



WHAT TO EXPECT

Launching the BLR Wellness Program



For more information about working with us or general inquiries, please contact info@blrinnovations.com.



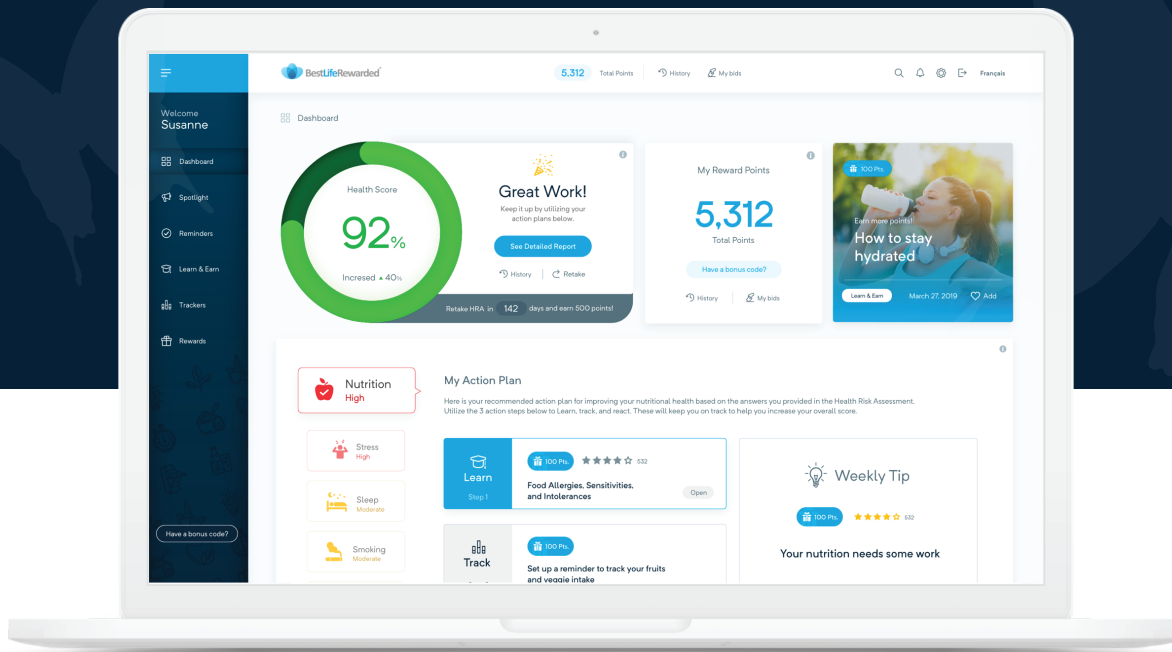
Since 2010, BestLifeRewarded Innovations (BLRI) has been improving the health of the population by providing a personalized health action plan through our innovative technology platform. We have seen unprecedented and sustained engagement and witnessed significant improvements in the health of our membership.

Typical wellness programs are usually a one-size-fits-all with limited impact or measurement which offer employees no sustainable impact on overall well-being. BestLifeRewarded is a comprehensive wellness platform with **proven** results. Through a small steps approach, participants are motivated to take action toward healthy behaviours that lead to long-term change.

We recognize that launching a new program can be difficult; in fact, convincing employees to embrace change and accept new initiatives may seem close to impossible. That is why we would like to share our story.

We are the experts, so you don't have to be

BestLifeRewarded supports over **12,000 companies** and nearly **4 million individuals**. Our industry expertise has led us to develop the best conditions for success. We will provide you with a thorough understanding of the impact you can expect after launching the BLR wellness program.



BestLifeRewarded, at a glance

- ✓ BestLifeRewarded is a science-based health program aimed at improving your employees' overall well-being.
 - Using a proven, evidence-based approach it uncovers individual's overall health concern and prioritizes them based on the most important lifestyle risk factors that the employee needs to focus on.
 - A digital tool that bundles multiple behavioural models, including considerations related to employee readiness to make a change
 - Provides red/yellow/green light with targeted action plans, meeting people where they are along in their health journey while focusing on modifiable risk factors using a small-step approach
 - Incorporates three pillars that include physical, mental and financial health to support individuals
- ✓ Whether you are starting your wellness program from scratch, or you are already operating elements of a wellness program, BestLifeRewarded serves as a wellness 'hub', creating a one-stop-shop to support every organization's wellness needs.



BestLifeRewarded works! Using our best practice implementation guide, some of the results you can expect to see in the first and subsequent years after launching BestLifeRewarded are:

Year 1

Your average BLR member:

25 logins/year
16 pages viewed/visit
7 mins spent on site/visit

Employees feel more encouraged, supported and motivated to enhance personal well-being

77% of BLR members engage every year
7x the industry standard
(ACOEM)

Year 2

- ✓ Extended health benefit and psychological utilization increase, due to increased awareness driven by the program
- ✓ Medication adherence rates increase

- ✓ EFAP utilization rate may increase, diminishing claim costs for increased sick days, presenteeism, STD & LTD

2.5% average improvement over most risk factors

HRA Completion Rates

45% of BLR members will complete the HRA annually
 66-92% will complete the BLR HRA with cash incentives of \$50+

BLR's completion rates are **2 - 4.5x** the industry standard
(RAND)

Year 3

More employees moving to "not at risk" for:

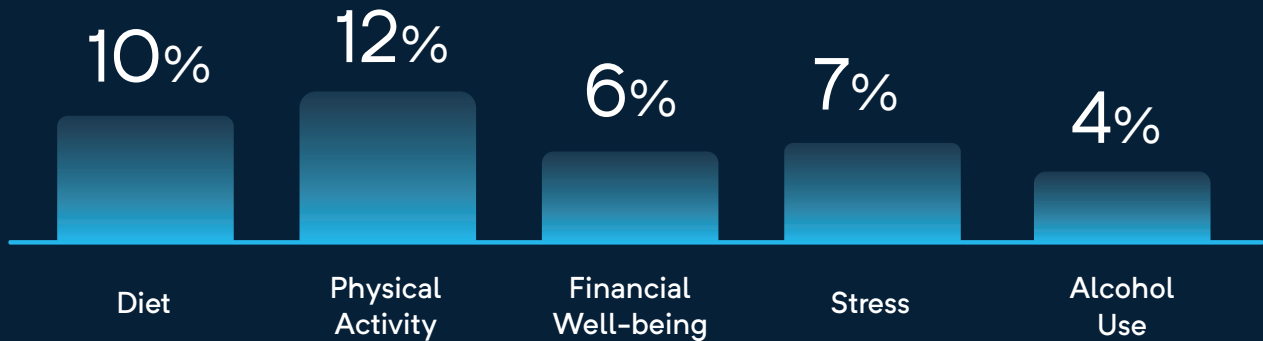
- ✓ Cancer risk
- ✓ Heart health
- ✓ Diabetes
- ✓ Lung health

- ↓ Hospitalization claims
- ↓ EFAP claims

3% average improvement over most risk factors

BestLifeRewarded clients who implement best practices and a mix of guaranteed and lottery rewards can see double digit improvements across health risk factors!

Sustained Health Improvements over 24 Months



*Reference data on file

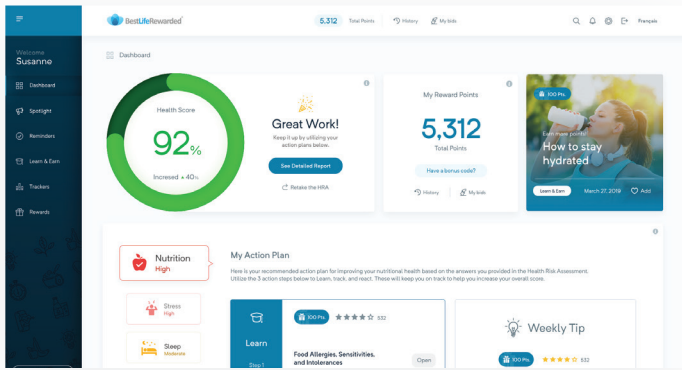
INDUSTRY COMPARISON

Typical results shown in workplace wellness programs show low impact*

BLR's health impact is
20-60x
the industry standard

*(JAMA)





Core Features

Science-based model

Proven platform that builds real engagement through science-based wellness with built-in assessment models and robust measurement

Health Risk Assessment (HRA)

Our leading comprehensive proprietary HRA is accompanied by a personalized health action plan and dynamic scoring

Incentive-based reward system

Members are awarded points for their ongoing engagement in the platform. BLR rewards effort, not just outcomes

Focus on modifiable risk factors

Users receive a personalized small-steps action plan to focus on modifiable risk factors, with tips delivered based on their readiness for change

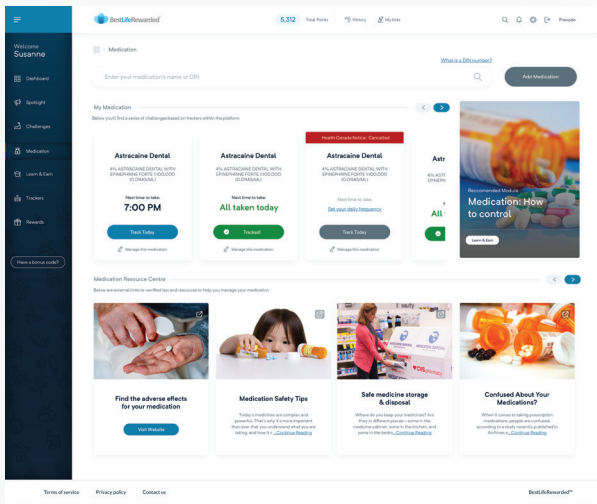
Reporting

- ✔ Real time, interactive and downloadable analytics
- ✔ Robust strategic metrics including engagement, risk factors, wearables, motivations and areas of opportunity
- ✔ Aggregated individual behaviour change results and condition risk levels with adjustable timelines
- ✔ Usage trends and clustering of risk areas

Data Security

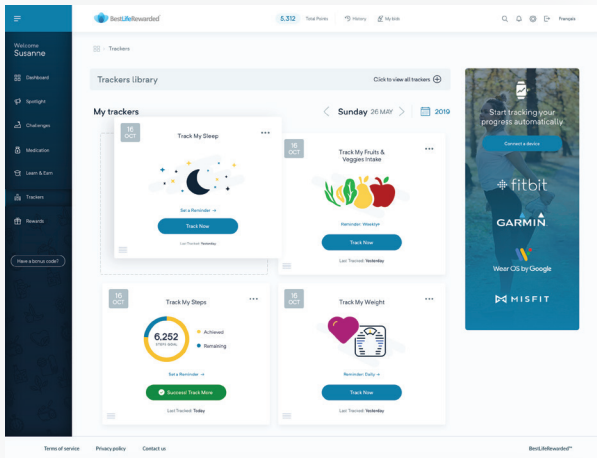
- ✔ Physical environment hosting system with annual privacy, trust and security review, independently audited by third party
- ✔ Ongoing technical support with prompt customer support turnaround
- ✔ Standard maintenance and data back-ups

CORE FEATURES CONT'D



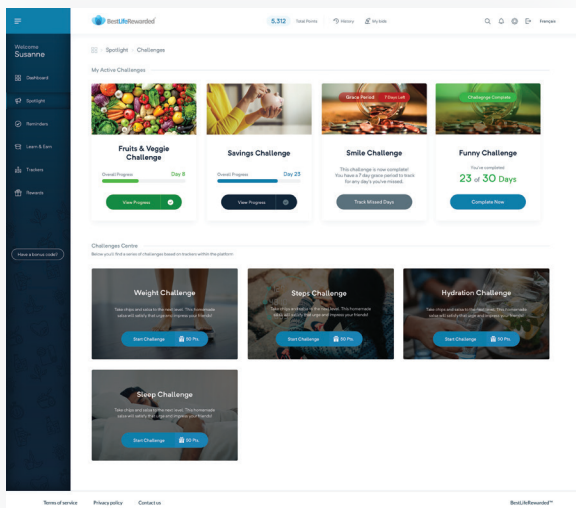
Medication Reminders

- ✔ Integration with drug database for up-to-date medication information
- ✔ Personalized medication reminders based on required dosage frequency (email & SMS available)



Health Trackers

- ✔ Health condition trackers
- ✔ Incorporated personal goal setting
- ✔ Detailed tracker charting and exportable data
- ✔ Health reminder features



Activity-based Campaigns

- ✔ Independent 30-day challenges
- ✔ Personal goal setting and tracker paired challenges for high-value adherence
- ✔ Personal reminder features for engagement



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The Bottom Line

The most valuable asset an organization has is their people. If those individuals are neglecting their well-being everyone feels the impact. The employer faces lost revenue in the form of high absenteeism or low presenteeism and the employee is affected by the repercussions of their own compromised health. Conversely, when people are healthy and happy, everyone benefits. BLR provides organizations with the tools that are required to both empower their people and produce sustainable, measurable results.

By partnering with BestLifeRewarded, you will move the needle toward a healthier, happier and more productive employee population on a year-over-year basis.