

Next Generation Consumer Engagement for the Healthcare Market

Survey-backed benchmarking data and gamified member engagement to accelerate healthcare sector transformations

J.D. Power and Wishbone Club are excited to announce a strategic alliance to bring deep healthcare industry data analysis and a next generation digital member engagement platform to help health insurers dramatically increase member engagement and enhance their Net Promoter Score¹.

Drawing on Wishbone's habit-building engagement platform and the deep consumer sentiment data analysis of J.D. Power, the alliance will integrate the J.D. Power global approach of benchmarking healthcare quality, service and sales with Wishbone Club's behavioral science backed user experience, constantly listening to the voice of the consumer and delivering personalized engagement beyond traditional touch points.

Uniting J.D. Power and Wishbone Club capabilities will enable healthcare clients to build Consumer Equity and maximize consumer Lifetime Value (LTV). Frequent and rewarding interactions with members will allow for promoting and incentivizing the desired behaviors and fostering health consciousness. With access to individual consumer behavior, sentiments and health risk profile, the alliance will help clients to personalize the engagement for each consumer.

"We know from the J.D. Power Medicare Advantage Study that engagement significantly improves member satisfaction, advocacy and intended retention; however, information and communication continue to be lacking compared with other parts of the Medicare Advantage experience so plans need to be proactive on drawing on solutions that promote engagement."

- James Beem, Managing Director of Global Healthcare Intelligence, J.D. Power



In recent years, market conditions have changed the healthcare landscape and forced the healthcare value chain to be more innovative in their approach to member engagement. Wishbone Club's alliance with J.D. Power offers a unique opportunity for healthcare organizations to maximize ROI of their current assets such as Transparency Tools, Redirection Programs, Wellness Programs or Care Management Programs by increasing the breadth and depth of member engagement. We are bringing the habit building behavioral science approach that has been applied with great success in other industries to healthcare. This will create high frequency engagement with members to instill new healthy habits."

- Shervin Ebrahimi-Asil, CEO at Wishbone Club

¹Net Promoter,® Net Promoter System,® Net Promoter Score,® NPS,® and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

ABOUT J.D. POWER

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power is headquartered in Troy, Mich., and has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

ABOUT WISHBONE CLUB

Wishbone Club is a next generation consumer engagement platform spun out of one of the nation's largest health plans. It helps Brands build a positive long-lasting relationship with their consumers and improve their Net Promoter Score by building emotional and social value. Its gamified platform is based on leading edge, proven behavioral science to build high frequency sustained consumer engagement. Its state-of-the-art technology influences consumers to exhibit and enjoy a Brand's desired behaviors while getting entertained and rewarded.

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