eBook

Modernizing mental health for health plans

How to deliver scalable, personalized wellbeing with one connected personalized platform

Mental health is one of the fastest-growing and most expensive challenges facing health plans today. Alongside chronic conditions, mental health issues account for a staggering $4.9 trillion in national healthcare spending, putting plans under mounting pressure to deliver better outcomes at scale.

Despite the increase in investments, introduction of new solutions, and expansion of programs, results haven't improved. Engagement is still low. Outcomes are still inconsistent. Costs are still rising. What's going on?

Across commercial, Medicare, and Medicaid lines of business, plans are juggling disconnected vendors, siloed apps, and point solutions that don't talk to each other. What you get isn't just administrative complexity, but a ripple effect of member confusion, care gaps, and cost overruns.

And the more complex the population, the harder it gets. Scaling mental health care with equity, consistency, and real impact has become one of the biggest unsolved challenges in care delivery.

So how do you fix it? You don't patch it. You rebuild it around your members.

That's exactly what Personify Health helps health plans do.

Our personalized health platform replaces the fragmented stack with an integrated, all-in-one solution, built to scale across populations and deliver what matters most:

- ✓ A consumer-grade experience as engaging as Facebook
- ✓ A unified system for coaching, clinical care, and wellbeing
- ✓ Tools that break down SDOH barriers and expand equity
- ✓ A solution that works across commercial, Medicare, and Medicaid
- ✓ Better outcomes at lower cost — for members and the plan

This isn't another app. It's a new model.

Because mental health shouldn't be reactive, siloed, or stigmatized. It should be accessible, proactive, and personal, built into the fabric of how care is delivered every day.

The opportunity isn't just to improve mental health. It's to transform how it's delivered.

Increase engagement & performance

Personalized approach

Drive cost reductions

Supporting mental health at every stage

Mental health isn't a one-time need—it's a continuum that evolves over time. Some members need small nudges, a quick stress management tool, a guided meditation, or a reminder to take a break. Others need structured coaching or additional support. Most health plans already provide clinical care management; Personify complements those capabilities by making wellbeing accessible and engaging at scale.

Most mental health benefits only focus on one piece of the puzzle. We help health plans fill the gaps, delivering proactive, personalized wellbeing experiences that keep members engaged and connected to the resources they already have.

One platform to scale wellbeing and complement care management
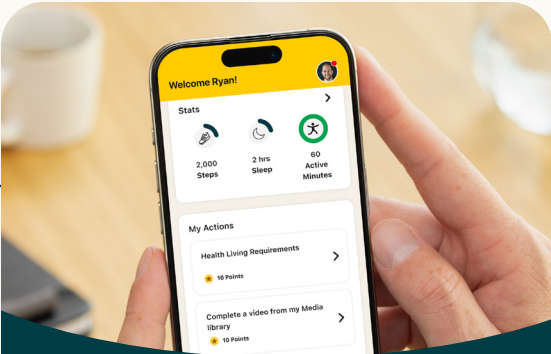
~personify
HEALTH

Wellbeing
is our foundation. Our solutions are proactive and scalable—engaging members before care needs arise.

Integration
with your care ecosystem—connecting members to wellbeing resources while complementing your existing clinical programs.

| Lifestyle support | Seamless wellbeing experience | Integration with Care programs |

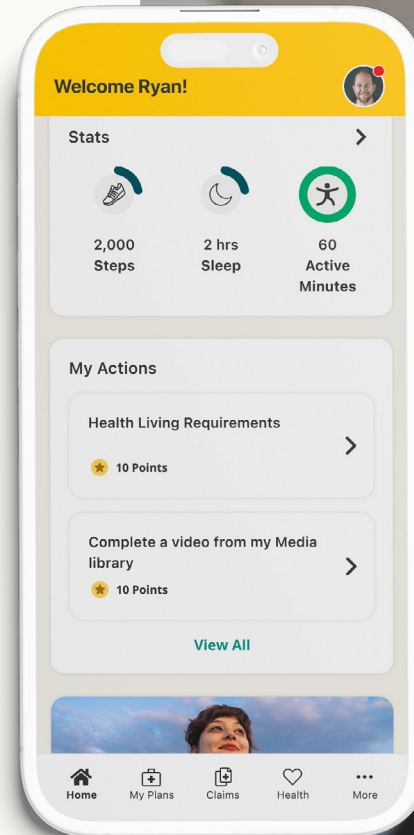## Scalable wellbeing solutions that integrate with your care strategy

Here's how we ensure members get the right support —at every stage of their mental health journey.

1 Proactive personalized wellbeing & prevention

Mental health isn't just about managing struggles—it's about building resilience before stress takes over.

How we make wellbeing a habit:

- ⊘ **Expert-led content**—daily habits, short videos, and guided conversations

- ⊘ **Holistic wellbeing**—covering stress management, emotional intelligence, and resilience

- ⊘ **Whole person engagement**—connecting mental health with key lifestyle factors like physical activity, sleep, nutrition, social connections and community

Welcome Ryan!

Stats >

2,000 Steps   2 hrs Sleep   60 Active Minutes

My Actions

Health Living Requirements
⭐ 10 Points >

Complete a video from my Media library
⭐ 10 Points >

View All

Home   My Plans   Claims   Health   More

2 Personalized mental health coaching— Because everyone needs someone to talk to

Support shouldn't feel clinical, intimidating, or out of reach. That's why Personify offers whole-person, evidence-based coaching certified by NCQA and backed by the National Board for Health & Wellness Coaches.

- ✓ **Confidential, stigma-free coaching**

- ✓ **Expert coaches** (social workers, psychologists, dietitians, trainers, financial coaches)

- ✓ **Behavioral science-backed methodologies**

- ✓ **Flexible access** (phone or in-app messaging)

- ✓ **A gateway to deeper care** (referrals to EAPs, therapists, and mental health resources)

Personify's mental health coaching

Subject Matter Experts

- ✓ Coaches with advanced degrees in Counseling, Psychology or Social Work

- ✓ Decades of experience in the mental health field

- ✓ Regular, robust subject matter expert training

Urgent Situation Handling

Trained to appropriately handle suicidal ideation and domestic violence scenarios by:

- ✓ Directing to appropriate resources

- ✓ Normalizing therapy

- ✓ Providing support in navigating the mental healthcare landscape

Timely, Critical Referrals

- ✓ EAP

- ✓ Mental health provider

- ✓ Nurseline

- ✓ National Suicide Prevention Lifeline

- ✓ National Domestic Violence Hotline

- ✓ Case Management

- ✓ 211 and other local community resources

- ✓ Personify Health integrated programs and activities

Assessment and Focused Coaching

- ✓ Assess mental and emotional wellbeing on every call Nonjudgmental approach

- ✓ Anxiety & Depression

- ✓ Grief & Loss

- ✓ Stress

- ✓ Healthy Relationships

- ✓ Substance use

- ✓ Postpartum

See how simple it will be for your members to get connected to the right coach.

With coaching accessible directly from the homepage, members can easily browse specialties, book sessions, and get the personalized support they need without waiting, guessing, or switching apps.

Try it now! →

3 | One platform. Fewer vendors. Zero compromise.

The rise in point solutions has left many health plans juggling vendors, contracts, and disconnected care experiences. And with each new solution, the system gets harder to manage and farther from delivering real impact.

With Personify Health, you can consolidate your mental health ecosystem without sacrificing quality or reach. Our platform brings together industry-leading partners from behavioral health to digital therapeutics into a single, connected experience.

Now you'll get:

✓ **Top-tier partner ecosystem—** including Headspace, Spring Health, meQ, and more

✓ **Pre-integrated, pre-vetted, and proven—**no more stitching together one-off solutions

✓ **One contract, one platform, one experience—**across commercial, Medicare, and Medicaid

✓ **4x higher utilization than standalone apps—**because members actually use what you offer

Reduce complexity. Eliminate vendor fatigue. And deliver best-in-class mental health care without adding to your stack.

A few of our mental health partners:

RethinkCare
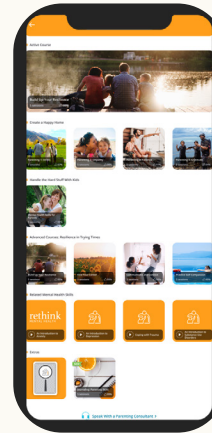
Leading digital training solution for parenting, professional development, personal wellbeing, neurodiversity, and resilience.

headspace
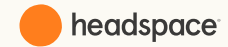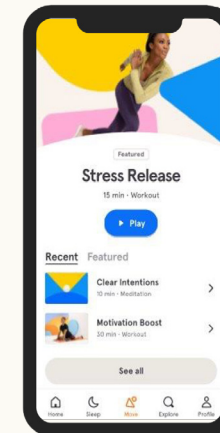
A digital wellbeing and therapeutics solution combined with the latest clinical research and breakthrough technologies to deliver mental health support that is accessible, personalized, and effective across a range of conditions.

meQ
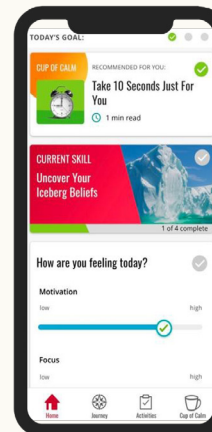
Helps populations stay healthy with unlimited self-care content, behavioral health coaching, and work-life services while dedicating therapy and psychiatry to those with more acute needs.

Spring Health
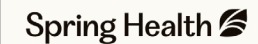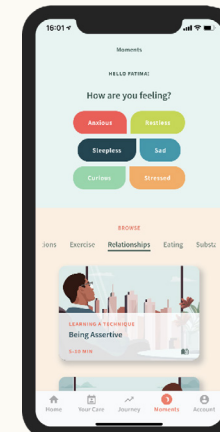
Proven tools and techniques to build individual and team resilience and take control of emotional and physical wellbeing.

Koa Health
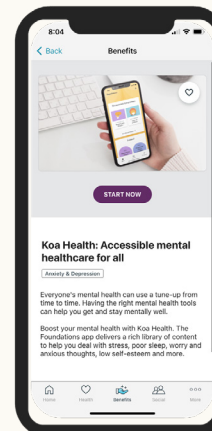
Offers personalized, culturally responsive care with fast access to in-person and virtual care, including therapy, coaching, medication management, wellness exercises, and other employer services.
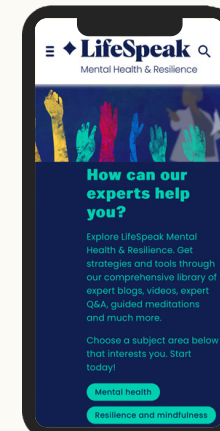
LifeSpeak Inc.

LifeSpeak, ALAViDA and Wellbeats are a suite of solutions focused on mental, physical, and family wellbeing.

Why leading health plans choose Personify Health

The number of mental health benefits available to members has never been greater. But more options don't always mean better outcomes. When members feel overwhelmed, they don't need another app—they need a single place to turn to. That's why leading organizations trust us to transform workplace mental health.

51%
average monthly engagement—far exceeding traditional EAPs

6+
meaningful actions per login

4x
higher utilization vs. standalone mental health apps

Our engagement numbers aren't an accident—they're the result of a thoughtfully designed experience that removes barriers and makes mental wellbeing second nature.

Consumer-grade engagement that keeps members coming back

Most mental health apps and solutions struggle with the same challenge: low engagement. Members may enroll, but they rarely return, leading to underutilized resources, higher costs, and lost opportunities to improve outcomes.

At Personify Health, engagement is the engine that powers everything we do.

- ✓ **Consumer-grade experience—**seamless, intuitive design makes it easy for members to engage

- ✓ **A daily destination for wellbeing—**members naturally turn to our platform for support, not just in crisis

- ✓ **More than passive awareness—**we nudge, guide, and personalize every touchpoint

- ✓ **Stickier member relationships—**the more they engage, the more likely they are to stay with your plan

Real engagement drives real results. One global member leveraging our platform saw **83% adoption** and **90% program completion**, proving that when wellbeing support is seamlessly integrated, members don't just sign up—they show up.
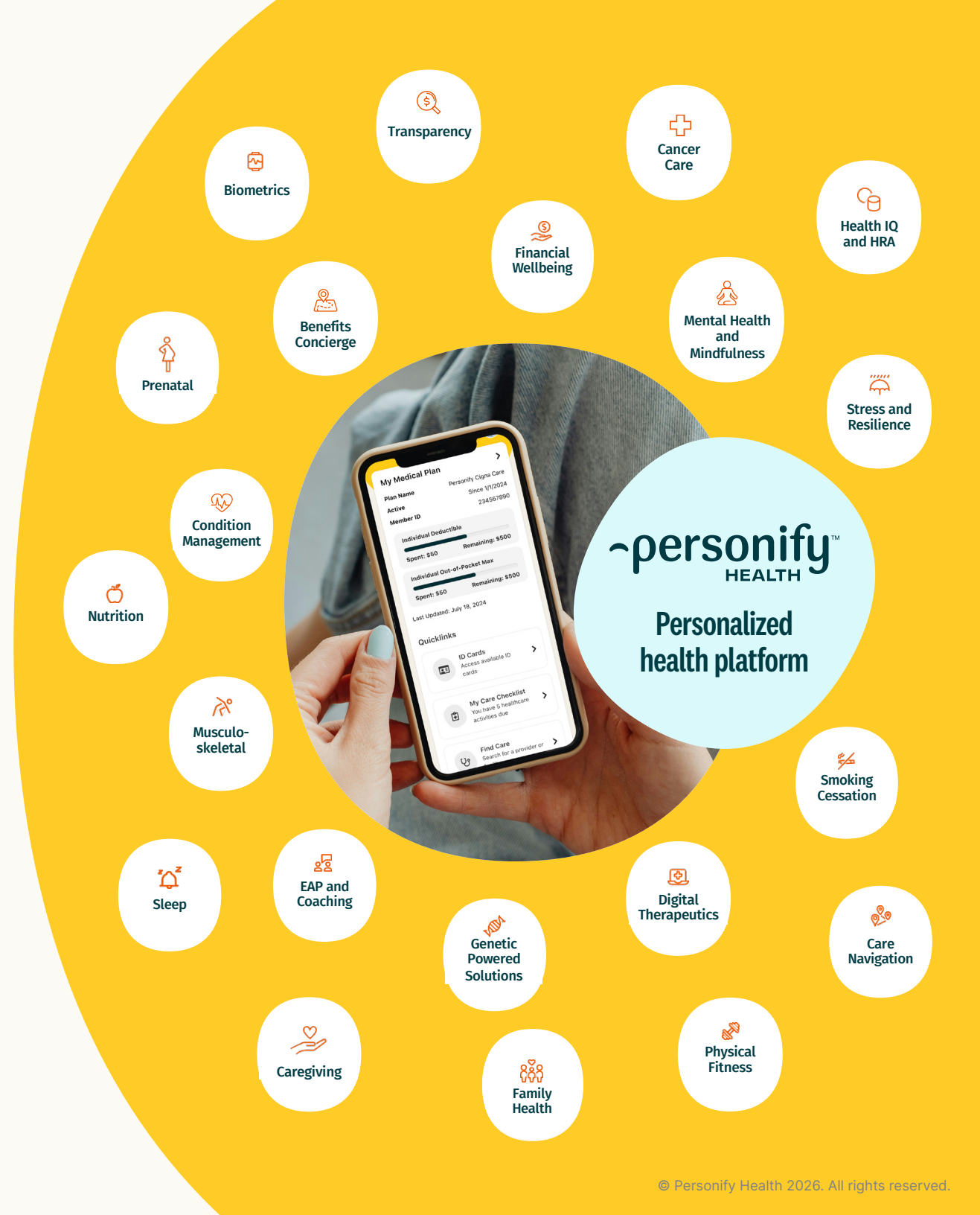
See how they did it →

Connected benefits. Coordinated care. One powerful platform.

For most health plans, the challenge isn't a lack of mental health resources; it's that members can't find or follow them. Benefits are siloed across different teams, tools, and technologies, making it hard for members to take the next step.

Personify Health weaves together your existing benefits like mental health coaching, clinical care, EAPs, wellbeing tools, and community resources into one personalized experience. Nothing gets lost. Everything works together.

✓ **One place for your members to start**—no more guessing where to go or what's covered

✓ **Deep integration with your existing benefits**—so your investments in care programs get used

✓ **Coordinated, cross-functional support**—members are guided to the right resource at the right time, without needing to navigate a web of disconnected services When mental health support is centralized and frictionless, engagement skyrockets. Employees don't just sign up—they keep coming back.

This isn't just a platform. It's your new operating system for mental health built to connect what's been disconnected and unlock the full value of your plan.

Platform ecosystem wheel showing: Transparency, Biometrics, Cancer Care, Health IQ and HRA, Financial Wellbeing, Mental Health and Mindfulness, Benefits Concierge, Stress and Resilience, Prenatal, Condition Management, Nutrition, Musculo-skeletal, Smoking Cessation, Sleep, EAP and Coaching, Digital Therapeutics, Care Navigation, Genetic Powered Solutions, Caregiving, Family Health, Physical Fitness.

~personify™ HEALTH
Personalized health platform

A whole-person approach

Mental health doesn't exist in isolation. Factors like sleep, movement, nutrition, and emotional resilience all influence how people feel—and how their overall health outcomes unfold. For health plans, addressing these interconnected factors is key to improving quality of care and reducing costs.

That's why we take a whole-person approach, integrating:

- ✓ **Sleep tracking & insights—**helping members improve rest, which directly impacts emotional wellbeing and chronic condition management.

- ✓ **Nutrition & movement guidance—**because what we eat and how we move affects mood, energy, and long-term health.

- ✓ **Stress management & resilience training—**so members can navigate challenges

Mental, physical, and emotional health are all connected—so we treat them that way. Our whole-person approach helps you get ahead of risk, reduce total cost of care, and keep populations healthier, longer.

Actionable data that powers smarter mental health strategies

For health plans, mental health programs often feel like a black box of fragmented data, murky outcomes, and no clear way to measure ROI or direct resources where they're needed most.

We change that by bringing engagement and wellbeing data into one place, giving health plans the clarity they need to make strategic decisions.

- ✅ **Real-time insights into member engagement and wellbeing—** so plans can identify trends and act early.

- ✅ **All engagement and utilization data in one place—**no more fragmented reports across multiple vendors.

- ✅ **Better visibility into population health trends—**so plans can proactively support members and reduce churn.

When your data lives in one place, everything from member needs to ROI gets clearer. We give you the insights to act early, adjust fast, and drive smarter mental health strategy across every population.
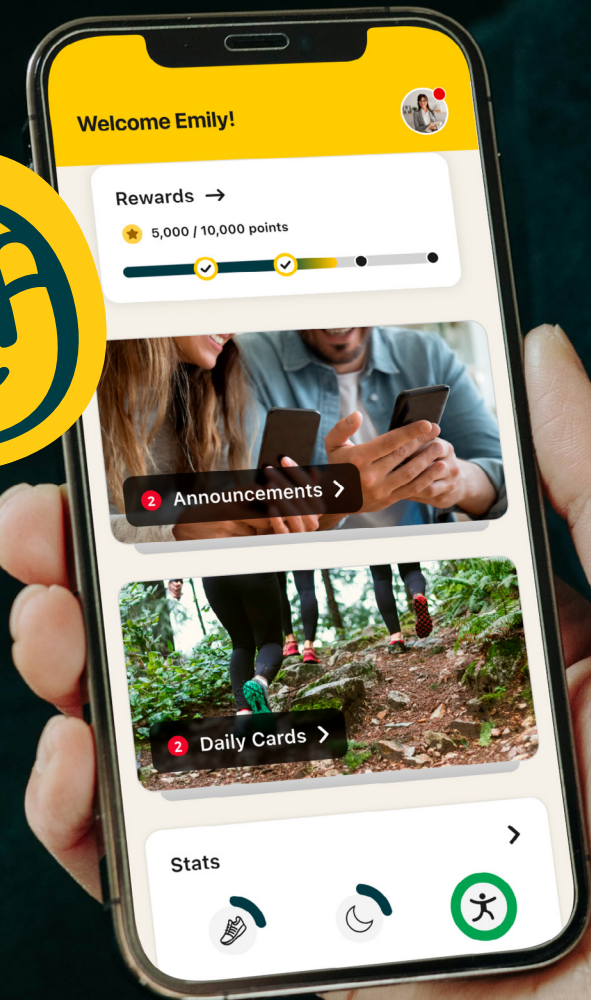
Personalized support for every member

No two members experience mental health the same way because no two lives are the same. Needs shift with life stage, health status, and social realities. But most health plan solutions still treat everyone the same.

We don't. At Personify Health, we personalize support to fit each member so they get what they need, when they need it, in a way that actually works for them.

- ✓ **AI-driven personalization—**delivering recommendations based on real-time engagement and population insights.

- ✓ **Flexible support options—**from proactive wellbeing content to coaching that complements your existing care management programs.

- ✓ **An inclusive mental health strategy—**addressing diverse populations across Commercial, Medicaid, and Medicare lines of business.

One-size-fits-all doesn't fit anyone. We deliver support that flexes to each member's needs, building stronger engagement, deeper loyalty, and better outcomes that last.

Built to scale. Designed for equity.

As mental health needs keep rising, health plans need solutions that scale across populations, geographies, and risk levels without trading off quality, consistency, or access.

That's why we built our platform to flex across all lines of business and meet every member where they are with personalized, always-on support that breaks down real barriers to care, from stigma and language to digital access and social determinants of health.

- ⊘ **Flexible delivery across commercial, Medicare, and Medicaid populations**

- ⊘ **Personalized support that adapts to diverse needs—**with culturally competent care and multilingual capabilities

- ⊘ **Always-on, AI-powered access—**eliminates wait times and expands reach to underserved or rural areas

- ⊘ **Designed with health equity in mind—**removing barriers to care and driving better outcomes for every member, not just the easiest to reach

Only Personify can scale mental health access across diverse populations, bridging gaps in language, location, and social need, so no member gets left behind.

Better experience, better results

Engagement is a starting point, not a finish line. What health plans really need are outcomes they can measure, like lower costs, improved health metrics, and stronger retention.

47%
Say their health and/ or wellbeing improved through coaching

46%
Feel more resilient and better able to handle stress

3%
Drop in mental healthcare cost

Source: Personify Health Coaching Satisfaction Survey, October 2025

When the experience works, everything else follows. We turn everyday engagement into measurable outcomes, helping you retain members, improve performance, and stay ahead in a competitive market.
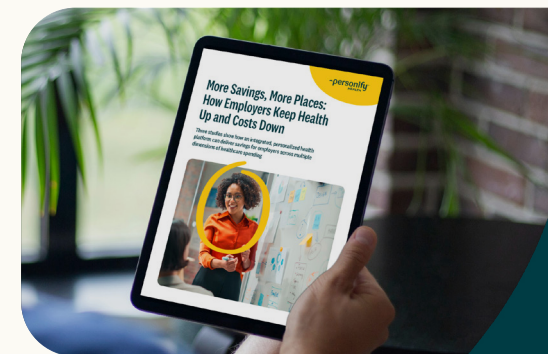
See how we're helping our clients drive health up and costs down.

Download the report →

Making mental health easier starts here

You've invested in all the tools, programs, and platforms. But without true integration, nothing sticks. Nothing scales.

That's the gap we designed our platform to close.

We're not here to offer one more solution. We're here to unify them into a single, scalable platform that works across every population you serve.

- ⊘ **Not another app.** But a new care infrastructure.

- ⊘ **Not more vendor management.** But a single strategic partner.

- ⊘ **No more complexity.** Just real results at scale, with equity, and with impact.

If you're ready to rebuild how mental health is delivered, <u>let's talk.</u>

About Personify Health

By bringing industry-leading health plan 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 connect →

Learn more at personifyhealth.com

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HEALTH