



**COACH
ALBA**

*Text messages leading to healthy
and productive outcomes*

MOBILE MESSAGING IS A POWERFUL PLATFORM

- Text messages reach all of your employees
- 98% of text messages are read
- Ease-of-use is crucial for engagement
- All phones (smartphones and feature phones) support text messaging



COACH ALBA USES AUTOMATED MESSAGING TO CHANGE BEHAVIOR

Text messages to change **crucial behaviors** during **crucial moments**.

Common crucial moments:

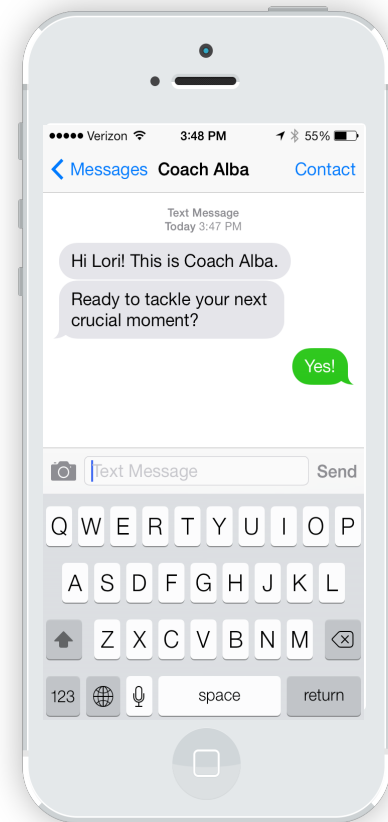
I'm craving an unhealthy snack

I'm feeling stressed

I'm tempted to waste time

I don't know what to do

I'm dreading a tough conversation



THE PROBLEM WE SOLVE

When employees give in to Crucial Moments:

- They lose confidence in their abilities
- They give up on their goals
- Your investment in their progress is at risk

***You can't change outcomes without
changing your behavior.***

HOW IT WORKS

Coach Alba Mindfulness Formula



Anticipate crucial moment



Commit to plan to overcome the crucial moment

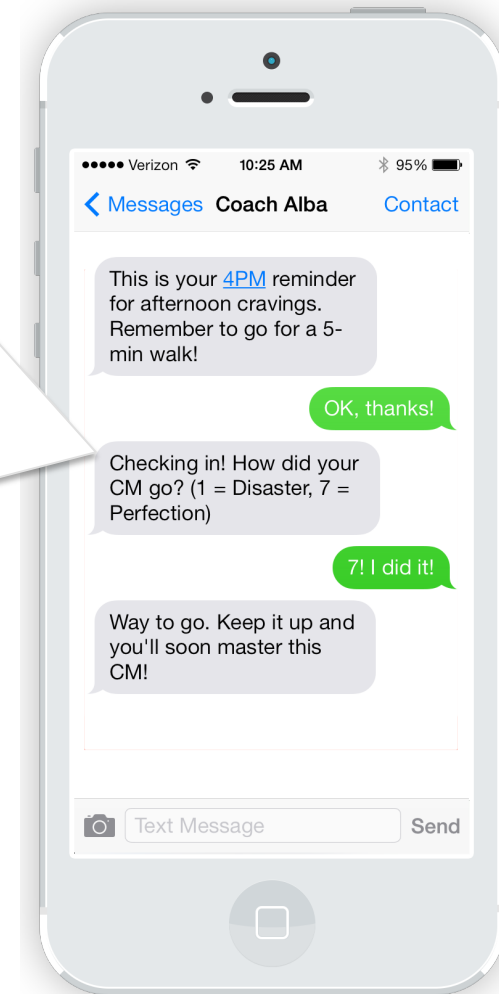
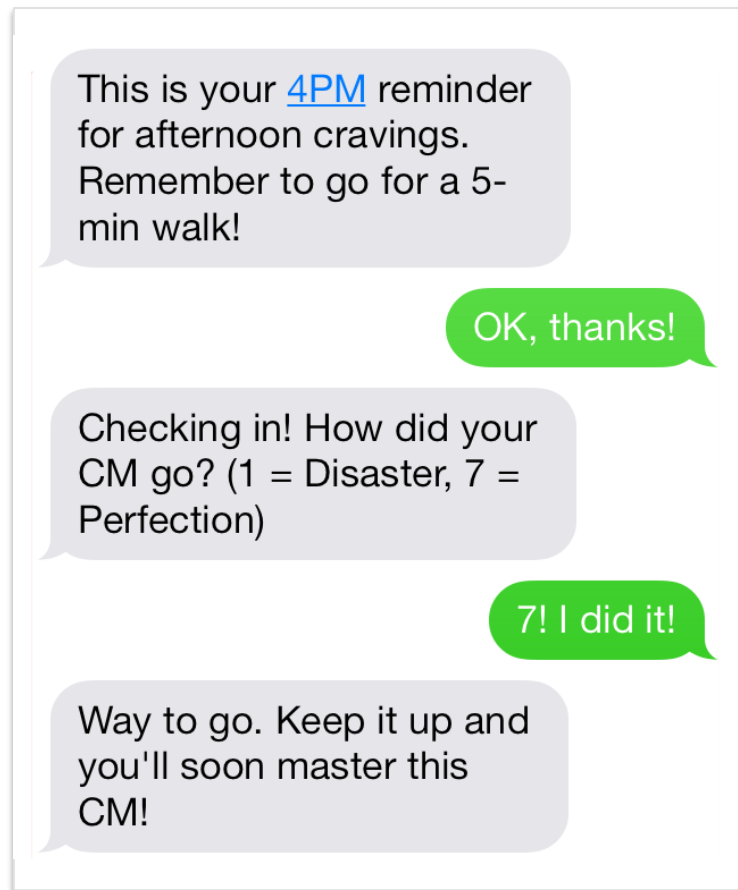


Get reminder and be accountable



**Works with any mobile phone—
not just smartphones!*

SAMPLE CONVERSATION



WHO IS IT FOR?

<i>EMPLOYEE TYPE</i>	<i>COACH ALBA MODULE</i>	<i>DESCRIPTION</i>
High risk health employees	Mastery Mode	Focused intervention guides employees to master their toughest crucial moments with frequent text messages.
Low to med risk health employees	Reminder Mode	Accountability prompts remind employees about their commitments and plans.
Benefit eligible employees	Announcement Mode	Benefits related news (e.g. open enrollment) is broadcast to employees and they can easily subscribe/unsubscribe.
Custom Groups	Custom Mode	Employees participating in company initiatives (e.g. new safety policy) receive custom prompts to help with compliance.

COMPELLING RESULTS IN FIRST 30 DAYS

Coach Alba drives wellness engagement:

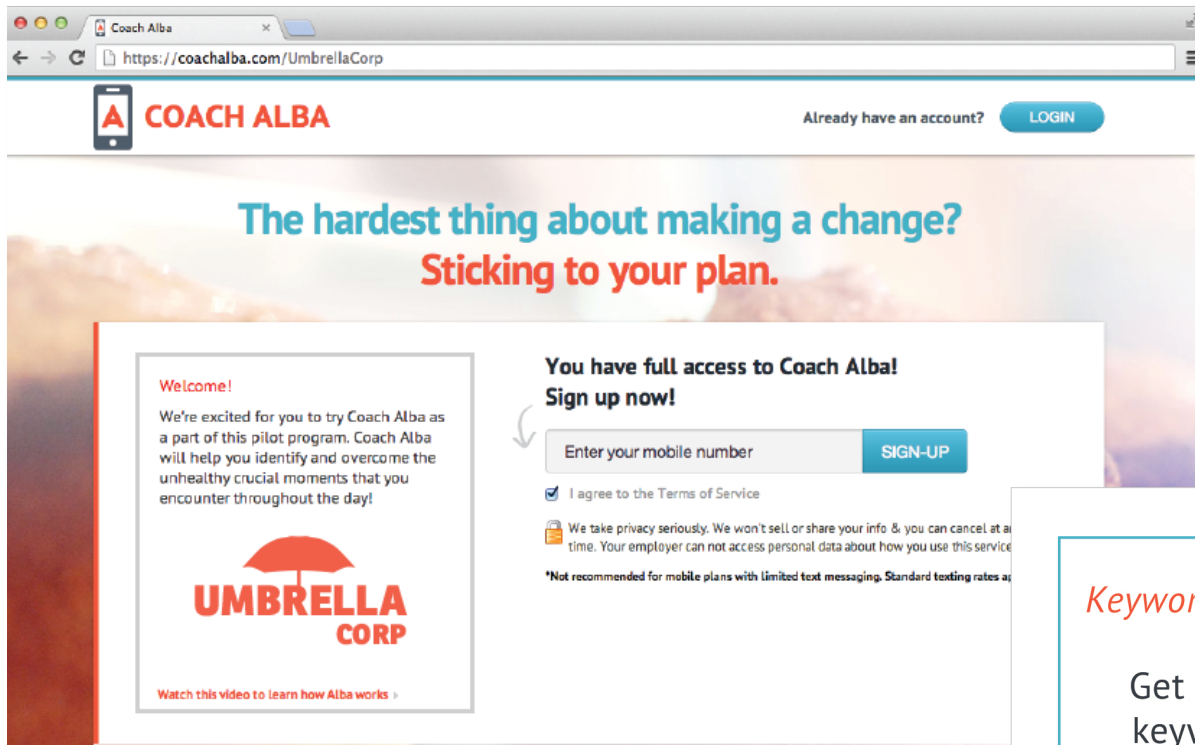
- 1/3 of employees master a crucial moment
- 98% of text messages are read
- 95% response rate on key questions asked
- 40% more user confidence in ability to stick with their plans
- An average of 91 text messages exchanged per month

Coach Alba provided me with just the kind of gentle nudge I needed to stay on track.

- Tammy S., Coach Alba Corporate User



CUSTOMIZED AND EASY REGISTRATION



The screenshot shows a web browser window with the URL <https://coachalba.com/UmbrellaCorp>. The page features the Coach Alba logo and a navigation bar with a "LOGIN" button. The main heading reads "The hardest thing about making a change? Sticking to your plan." Below this, there is a "Welcome!" message and a "You have full access to Coach Alba! Sign up now!" section. The sign-up form includes a text input field for "Enter your mobile number", a "SIGN-UP" button, and a checkbox for "I agree to the Terms of Service". A privacy notice is also present, stating "We take privacy seriously. We won't sell or share your info & you can cancel at any time. Your employer can not access personal data about how you use this service." A disclaimer at the bottom of the form states: "*Not recommended for mobile plans with limited text messaging. Standard texting rates apply." On the left side of the sign-up form, there is a "Welcome!" message and a video player showing the Umbrella Corp logo and the text "Watch this video to learn how Alba works".

Very easy online registration

Keyword: UMBRELLACORP

Get started by texting your keyword to 570-972-2522.

**Not recommended for cell plans with limited texting.*


Registration via text message for employees without computer access



TELL COACH ALBA YOUR CRUCIAL MOMENT

Welcome to your new dashboard

The first step to configuring Alba is to setup your crucial moments. These are those times of temptation or weakness you want to work on controlling. Once you select at least 5 crucial moments, we can get started. I'll be speaking with you soon! - **ALBA**

 Please select 3 more crucial moments before proceeding...

Get Started

Crucial Moments for Weight Loss

Select a Theme: Weightloss

☐ When I get home from work...

☒ When I become stressed or v

☐ Whenever I get lonely...

☒ Only whenever I get ready to

☐ Everytime I think about how t

☐ When I become stressed or v

☐ Whenever I get lonely...

☐ Everytime I get home after w

Themes include:

CORPORATE WELLNESS

Lose Weight
Stop Smoking
Manage Blood Pressure
Manage Blood Sugar
Manage Cholesterol
Manage Stress

ORGANIZATIONAL DEVELOPMENT

Improve Productivity
Employee Safety
Policy Compliance
Custom

VALUABLE REPORTING

Performance

Total Confirmed Sign Ups:

October: 50
November: 55
December: 32

Engagement:

User Active Rate for last 30 days: 85%
User Active Rate for last 90 days: 75%
Mastery Badge Awarded rate: 34%
Total # messages exchanged: 15,655

Trends

Crucial Moment Times:

Morning: 33%
Afternoon: 51%
Evening: 16%

Top Crucial Moments:

I'm tempted to snack: 27%
Late-night snacking: 24%
I don't have a meal planned: 10%
I don't feel like exercising: 8%
When I start to eat and eat too much: 5%

PRICING

SITE LICENSE

\$3 per eligible per year

One time \$2,000 platform fee

Includes unlimited group messaging.

Coach Alba is helpful as it is always present and on your mind, especially at crucial times.

- Carole M., Coach Alba Corporate User



IN SUMMARY

1. *Text messages proven to change behavior*
2. *Broad reach to influence all employees*
3. *Highest engagement of any platform*
4. *Catered to fit your budget*

