



*Introducing Heidi*, the digital bridge between you, your policyholders, and digital health providers.

## HEIDI IS A PLUG AND PLAY SOLUTION

PREVENTION AND WELL-BEING	STEER	MANAGE	WIN AND RETAIN BUSINESS
<ul style="list-style-type: none"> <li>Wellbeing and lifestyle features expected by today's consumer</li> <li>Heidi records wearable uploads to drive real-time integrated <b>health score</b></li> </ul>	<ul style="list-style-type: none"> <li>Plug-in <b>symptom triage</b> tool for navigation to the best treatment pathways</li> <li>Integrate existing network doctors' and facilities <b>booking systems</b></li> </ul>	<ul style="list-style-type: none"> <li>Plug-in <b>telehealth</b> for instant access primary care</li> <li>Plug-in <b>disease management</b> incorporating remote monitoring devices</li> </ul>	<ul style="list-style-type: none"> <li>Retain customers through easy and regular engagement with <b>digital services</b></li> <li>Data-driven <b>consumer insights</b> for proactive promotions and engagement opportunities</li> </ul>

## DEVELOPED BY RGA – YOUR GLOBAL HEALTH CAPABILITY PARTNER

Consumers are embracing the novel and engaging health and wellness apps introduced by numerous providers. The appeal is driven by practicality and convenience, but the profusion of stand-alone apps can be hard to manage, reducing engagement and effectiveness.

This fragmented digital health landscape creates both an expectation from consumers – and an opportunity for health insurers – for a streamlined and integrated solution that fully takes advantage of the practicality, convenience, and accessibility of these apps throughout the customer journey.

Heidi, from RGA, is our **Health Ecosystem Integrating Digital Innovations**, a platform enabling:

- a simplified path to better health and greater convenience for your customers
- access to a full range of digital health services via a single customer sign-on
- vendors and providers to talk to each other and securely share information
- enhanced capability to anticipate customer healthcare needs,
- improved health and claims outcomes, and positive portfolio experience

### WHAT IF . . .

*You could drive customer engagement with a seamless, secure, single-source solution for digital health services with minimal development costs?*



Contact Emma Wilkins at [Emma.Wilkins@rgare.com](mailto:Emma.Wilkins@rgare.com) to discuss how Heidi can help you.

## WHAT HEIDI MEANS FOR YOU

Seamless, value-added digital health services to engage and retain your individual, family, and employee group customers:

- unique, single-source data footprint linking insured data with third-party digital health services data
- optional plug-and-play, best-in-class services secured and vetted by RGA, or integrated with your existing partner services
- a platform with capabilities to monitor wellness and wearable activities required for health rewards and premium discount models

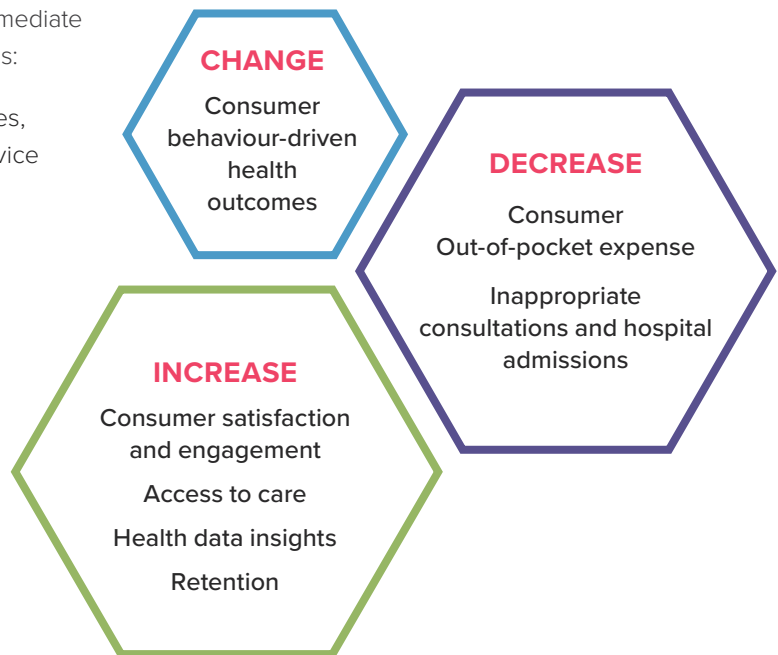
**WE CALL IT  
HEIDI,  
BUT YOU  
CAN CALL IT  
WHATEVER  
YOU WANT.**



## WHAT HEIDI MEANS FOR CONSUMERS

A single, hyper-personalized portal providing immediate access to digital health and value-added services:

- integrates with third-party healthcare services, diagnosis tools, and health improvement advice all in one place
- identifies lifestyle risks affecting health and encourages behavior change
- signposts the right services and active interventions at the right time, helping the customer navigate the healthcare journey



*Heidi* is underpinned by RGA's expertise in health risk, clinical expertise, and behavioral science. It is complemented by a robust vendor vetting process for a best-in-class solution.

*Fast forward your digital health journey with Heidi!*

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