



**INTUITION**  
for Healthcare

REWARDS

## A Member Reward Platform Built for Health Insurers

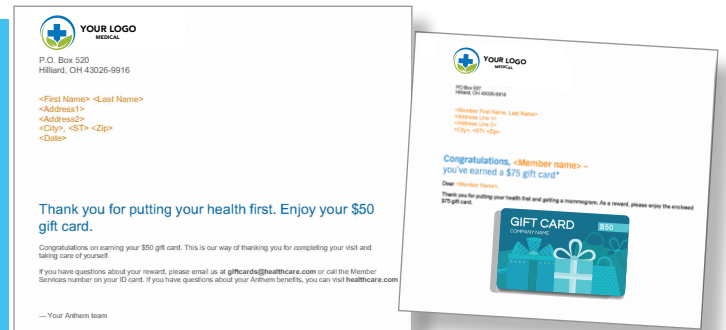
### REDUCE HEALTHCARE COSTS WITH REWARDS

Intuition for healthcare is a turn-key member reward platform built for health insurers who want to entice and reward members who have taken steps to promote their wellness and health through regular checkups, exams, and screenings. It allows insurers to make strategic decisions regarding what screenings may help keep their members healthier, reduce healthcare costs for all parties, and directly reward members who have taken those actions.

### WE DO THE HEAVY LIFTING AND GET YOU UP AND RUNNING FAST!

Intuition is incredibly easy to implement and can be up and running in as little as 30 to 60 days. Our proprietary program allows managers to have a single partner for their healthy rewards programs, including: printing, fulfillment, communications, application development, and agency support.

- Hosted in a non-public cloud at Expedient Data Centers, with Expedient-maintained compliance:
  - SOC 1, 2, 3 compliance
  - HIPAA/HITRUST compliance
  - PCI-DSS Tier 1 compliance
- Requires only a simple member data load to get started
- Email/SMS can be enabled per account
- Unlimited number of reward types
- Can scale from thousands of members to hundreds of thousands of members
- Unlimited number of sub-brands and programs in a single admin portal



#### HERE'S HOW IT WORKS

##### STEP 1: Complete a Health Rewards Service.

Choose a healthcare service from the coupon book.  
Call your local PCP or specialist to schedule an appointment for the service.

##### STEP 2: Get your Health Rewards coupon signed or stamped.

Take your Health Rewards coupon to your appointment.  
Ask your PCP or specialist to sign or stamp your coupon.  
To qualify for your reward, all sections of the coupon MUST be completed.  
We will review records before issuing a reward.  
Coupon(s) must include: Date of Healthcare Service, Member ID, Provider Signature, Provider NPI Number

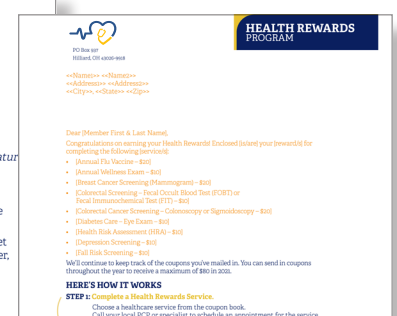
##### STEP 3: Mail your completed coupon(s) in the enclosed prepaid envelopes.

Since you can receive up to \$80 in rewards in 2021, your prepaid envelope MUST be postmarked by January 31, 2022, to qualify.

You can save your coupons and mail them all at once OR you can mail them one at a time. To get the most rewards possible, be sure it's postmarked no later than January 31, 2022. And remember, you need to send your coupons via the prepaid envelope that's provided.

Once we've received your coupons, please allow 6-8 weeks for processing.

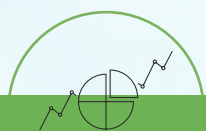
Congratulations for actively participating and taking steps to improve your health.



**baesman:** We get personal.

614.771.2300





## Admin Portal & Reporting

- All data is available in the admin portal where managers can view member lookup, reporting inquiry, and all quality control functions, including card inventory
- Allows brand program managers to view program health, real-time via graphs and KPIs
- System auto-generates daily fulfillment, order, and inquiry reports
- Inquiry reports/interface lets a brand see any gray-area denials and override them
- Reporting includes billing, inventory (cards, envelopes, stock, etc.), weekly activity, and returns physical cards that were returned physical cards that were mailed back to Baesman as undeliverable
- Automatically runs reporting, but custom reports can be expanded for your specific needs
- Reports can be run on-demand or delivered on a recurring schedule



## Fulfillment

- System generates fulfillment orders as approvals happen in the application both manually and automatically
- Includes custom bar-code and magnetic card scanning to ensure the right card goes to the right person
- Unlimited reward options to align to program strategy
- System auto-sends email triggers to Baesman's ESP for deployment and tracking (opens, clicks)
- Physical card counts can be performed, and any loss/spoilage is accounted for
- System flags inconsistent use
- System auto-calculates least number of gift cards to be used in multi-card situations, so envelopes do not get too thick/heavy
- Our QC process ensures rewards cards are being fulfilled and match what managers approved



## More Key Components

- Physical and digital offers and invitations
- Screening coupons and attestations
- Award and Denial Notification System
- Custom Built, Member-Facing PURL Portal
  - Allows login via PURL to review available screenings
  - Completed screenings are entered into the portal for approval/denial
  - The software automatically checks to ensure the screening meets reward requirements
  - Portal can handle one, or many, screening types, as well as screening stage requirements
  - Portals are fully branded with mobile-first design

