

Well-Being Program **Buyer's Guide Checklist**

As you compare well-being vendors, use this checklist to compare features and functionalities that each vendor offers.

ATURES AVAILABLE	VENDOR COMPARISON				
SUPPORTING THE CONSUMER EXPERIENCE	WEBMD HEALTH SERVICES	VENDOR #2:	VENDOR #3:	VENDOR #4:	
Awareness, Access & Personalization					
Custom promotional communications in our brand look and feel.					
Ready-to-go communication materials.					
Intuitive and inviting navigation and interface.					
Easy mobile and desktop access.					
Native smartphone apps.					
Action plans based on individual preferences and health risks.					
Personalized messages to maintain motivation.					
Coaching available via phone, in person or via secure messaging.	• • • • • • • • • • • • • • • • • • • •				
Lifestyle Management					
Digital goal-setting and tracking tool to manage exercise, nutrition, stress and more.					
1:1 coaching for lifestyle interests & needs such as stress, sleep and more.					
Structured weight management coaching program.					
Structured tobacco cessation coaching program.					
Condition Management					
Digital goal-setting and tracking tool to manage chronic conditions like diabetes, asthma and more.					
1:1 coaching for people with diabetes.					
1:1 coaching for people with asthma.					
1:1 coaching for people with heart failure or coronary artery disease.					
1:1 coaching for people with chronic obstructive pulmonary disorder.					

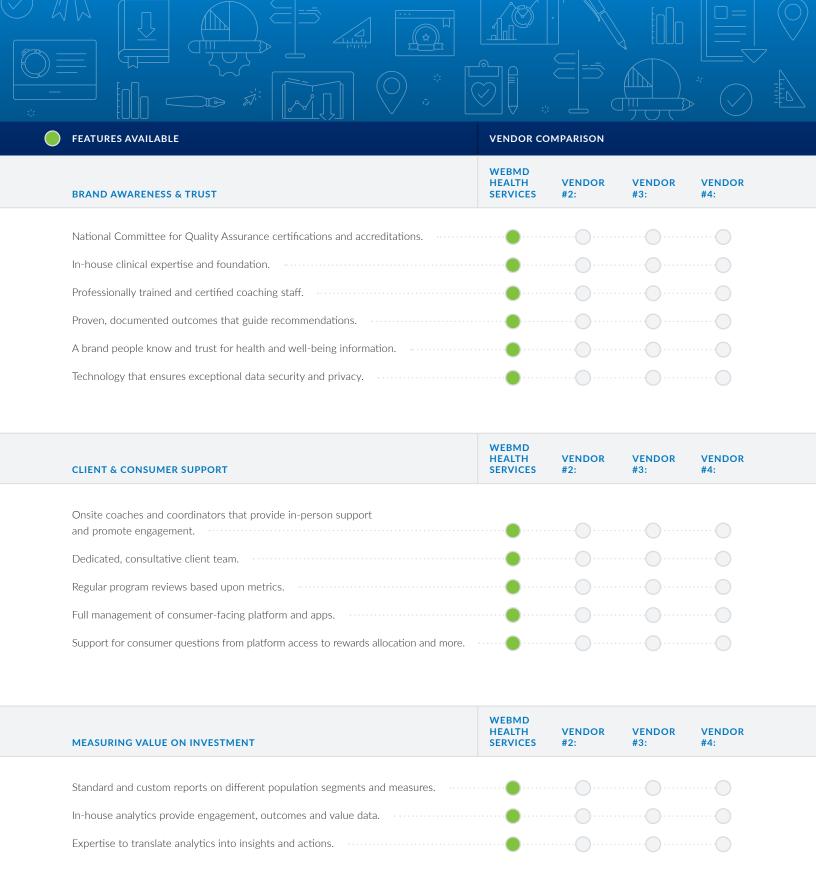
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FEATURES AVAILABLE	VENDOR CO				
FLEXIBILITY THAT PROMOTES ENGAGEMENT	WEBMD HEALTH SERVICES	VENDOR #2:	VENDOR #3:	VENDOR #4:	
Options for Everyone Mix of digital and print communication materials to reach everyone.					
Actions and tools for people already in good health who want to stay there.					
Actions and tools for people who want and need to make changes					

Options for Everyone
Mix of digital and print communication materials to reach everyone.
Actions and tools for people already in good health who want to stay there.
Actions and tools for people who want and need to make changes.
Solutions that support total well-being such as resilience training.
Biometric screenings available onsite, at lab, at home or via physician report.
Challenges
Interactive and fun team-based challenges.
Supportive individual challenges.
Ability to configure one challenge platform into multiple challenge events.
Rewards
Robust rewards platform with standard and custom rewardable activity options.
Ability to structure rewards to support self-paced or continuous engagement.
Support for multiple types of rewards from gift cards to premium reductions and more.

COMPREHENSIVE SOLUTION INTEGRATION	WEBMD HEALTH SERVICES	VENDOR #2:	VENDOR #3:	VENDOR #4:
Easy connectivity with fitness trackers, apps and medical devices.				
Health Assessment results direct other programming options.				
Biometric screening results guide additional options.				
Secure, centralized access to medical information via a Personal Health Record.	•••••			
Seamless integration with third-party programs.	•••••			
Secure, stable data integration and transfers.				
Robust integration of multiple elements into a cohesive, one-program look and feel.				

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