

PERSONIFY HEALTH & INDUSTRY INSIGHTS

Crunching the Health Code: Stats Across 5 Essential Categories





Organizations today continue to seek a single experience that helps their members navigate the most important aspects of healthcare. With easier access to a personalized health platform, your members are empowered to make more informed decisions about their health.

And members are experiencing a wide variety of challenges. In fact, five areas stand out among our client community:

- **Mental health**
- **Weight management**
- **Cancer**
- **Women's health**
- **High-cost claims**

Today's problems call for a modern wellbeing solution focused on all aspects of wellbeing—not just physical activity and nutrition. With our engaging digital experience and support for mental health, physical health, financial wellbeing, and more, we're engaging the whole person for better health.

Mental Health

More people are accessing mental health support, resulting in better focus and lower costs, while demand rises for weight management solutions amid challenges from cancer, expanding women's health needs, and increasing high-cost claims.

In fact, we see this in our own clients that offer our personalized health platform to support their members' mental health. Our platform integrates mental health resources across prevention, navigation, coaching, and care delivery, members report feeling more focused, present, and motivated at work. Additionally, they're also experiencing a reduction in costs for mental healthcare. Your peers are having measurable impact in retention, engagement, and productivity.



79%

of Personify Health members report feeling more focused, present, and motivated at work¹

90%

report being more effective in their role at work²

25%

higher employee retention among Personify Health members²

3%

reduction in mental healthcare trend costs³

(1) 2025 5 healthcare trends every employer should be watching. <https://engage.personifyhealth.com/5-healthcare-trends-every-employer-should-be-watching>.

(2) Personify Health Enterprise Reporting Analytics, MSTR dashboard, August 2025.

(3) 2024 Merative Cost Savings Analysis. <https://engage.personifyhealth.com/merative-study>.

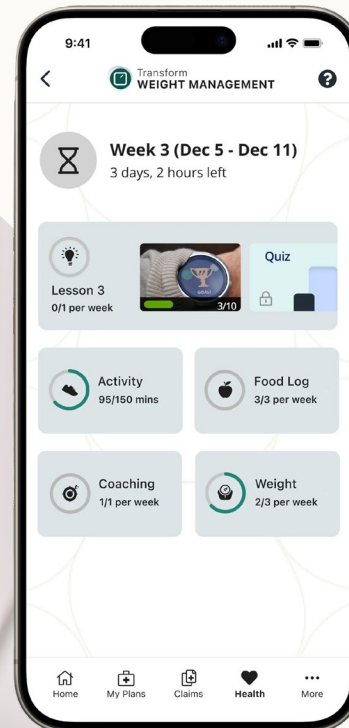
Pro Tip: Ensure you have the breadth and depth of our engaging content enabled for your populations.

With over 30 health and wellbeing topics available, your members can access a variety of our platform features, such as: 300+ Healthy Habits Trackers, 3,000+ Daily Cards, 100 Journeys, 140+ Videos, and 9 types of Corporate Challenges with tons of themes within each type, monthly Promoted Healthy Habit Challenges, and Peer-to-Peer Challenges.

Weight Management

Weight management continues to be a growing need among our members. With obesity affecting 1 in 3 U.S. adults, the market is seeing a staggering \$147 billion spent annually on obesity-related healthcare services. Additionally, obesity is often a cause of multiple comorbidities and chronic medical conditions, including type 2 diabetes, some forms of cancer and heart disease.

We often encourage our clients to view weight management holistically, focusing on behavior change and mental health support alongside medication, if applicable. By blending these elements, we're able to build the foundation of a long-lasting solution that intercepts and addresses the core issues of obesity.



51%

achieve clinically significant weight and activity improvements¹

85%

of Transform participants improve eating habits¹

49%

Transform outperforms similar programs' weight loss average by 49%, according to the American Diabetes Association²

(1) 2023 post-engagement survey results.

(2) JMIR Diabetes 2022 Jan-Mar; 7(1), <https://diabetes.jmir.org/2022/1/e23243>.

Pro Tip: Increase your weight management support by offering digital therapeutics solutions

Through our cost-effective prevention and condition management digital therapeutics, you can offer additional support to your members around weight management, blood pressure, and prediabetes.

Cancer Support

Did you know that 45% of people diagnosed with cancer are of working age, with approximately 2 million adults diagnosed just last year? This may be surprising, especially since many individuals remain active in the workforce before, during, and after cancer treatments. Many organizations are being more proactive and are preparing to support their members with cancer throughout their entire journey, from diagnosis to recovery.

While a chronic disease diagnosis is life-changing, it doesn't have to mean the end of a career. Because treatment costs rise significantly with later-stage diagnoses, adding nearly \$600 in out-of-pocket costs in just the first six months, we focus on encouraging preventive health practices, like cancer screenings, to support early detection. Our holistic approach includes digital care journeys and personalized health coaching, all designed to reduce the financial and emotional burden on individuals and fully insured employers alike.

28%

increase in cancer screenings over 3 years with the help of our personalized early intervention through our TPA Care Management solution¹

27%

lower outpatient costs²

80%

lower out-of-network utilization²

17%

decrease in emergency room costs²

(1) 27.5% increase in cancer screenings from Personify Health cancer awareness campaigns over a 3-year period. Cancer Awareness program BoB 2022.

(2) 2024 Wakely Consulting Group analysis <https://personifyhealth.com/press/new-independent-actuarial-study-shows-personify-health-lowers-healthcare-spend-by-23/>.

Pro Tip: Increase member support with personalized, early intervention

Improve health outcomes and tackle medical trend with empathetic, expert advocacy and care management to meet people where they are and change the way they experience healthcare.

Women's Health

Women in the US are estimated to spend \$15 billion more annually on healthcare than men, excluding maternity-related expenses. This significant difference highlights the unique healthcare needs women face and underscores the importance of addressing these needs comprehensively. Women's health, once relegated to a supporting role in benefits discussions, has now taken center stage—a shift that is long overdue.

From navigating perimenopause and menopause, to balancing caregiving responsibilities and managing mental health, women face a complex set of challenges that demand thoughtful, inclusive support. These issues don't just affect personal wellbeing—they shape professional engagement, productivity, and retention.

The U.S. women's health market is projected to grow to \$34.5 billion by 2033. As the market grows, so do expectations. Today, 89% of employed U.S. women say that employer-sponsored health benefits positively influence workplace satisfaction, and 85% say benefits directly impact retention and recruitment.



64%

of female members would be disappointed if they could no longer use the Personify Health platform (compared to 59% of male members)¹

75%

of female members are satisfied or very satisfied with the Personify Health platform (compared to 69% of male members)¹

78%

of female members developed positive daily habits (compared to 72% of male members)¹

88%

employee retention 12 months after birth (through Ovia, a Personify Health partner)²

88%

increase in perinatal mental health treatment (through Ovia, a Personify Health partner)²

(1) 2024 Member Satisfaction Survey.

(2) Ovia Health. Employers: No two families are the same — why should their care be?
<https://www.oviahealth.com/employer-family-benefits/>

Pro Tip: Discover how you can empower the women in your workplace

Imagine a workplace where every woman feels seen, supported, and empowered to bring her best self each day. See how you can address critical issues—such as perimenopause, cardiac health, depression, and caregiving—to can create a thriving, productive, and happy workforce. Additionally, see how you can help the women—and men—in your workplace talk about the health that goes unspoken.

High-Cost Claims

High-cost claims have significantly increased recently, driven by factors such as a higher prevalence of chronic conditions, costly treatments & new technology, and an aging population.

Third-party administrators (TPAs) play a critical role in managing these claims through services like case management, utilization review, and claims adjudication. However, rising healthcare costs—particularly for late-stage diagnoses—continue to strain budgets. Individuals face steep out-of-pocket expenses, and fully insured employers are seeing projected increases of up to 30% in cancer-related spending over the next few years.

Personify Health integrates advanced analytics with a comprehensive wellbeing platform to proactively manage high-cost claimants. Our High Cost Claimants Report identifies members with significant medical or pharmacy spend, enabling early intervention. Through digital care Journeys, personalized Health Coaching, and a strong emphasis on preventive screenings, we guide members toward timely, clinically appropriate care. Data shows that engaged members are more likely to use preventive services and manage chronic conditions earlier—leading to better outcomes and lower long-term costs for both individuals and employers.



14%

lower costs year over year for Personify Health members, potentially indicating a cost savings of **\$699 PMPY¹**

29%

lower inpatient costs¹

38%

lower pharmacy costs¹

23%

more preventive visits completed by engaged Personify Health members compared to non-members¹

(1) Merative Cost Savings Analysis. <https://engage.personifyhealth.com/merative-study>

Pro Tip: Actively promote and encourage your members to participate in your program

You have a comprehensive health wellbeing program, designed to support your members' needs. Now, it's time to make sure they know about it and engage with it daily. Connect with your Personify Health Team for ways to enhance your communications strategy. By fostering higher engagement, you can help reduce overall healthcare costs while also supporting healthier, more productive employees.

Personalizing your members journey to better health

As your partner, we're here to help you personalize your members' experiences with:

- Healthcare navigation is [made easy with advocacy and cost transparency](#), leading to improved member satisfaction and increased benefits utilization.
- [Daily, immersive education](#) gamifies your members' experiences in small steps, enabling them to make better, more informed decisions regarding their health.
- [Care Management](#) support and advocacy to meet your people where they are and changes the way they experience healthcare, helping improve health outcomes and tackle medical trend.
- [Digital therapeutics](#) offering cost-effective prevention and condition management for your members looking for weight management, blood pressure, and prediabetes support.
- [Dedicated, multi-modal coaching](#) is designed to engage and support your members across condition and lifestyle management topics.
- [65+ vetted and integrated digital point solutions](#) from our partner ecosystem that spans 16 diverse categories.



Because health is personal™

Through our user-centric approach and deep expertise, our solutions enable you to boost member engagement, improve health outcomes, reduce costs, and elevate your organization's overall health and wellbeing strategy.

Connect with your Personify Health Team to learn how you can take advantage of these offerings.

Learn more at personifyhealth.com

Find us on [facebook](#) | [twitter](#) | [linkedin](#)

