

Engagement value that compounds over time

Closing gaps in care, durably, across five years and counting.

Personalized communications can move employees from awareness to action. But lasting impact comes when actions become habits.

57% lift

in completion rates through the most recent measurement year

~4,400

incremental¹ clinical actions completed after Year One for an average 10K employee company

Most engagement tools generate an initial spike that fades. Not Evive™.

bswift's recommendation engine doesn't just spark action. It helps build momentum over time. Across 13 HEDIS²-aligned clinical measures and roughly 482,000 eligible member-actions, Evive drove completion rates that rose early and kept climbing, reaching a 50% population-weighted completion rate by Year 5, up from 34% at baseline. Most measures reached their highest completion rates in the most recent year, signaling durable behavior change, rather than one-time action. The result is a benefits experience that keeps building value, year after year.

The Proof: Durable gains where action matters most

Evive lifted completion rates across cancer screening, preventive care, and chronic-condition management—including high-baseline measures that are often the hardest to improve.



ANNUAL PHYSICAL

21% → 53% | +32 pts | +152% relative Across ~88,000 eligible members

The annual physical is the gateway to nearly every other preventive action. By more than doubling rates across the largest population in the program, Evive helped connect more members to routine care, earlier intervention, and the next best actions for their health.



BLOOD PRESSURE MANAGEMENT

77% → 87% | +10 pts | +13% relative Across ~78,000 eligible members

Lifting an already-high baseline is the hardest to achieve. Moving blood pressure management from 77% to 87% reflects sustained engagement with members already in care, which research suggests is associated with reduced cardiovascular events and lower medical spend.



COLORECTAL CANCER SCREENING

29% → 57% | +28 pts | +97% relative Across ~19,000 eligible members

One of the most consequential preventive screenings—and historically hardest to improve. Evive nearly doubled completion, catching disease earlier and avoiding the downstream cost of late-stage treatment.



WHERE EVIVE STANDS APART: THE LIFT COMPOUNDS

The most meaningful finding is not just the Year 1 lift, but what happened next.

- Most measures hit their highest completion rates in Year 5, the most recent measurement year.
- Blood pressure, cholesterol, breast cancer, & cervical cancer screening all peaked in Year 5.
- Colorectal screening climbed from 29% pre-launch to 57% in Year 5, nearly doubling.
- Evive's impact continues to grow over time, driving more value in the most recent measurement year than at launch — with the trajectory still climbing.

The aggregate picture: Life across the full measure set

Across the full 13-measure portfolio and ~482,000 eligible member-actions, Evive engagement produced a population-weighted lift that is both clinically meaningful and operationally durable.

RELATIVE LIFT

57%

in completion rates
through Year 5

ABSOLUTE LIFT

+19.3 points

population-weighted
across 482K actions

LATEST MEASURED RATE

53%

of all eligible actions
completed

DURABILITY

5+ years

measured to date—
and still climbing

What this means: A benefits engine that drives sustained engagement

When members complete more high-value actions, the impact extends beyond engagement metrics:

- Earlier detection may help lower treatment cost.
- Better-managed chronic conditions can help reduce avoidable ER visits and admissions.
- Higher HEDIS and Stars (CMS Medicare Star Ratings) performance can create more plan-design flexibility and rebate opportunity.
- AND...a benefits experience that measurably changes member behavior gives executives a clear signal that their benefit program investment is delivering value.

Evive, integrated with bswift, delivers all four—not as a Year 1 launch story, but as a multi-year engagement engine.

The alternative? What most benefits programs already experience today: An initial bump in engagement at launch that flattens by Year 2, as employees return to under-engaging with their benefits.

Evive's durable lift is not just a clinical story—it is the difference between a program that earns renewal and one that leaves you searching for a better solution every contract cycle.

Methodology: Pre-launch baseline is calculated as the measurement year immediately prior to Evive launch. Latest measured rate reflects Year 5, the most recent measurement period available; Evive deployment is ongoing. Results are based on a multi-client study of four clients, with measurement periods varying by client between 2018 and 2024. Aggregate figures are population-weighted across ~482,000 eligible measure-instances spanning 13 HEDIS-aligned clinical actions. Results may vary by population, benefit design, and communication strategy.

1 Incremental rates represent additional screening completions per 100 employees versus Year 0. A Year 5 rate of 81.57 means 81.57 more screenings are expected in Year 5 than would have been completed at baseline.

2 HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA).



YEAR-OVER-YEAR IMPACT

- **Year 1:** measurable lift across nearly every tracked measure, visible within the first measurement cycle.
- **Years 2–3:** continued expansion as personalization data improves and member habits form.
- **Years 4–5:** sustained or rising rates on the highest-impact measures—chronic care, screenings, and preventive visits.
- **Beyond Year 5:** trajectory still climbing on the highest-impact measures; deployment ongoing.

