

Investing with impact: Making workforce health work for your business



If you're not measuring for impact, you're wasting your health & wellbeing efforts

You're investing in employee health, and that's a good start. But if you're still tracking clicks, counting sign-ups, or relying on participation stats alone, you're not measuring impact; you're measuring activity.



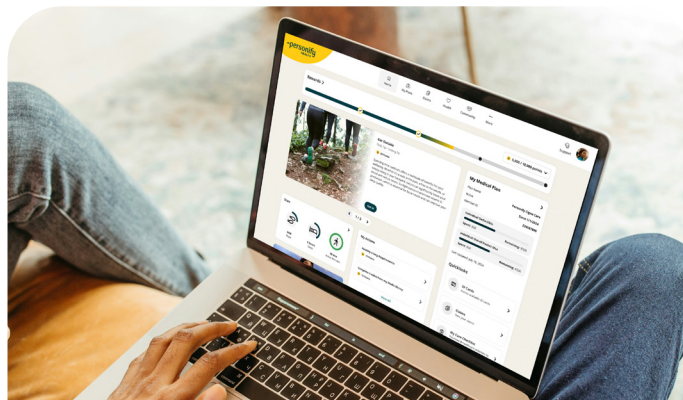
Senior leaders want more than good intentions. They want proof that your health investments are driving real outcomes:

-  **healthier employees**
-  **stronger retention**
-  **fewer absences**
-  **better business performance**

That's where Personify Health comes in.

We help employers move beyond surface-level metrics to show how health engagement programs deliver measurable value: financial, clinical, physical, and mental.

Our personalized health solutions connect the dots between action and outcome, so you can see exactly how your investment is paying off.



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“Behind every data point is a person, and that’s what makes measuring value-on-investment (VOI) so powerful. It shows the real-world value of health engagement: healthier people, stronger teams, better outcomes.”

- Michele Metzler, PhD, Analytic Development Manager, Personify Health

3 ways to quantify the impact of health & wellbeing investments

You need to report on more than participation stats if you want to secure employee health investments year after year. You need to show how those critical investments translate into *business outcomes*.

These three methods are backed by validated benchmarks, industry research, and Personify Health's own data models. They're designed to help you prove impact in ways that matter to the CFO, CHRO, and CEO.



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Health outcomes: Measure what improves, and what's lacking

It's not just understood, but also proven in the research that healthier employees cost less, perform better, take fewer sick days, and stay in your business longer. But you can't prove that to your senior leaders with anecdotes. You need data and measurable outcomes (*like clinical, behavioral, and preventive*) that tie directly to financial impact.

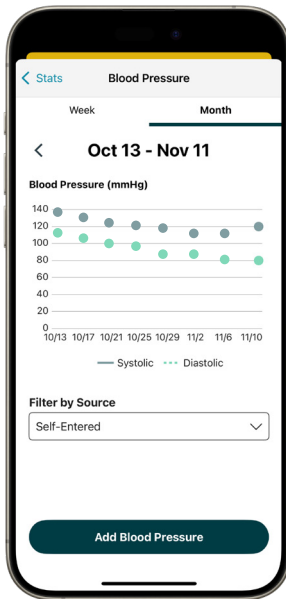


How Personify Health shows impact on health outcomes:



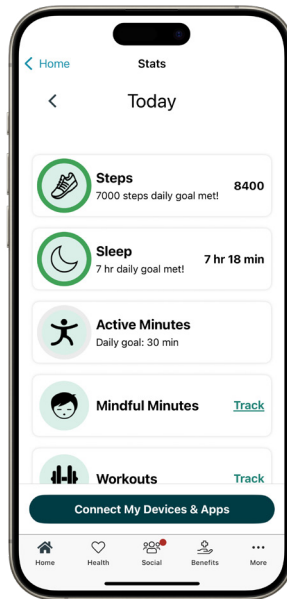
Biometric improvements

(blood pressure, BMI, glucose)



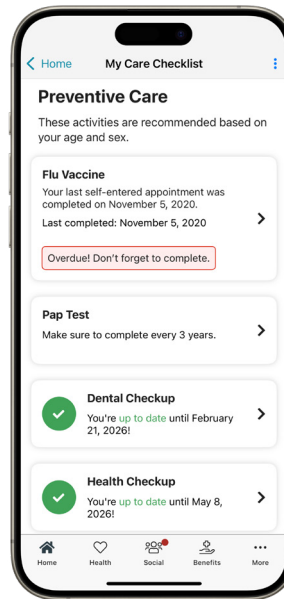
Activity data from wearable devices

(steps, sleep, active minutes)



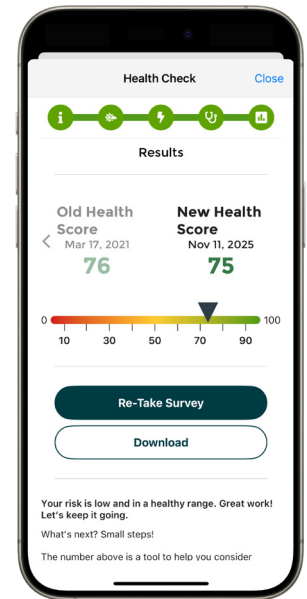
Preventive health actions

(annual health screenings, check-ups, flu shots)



Health risk scores

(Personify uses a 1-100 scale based on the member's individual survey results)



Personify Health results:

*Representative sample of 122 clients,
Total eligible members = 2.85M*



77%

of engaged members improved their health



\$654

average cost impact per improved member



\$3.4M

average cost impact per client from health improvements

Turnover reduction: Say goodbye to costly churn, not your employees

Employee turnover is expensive. Replacing an employee can cost up to 100% of their salary. Ouch!

When an employee feels supported and engaged – especially with their health & wellbeing – they’re more likely to stay. And that’s retention you can measure.

What our platform measures to show health engagement investments reduce turnover:

- Turnover rates for engaged vs. unengaged employees
- Attribution rate (how much of the retention is due to your health & engagement efforts)
- Replacement cost per employee
- Eligibility-based turnover tracking (identify who was eligible in the program year (e.g., 2024) and who was no longer eligible the following year (e.g., 2025))

Personify Health’s Turnover Impact Calculation

Sample client calculation, 2024

12%	-	2%	=	10%
Turnover Rate for Unengaged		Turnover Rate for Engaged		Lower Turnover for Engaged¹
10%	x	15,530	=	1,530
Lower Turnover for Engaged		Engaged Members ¹		Members Saved²
1,530	x	15%	=	230
Members Saved		Credit for Turnover ³		Members Saved due to Health Engagement
\$82k	x	30%	=	\$24.6k
Average Salary ⁴		Replacement Cost Percentage ⁵		Replacement Cost
230	x	\$24.6	=	\$5.64M
Members Saved due to Health Engagement		Replacement Cost		Impact due to Turnover

(1) **Engaged Employees:** Employees who are casual (3-5 months) or power (6+ months) users over 2024

(2) **Members Saved:** This is the number of members that would have left if the engaged population turned over at the same rate as the unengaged

(3) **Credit for Turnover:** This accounts for the fact that employees leave an organization for a variety of reasons, we are taking a conservative estimate [source: [SHRM](#)]

(4) **Average Salary:** This method is using an average salary for industry from the Bureau of Labor Statistics. This can be updated to reflect your organization's data

(5) **Replacement Cost:** Using an average salary for the industry from the Bureau of Labor Statistics, we estimate that it costs about 30% to 50% of an employee's salary to find a replacement [source: [Gallup](#)]

Average Personify Health results:

*Representative sample of 122 clients,
Total eligible members = 2.85M*



12%

lower turnover for engaged employees



\$3.45M

average cost impact per client from turnover

Absenteeism reduction, means increased production

Unplanned absenteeism can massively disrupt teams, delay projects, and add strain to the business. It's exceptionally hard to plan for absences like bereavement, family care, or general sickness.

Absences caused by disengagement, mental health issues, and chronic conditions cost businesses most, and that's exactly where health engagement investments pay off the fastest.

12 billion workdays are lost per year due to depression and anxiety alone. That costs the economy around \$1 trillion!

How our platform measures health engagement investments for reduced absenteeism

- Average absentee days saved per engaged employee
- Daily wage cost
- Productivity loss multiplier (to account for indirect costs like workflow disruption, coworker overtime, and reduced team efficiency, which can vary by industry)

Personify Health's Absenteeism Impact Calculation

Sample client data, 2024

\$82k Average Salary ²	÷	250 Workdays per Year	=	\$328 Daily Wage Cost
\$328 Daily Wage Cost	x	1.3 Productivity Loss Multiplier ³	=	\$525 Adjusted Daily Wage
\$525 Adjusted Daily Wage	x	1.8 Reduction in Absentee Days ⁴	=	\$945 Savings per Employee
\$945 Savings per Employee	x	15,530 Engaged Employees ¹	=	\$13.4M Impact due to Absenteeism

(1) **Engaged Employees:** Employees who are casual (3-5 months) or power (6+ months) users over 2024

(2) **Average Salary:** This method is using an average salary for industry from the Bureau of Labor Statistics. This can be updated to reflect your organization's data

(3) **Productivity Loss Multiplier:** This accounts for additional losses due to workflow disruptions, project delays, and additional strain placed on other employees. This is specific for the industry [Source: Health Economics]

(4) **Reduced Absentee Days:** Studies have shown that employees who engage in wellness programs have 1.8 fewer absentee days per year. This can be updated to reflect your organization's data [source: Health Affairs]

Average Personify Health results:

*Representative sample of 122 clients,
Total eligible members = 2.85M*



\$788

average cost impact per employee



\$4.8M

average cost impact per client from reduced absenteeism

Real outcomes, recognized excellence

When it comes to proving impact, Personify Health doesn't just talk the talk; we've got meaningful data to back it up. With **7,500 employer clients** and **25 million members**, our platform delivers measurable improvements across the metrics that matter most.

Preventive care that pays off

A two-year independent study of 61,000 engaged members showed a 23% increase in preventive visits, including cholesterol checks, mammograms, and cervical cancer screenings. That's not just good health hygiene. It's early detection, lower risk, and smarter spending.

Lower costs, every year

Engaged members got healthier and cost less. A real-life win-win! The same two-year study showed a 14% reduction in healthcare costs compared to industry benchmarks. That's real ROI, delivered at scale.



Clinical risk? We can – and will – help with that

In a one-year analysis of 90,000+ members, we saw biometric improvements in BMI, hypertension, and blood glucose, three high-risk indicators directly tied to lower healthcare costs.

Yet again, hard proof that engagement drives better health.

Top 25 in TIME's World's Top HealthTech Companies

TIME named Personify Health one of the **World's Top HealthTech Companies** in the **Prevention** category - one of just 25 companies recognized globally.

The ranking, powered by Statista, evaluated thousands of companies based on financial performance, reputation, and engagement. We earned our spot by delivering outcomes that matter.

”*“True health engagement begins with prevention – when people are healthier, costs go down for everyone. Our proven approach enables members to better navigate the complexities of the health journey and redefines how they engage with their health.”*

- Chris Michalak, Executive Chairman of Personify Health

Value-on-investment checklist: Is your program built for impact?

Our data scientists have outlined the top characteristics of a health engagement solution that will drive real impact, drawing from 20+ years of industry experience.

Use this checklist to evaluate whether your health engagement program is built for measurable value-on-investment.

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|---|-------------------------------------|---|
|  | Design for outcomes | <ul style="list-style-type: none">✔ Define a clear hypothesis: healthier employees drive better business results✔ Target the top health risks in your workforce✔ Link health metrics to business KPIs like retention, productivity, and healthcare costs |
|  | Integrate solutions | <ul style="list-style-type: none">✔ Connect preventive care, biometrics, care navigation, coaching and benefits advocacy✔ Use a single platform to eliminate gaps and improve engagement✔ Track impact across the full employee experience |
|  | Personalize experiences | <ul style="list-style-type: none">✔ Tailor content and coaching to individual health goals✔ Use data from devices, claims, biometrics, and platform activity✔ Deliver relevant, timely support |
|  | Build a health-first culture | <ul style="list-style-type: none">✔ Secure visible executive sponsorship✔ Embed health engagement into policies, manager training, and work environments✔ Reinforce that health is a strategic priority |
|  | Use data to drive decisions | <ul style="list-style-type: none">✔ Track participation, engagement, biometric outcomes, absenteeism, and turnover✔ Analyze causality and trends over time including with claims✔ Share insights with CHROs, CFOs, and other stakeholders including with claims |
|  | Improve continuously | <ul style="list-style-type: none">✔ Apply predictive analytics to refine engagement strategies✔ Test features, program designs, and incentives✔ Benchmark against industry standards to optimize performance |

If your program meets these requirements, it's built for impact.

If it doesn't, it's time to expect more and adjust. You don't have to settle. [Book a call](#) with one of our health and engagement experts, and we'll show you how we can implement these best practices, get evidence-based insights, and help you prove value-on-investment.



Insights Lab
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About the Personify Health Insights Lab

The Personify Health Insights Lab is dedicated to delivering data-driven insights that demonstrate measurable value, support organizational performance, and quantify improvements across the extensive Personify Health network.

By equipping decision-makers with robust analytics and evidence-based results, the Insights Lab empowers organizations to achieve operational excellence and drive strategic success. The team is comprised of highly skilled data scientists, actuarial experts, PhDs, and analysts, collectively bringing over 200 years of experience across health technology, analytics, and retail sectors.



About Personify Health

By bringing industry-leading third party administration, holistic wellbeing, and navigation solutions together, all in one place, we have created the industry's first and only personalized health platform.

With decades of experience and global operations, we empower diverse and unique businesses – and diverse and unique people – to engage more deeply in health at a lower cost. Through our proprietary combination of data-driven personalization, science-backed methodology, and concierge-level clinical expertise, our end-to-end platform makes it easier to proactively address people's needs across their lives.

With a personalized, holistic, and powerfully simple experience, we are redefining industry expectations and what it means to manage health.

Let's talk →

Learn more at personifyhealth.com



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