

About Lirio

The only solution of its kind using AI and behavioral science to adapt to patients' evolving clinical history and social context for N-of-1 personalized communications — improving healthcare outcomes and, ultimately, sustaining healthy behaviors.

WHO	Lirio's team of leading scientists and engineers have studied at or led teams at Oak Ridge National Laboratory, NASA, Harvard University, and Stanford University, and collectively have 16 PhDs in fields like computer science, psychology, and economics.
WHAT	Unlike standard patient outreach platforms that depend on segmentation and batch-sends of generic emails or text messages, Lirio's technology optimizes the messaging and imagery, modality, and timing of interventions for each patient. Based on behavioral responses, the platform is always refining communications across health journeys to better reach patients using proven results.
WHEN	AI gets more precise and more accurate over time, allowing health plans and health systems to address multiple conditions for one member or patient in different ways. A health journey isn't a linear path, but for too long engagement has been generic and treated as such.
WHERE	Where does Lirio fit in your ecosystem? Lirio's Intelligence Layer requires no infrastructure or additional talent to manage. It sits seamlessly between each healthcare organization's engagement layer (like provider mobile apps, and email and SMS via Microsoft Dynamics 365), and infrastructure like Azure data warehouses and EHRs.
WHY	Why does personalization matter? Because to change health outcomes, you have to change patient and member behaviors. That's easier said than done — and for far too long, the ecosystem has depended on traditional outreach methods to solve problems episodically. Lirio ushers in a new era of longitudinal patient engagement that's proactive and not reactive and supports not just clinical care but the ongoing behaviors that ladder up to meaningful results.
HOW	The accumulated knowledge about each patient who interacts with Lirio's intelligence capabilities informs our Large Behavior Model (LBM). This enables hyper-personalized orchestration of a patient's entire health journey via Precision Nudging®. Precision Nudging is designed for organizational goals like facilitating program enrollment and streamlining transitions of care – or multiple goals at once, depending on the patient/member.

Precision Nudging® is the personalization and orchestration engine for digital health



One-to-One Personalization

Lirio moves past standard demographic segmentation to create highly tailored communications with immense libraries of curated language and imagery across myriad modalities, like email and text message.



Sustained Engagement

Lirio's platform continuously learns, and our behavioral interventions adapt in real time to help you motivate patients and members to stay engaged with their health and your organization.



Healthier Populations

Lirio helps you reach more people earlier with the right care solutions so you can guide them on their unique, ongoing health journeys, address health equity issues, and close gaps in care.

2.8X+
engagement
rate compared
to industry



Lower the Total Cost of Care

Lirio automates many of the ongoing touchpoints with your population so you can maintain engagement at scale while strategically allocating limited resources. Plus, addressing conditions before they become chronic conditions can save health systems and payers longitudinally.

\$4.4M
direct margin
added for targeted
intervention

Earlier, continuous engagement will lead to better clinical and financial outcomes

Like many patients' approaches to their own health, the tools used by those who care for them are traditionally reactive versus proactive. Communications are generic, treating patients and members the same across large portions of the population, not accounting for each unique person's journey or beliefs or how they change over time.

Unlike standard patient outreach platforms that depend on segmentation and batch-sends of generic emails or text messages, Lirio's Intelligence Layer uses real behavioral interactions and outcomes to continually refine key messages, images, modality, and timing of nudges to uniquely motivate each patient.

This Intelligence Layer doesn't *replace* but seamlessly *optimizes* current solutions like CRM, EHRs, and business applications — making it easy to integrate and work easily within your tech stack, today or tomorrow.

