

What makes RapidHealth Special

Comprehensive employee influence system – not just a wellness program

- RapidHealth is a dynamic, customizable software platform with a proprietary influence system:
 - Visually engaging and delightful – more fun and far less reading than the competition
 - A 21st Century approach to behavioral change – helping people [shape their feelings](#) (video 1:51)
 - Action Checklist system designed for habit creation and ease of use
 - Uses a mix of predictive analytics, simple and delightful mobile/online interactions, and advertising agency-quality messages to speak with a one personalized, prioritized, and influential voice to each employee
- Includes an innovative wellness program that reduces health care costs by influencing behavior across the [full Health Core](#) (video 2:32) and the major chronic conditions like heart disease and type 2 diabetes
- Can be extended to any behavior an employer wants to promote – e.g. use of employee benefits, safety, interpersonal skills, and leadership skills
- Can integrate and enhance all an employer’s relevant programs and resources – such as culture and leadership building efforts and employee benefit and biometric screening vendors
- Increases effectiveness of health coaches while reducing their cost

Increases efficacy via customization to your workforce, community, and culture

- Just as no two people are alike, no two employee workforces, communities, and cultures are the same
- Because RapidHealth is highly customizable – and because of our expertise and enthusiasm for collaborating with employers and their vendors – RapidHealth can meet the unique needs of your workforce, community, and culture
- Permits employers to globalize, regionalize, and personalize

Reduces or eliminates the need for financial incentives

- Offers a simple and delightful experience that people enjoy
- Taps into and harnesses each person’s desires for a better life
- Increases overall participation and fosters a culture of health and productivity

Strong ROI via performance-based pricing and real-time measurement

- Our pricing involves a mix of a monthly progress stipend to cover our costs and performance bonuses
- With the employer, we choose a set of measurable goals for its RapidHealth implementation, which are converted into performance criteria to measure RapidHealth’s success and our performance bonus
- We configure RapidHealth’s real-time administrative portal to convey the current progress toward the performance criteria
- **Bottom line:** Our pricing ensures you get your money’s worth by properly aligning our interests and yours; and real-time measurement allows you to see the progress on a daily basis

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