



***Powerful
Habits
Optimized.***



Optimity /

Executive Summary

Work-life optimized

Optimity Overview

Who we are

Optimity is the wellness partner of choice for leaders who want to build and maintain a world-class workforce.

Our mission

We strive to unleash more human potential by helping people be in their optimal state physically, mentally and emotionally.

Our vision

Optimity provides a lean software solution to create a crisp, unified and engaging user experience for your team.

We can help

We create tools that enable you to lead a movement to build a healthy advantage and positively impact the bottom-line for your organization. We do so by providing software and services that focus on daily utility.

Our Client Results

92%

Of employees participates in the program in 2016.

74%

Actively engaged in activities on a weekly basis.

84%

Saw decreases in health risk scores.

Employee Wellness is a Top Corporate Concern

- *Unhealthy workers cost employers an average of \$17,500 per year more than their healthier peers.*
- *Employers are paying 50% more per year in healthcare costs for employees with poor mental health.*
- *Most HR managers recognize that they do not have the time or necessary resources to manage wellness effectively.*

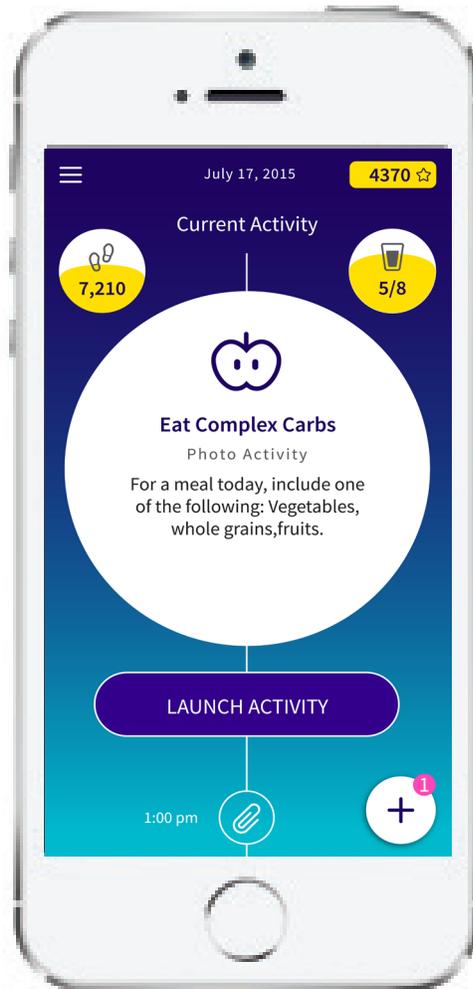
Wellness optimized

Our Solutions

A suite of highly-engaging apps that centralizes your corporate wellness initiatives to optimize business outcomes.

We empower professionals through habit-building to unlock greater human potential.

Your people are your competitive advantage. Progressive leaders provide innovative coaching tools necessary to advance business performance from average to superior.



Available on:



Gamified wellness

Keep people healthy and happy with office-friendly activities that engage them using goal-setting, competition, and personal progression.



Tailored technology

Customize your app features to fit your team's needs: step competitions to safety training, get instant access across all devices and platforms.



Centralized results

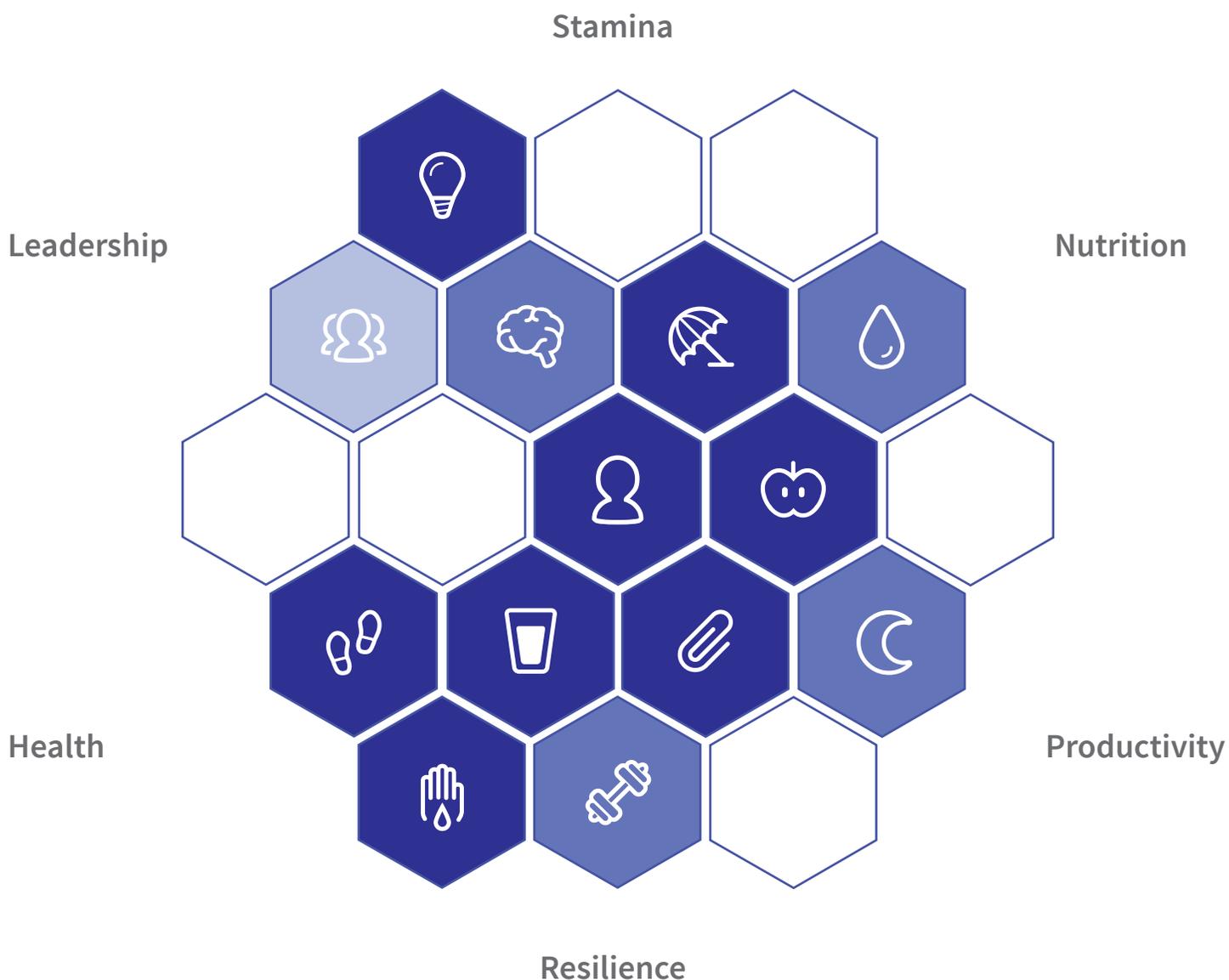
Connect teams across geographies or functional groups, to drive workplace productivity from a centralized admin panel with analytics.

Habits optimized

Success Philosophy

Powerful, healthy and productive habits are key to human success. Behind every successful individual is a support team. Optimity digitally mimics this multidisciplinary support team to coach each employee towards their optimal state, building a culture of self-improvement.

Optimity enables the habits of consistent goal-setting and daily wellness, while adapting to each person's individuality to optimize work and life. Over time, each individual's habit cluster and distribution enables unique insights into their personalities and behavior archetypes.

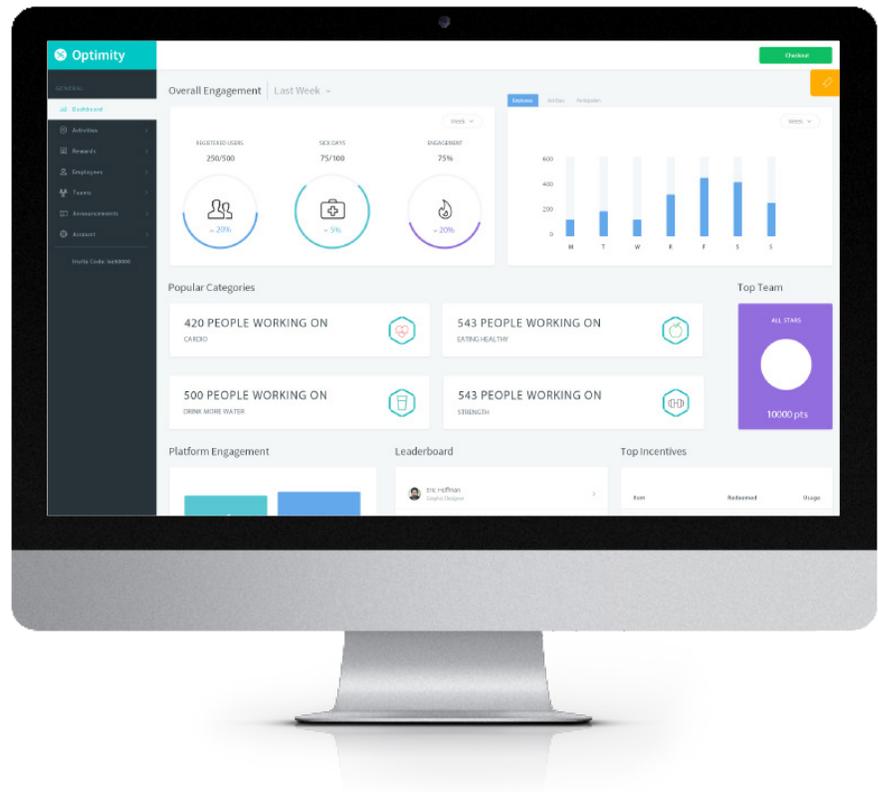


Management optimized

Admin Controls

Optimity™ admin is your centralized hub to nurture a culture of healthy habits.

From multi-office step competitions to cross-platform corporate announcements, Optimity makes it easy and fun to lead and coach your team in achieving your organization's optimal workplace culture.



Features

Customize content

Get instant access to hundreds of expert-generated habit-coaching activities and launch your customized program in minutes.

Centralize announcements

Reach your employee base wherever they are. The announcements feature allows you to create team-specific or firm-wide messages and notifications across all mobile and desktop devices.

Personalize incentives

Reward good habits on any budget. Just toggle on any preferred rewards vendor, and we will manage everything else to optimize the incentives for your employees.

Coach engagement

Want more employee engagement? We help you to pull on non-monetary levers such as gamification, competition, and personal-progression to nurture engagement within your organization.

Insights optimized

Program Lifestyle

We provide leaders with innovative tools to build a culture of self-improvement. Our platform allows for daily interaction with employees at a pace set by management. Our system provides real-time feedback on usage and quantifiable aggregate results to firmly provide metrics on outcomes. Through education and engagement, we help you action on insights into helping employees optimize work-life balance.



Access					
Mobile First					
Web Accessible					
Wearable Integrations					
Calendar Sync Function					
Insights and Reporting					
Real-Time Data Reporting					
Health Risk Assessment					
Dynamic Risk Scoring					
Population Risk Score					
Recommendation Engine					
Retargeting Function					
Biometric Screening					
Historical Claims Analysis					
Customizability					
Customizable Content					
Incentives Management					
Admin Announcements					
Team Challenges					
Outcomes					
12 Months Participation	70-95%	20-40%	10-20%	10-30%	5-15%
Program Requirements					
Minimum Employees	25+	500+	1000+	1000+	100+

Engagement optimized



Sample Initiatives

Nutrition | Diabetes Prevention

Tips & tricks to help you make healthy, energy-boosting food choices mid-day. Receive snack recommendations and participate in photo challenges.

Steps | Heart Disease Prevention

Track your activities, no hardware required! For those who love passive tracking, we integrate with smart phones and wearables.

Flexibility | Back Pain & Injuries

Great office-friendly activities to do in the work setting. Everything from a quick stretch to safety tips to keep you from workplace injuries.

Mindfulness | Fight Depression

Train your mind by consistently practicing focus and awareness. Learn to meditate and manage stress to gracefully handle daily challenges

Financial Wellness

Just like mental and physical health, financial well-being has a major impact on productivity and performance. Learn tips and tricks to help you control

Included in Optimity Packages

- Monthly or annual SaaS subscription to the Optimity suite of applications
- 1-on-1 training and quarterly reviews to help you build the best program for your needs
- Weekly engagement reports with tailored tips to improve performance
- Fresh proactive health content to ensure sustained engagement
- Auto-ful llment of rewards incentives

Optimize the Way You Work.

**Request a free
consultation and demo.**



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