
Investment	Independent Entity: Standalone business; 100% of corporate capital and focus dedicated to the platform.	Internal Sliver: One of many divisions within a \$370B+ org, competing for internal resources.

Transition from a transactional wellbeing hub to a proactive daily health partner. [We can ensure fast implementation without rigid governance and tied to your timeline needs.](#)

Ready for a more dynamic and highly personalized, AI-native wellbeing platform?

[Contact us today.](#)