



Data Sharing and Open Social

OPEN SOCIAL

Highly engaging social well-being applications.



WELL-BEING TRACKER

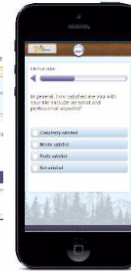
A validated measure
of well-being.

WELL-BEING TRACKER

A health risk assessment that people want to take, and keep taking, to learn about themselves.



Gallup • Healthways
Well-Being 5



70 - 80 questions

10 - 15 minutes

Find out your well-being score on
a scale of 0 -100 compared to
people like you.

Not just physical health, but
social, emotional, financial, and
purpose.



OUR
ENROLLMENT
FLOW

Eligibility



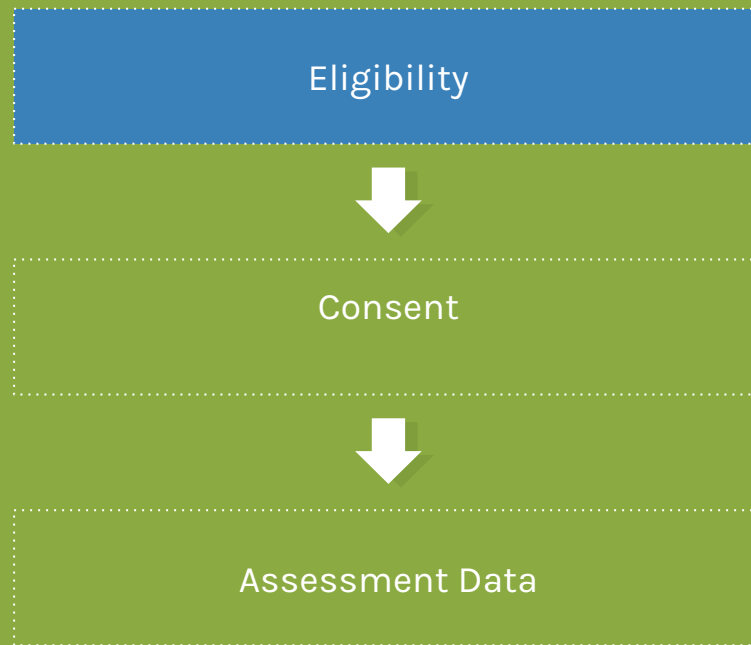
Consent



Assessment Data



AM I ON THE **LIST**?



REGISTRATION PAGE

- ▶ First name
- ▶ Last name
- ▶ Email address
- ▶ Password
- ▶ Date of birth
- ▶ Zip code
- ▶ Sex
- ▶ Terms of use
- ▶ Privacy policy

Well-Being **TRACKER**

me you Health

Hi there!

Get started by creating your account here. It takes just a minute to set up and gives you quick, easy access to MeYou Health well-being products.

Already have an account? [Sign in now.](#)

First name

Last name

Email address

Password
must be at least 8 characters

Date of birth

Month Day Year

Home ZIP code [I am outside the U.S.](#) Sex ☐ Female ☐ Male

5 digit zip code (ex. 00000)

☐ I agree to the MeYou Health [Terms of Use](#) and [Privacy Policy](#)

NEXT

MeYou Health, LLC is a Healthways, Inc. Company
Terms of Use | Privacy Policy | Support
Copyright © 2015 MeYou Health, LLC. All rights reserved.

me you Health

HIPAA AUTHORIZATION

Please give us your permission.

☐

I authorize _____ to disclose my Protected Health Information to MeYou Health for the purposes and limitations described above. I certify that I am either authorizing only my own Protected Health Information to be disclosed or that I am a personal representative of the party whose information is being disclosed.

I have read and understand the contents of this document and agree to the terms of this authorization.

Checking Eligibility

MeYou Health will use this information to verify your eligibility.
Please authorize this check now.

Please read this.

HIPAA Authorization

MeYou Health is dedicated to giving you the tools you need to improve your health while protecting your privacy. Therefore, we are asking for your permission (authorization) to allow Blue Shield of California to disclose certain information about you to MeYou Health. By providing this information to MeYou Health, you will be able to use our services and the benefits offered by your employer or health plan more effectively. With this information, MeYou Health can help you achieve your goals.

However, MeYou Health wants to make sure that you understand what we are asking you to agree to and your legal rights with respect to your information. We urge you to read this document carefully.

Signing this authorization is voluntary. If you choose not to sign this authorization, your employer or health plan will not reduce its payment for services or your benefits, limit your ability to obtain medical care, or limit

Please give us your permission.

☐

I authorize Blue Shield of California to disclose my Protected Health Information to MeYou Health for the purposes and limitations described above. I certify that I am either authorizing only my own Protected Health Information to be disclosed or that I am a personal representative of the party whose information is being disclosed.

I have read and understand the contents of this document and agree to the terms of this authorization.

SUBMIT



WHAT AM I
AGREEING TO?

Eligibility



Consent



Assessment Data

SPONSOR CONSENT

More importantly, by allowing us to provide this information to your health plan, your plan may be able to offer you a number of valuable tools and incentives to manage and improve your health. We believe you will find these programs to be of great value.

You're eligible!

Please read this:

Wellvolution Notice and Consent
MeYou Health's Privacy Policy is our commitment to you that we will not disclose any information about you without your permission.

MeYou Health is now asking for your permission to give information about you to your health plan and its designated Business Associates, agents, and representatives. Your health plan will treat any information we give them as Protected Health Information subject to the Health Insurance Portability and Accountability Act and its related Privacy and Security regulations ("HIPAA"). More importantly, by allowing us to provide this information to your health plan, your plan may be able to offer you a number of valuable tools and incentives to manage and improve your health. We believe you will find these programs to be of great value.

MeYou Health is also asking for your permission to send "reward fulfillment" vendors information confirming your eligibility for an award or other

Please give us your permission:

☐ I agree to the terms set forth above.

SUBMIT



WHO ARE YOU
SHARING MY
ANSWERS WITH?

Eligibility



Consent



Assessment Data

DATA IN AGGREGATE

SAVED!

32%

< Are you pregnant at the current time? >

☐ Yes ☐ No ☒ Don't know

Gallup · Healthways
Well-Being 5™

DATA DRIVING INTERVENTIONS

SAVED!

35%

< Have you ever been told by a physician or nurse that you have any of the following, or not? >

How about Diabetes?

☒ Yes ☐ No ☐ Don't know

Gallup · Healthways
Well-Being 5™



HOW DOES MYH
USE MY **DATA**?

MeYou Health



Our Clients



Users



HOW DO CLIENTS
USE MY **DATA**?

MeYou Health



Our Clients



Users



HOW DO I USE MY
DATA?

MeYou Health



Our Clients



Users

Cindy, you told us a lot about yourself, and here's what we've learned!

You said that you smoke. If you're like most people, you probably already know about the dangers of smoking. Old news, right?

So here's something new to do. Instead of focusing on what you know about smoking, think about how you feel about it.

Which of these sounds like you?

ASSESSMENT RESULTS

Your days aren't
stuffed with
fun-filled.

risk of heart
disease. You're packed with
stress and they're

Cindy, you say you don't get a
lot of exercise.

You probably already know that exercise
keeps your heart healthy and burns
calories. What you may not know is that