

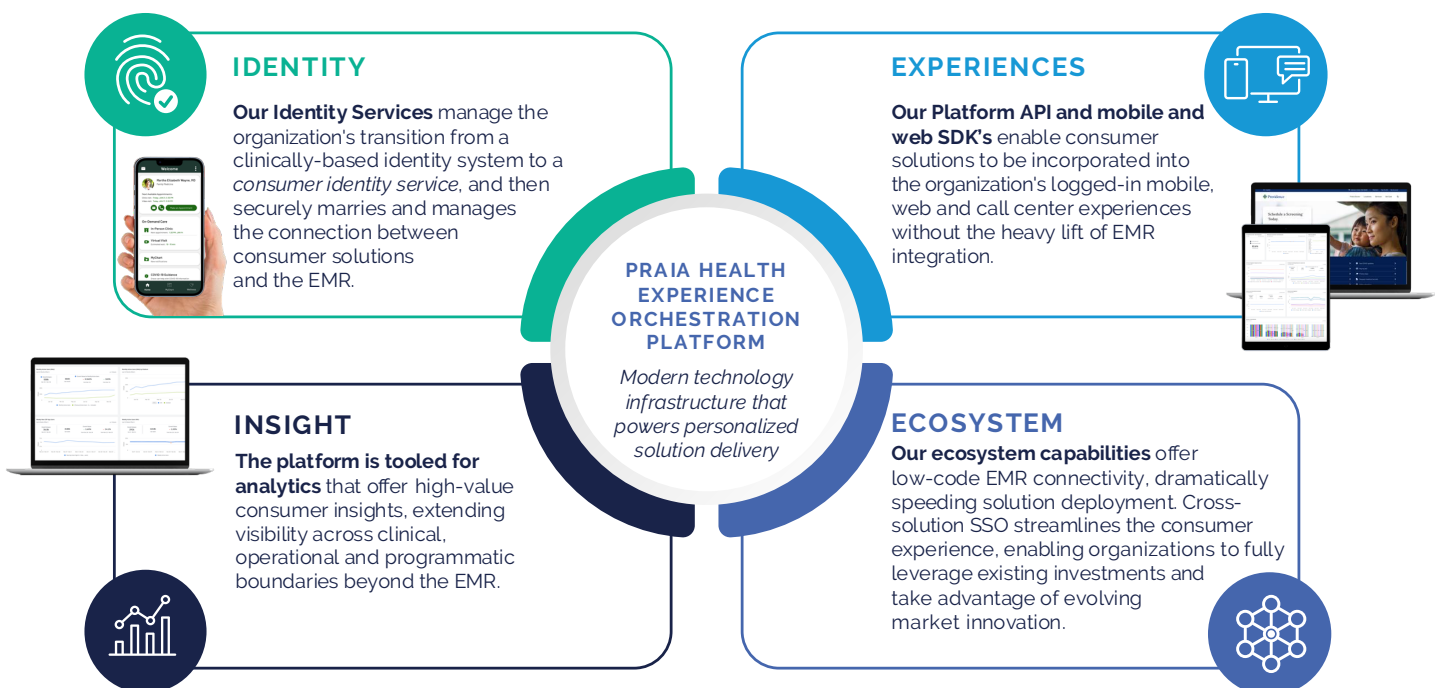
# Finally! A Platform to Orchestrate Healthcare Consumer Experiences

The Praia Health Experience Orchestration Platform enables health systems, health plans, and employers to deliver high-value, identity-driven digital experiences that engage and re-engage consumers—before, during and between episodes of care.

The platform delivers your services, programs, initiatives, and resources—to just the right health consumers, at just the right time—based upon the unique business rules, protocols, and preferences of your organization. Consumers engage through mobile or web-based applications that are personalized at an individual level, seamlessly crossing internal and external data silos, and dynamically adjusting through usage and over time.

In a nutshell, Praia Health enables highly personalized, curated interaction for the health consumer—and deep, measurable value to organizations providing care.

## A MODERN TECHNOLOGY STACK FOR CONSUMER ENGAGEMENT



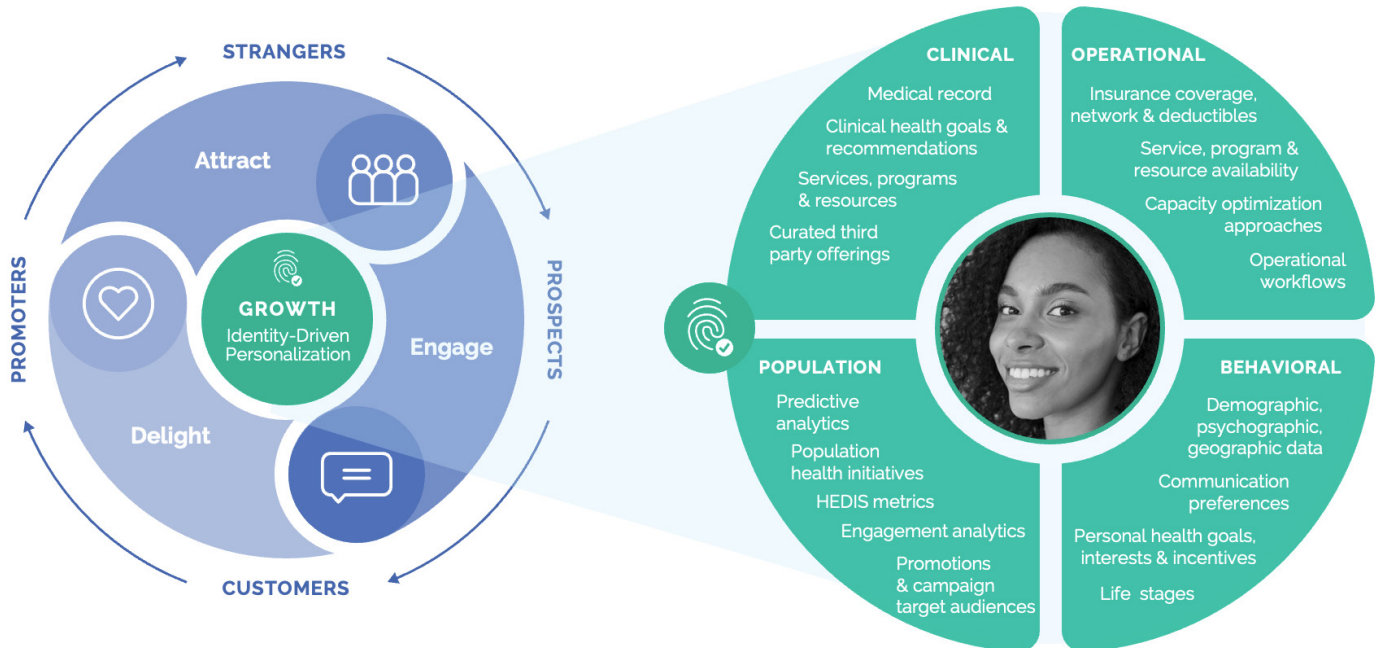
## MEETING THE CURRENT MARKET MOMENT

It's no secret that healthcare organizations are at an inflection point. Between the tragic workforce crisis, a rapid transition to a decentralized and distributed care delivery environment, and market pressures to commoditize health system services, the trusted connection between the health system and health consumers has never been more vulnerable, or more important. Health systems, health plans, and employers must take a page from the book of other consumer-facing industries and enable a digital flywheel that can fuel operational transformation and business model expansion. In fact, digital transformation has now become a healthcare imperative.

**That's why we built Praia Health.**

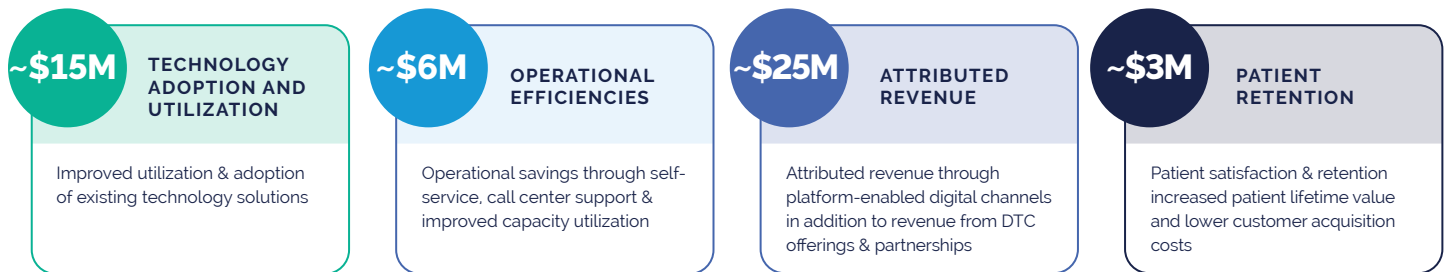
## THE FIRST DIGITAL FLYWHEEL FOR HEALTHCARE CONSUMERS

By digitally engaging consumers in their personal health journey and then seamlessly connecting them to individualized services, support and resources, the **Praia Health Experience Orchestration Platform** creates a digital health flywheel—algorithmically driving patient health, operational efficiencies and net new revenue.



## PROVEN AT PROVIDENCE

Incubated and proven at Providence, the platform currently supports close to 5M accounts, having driven over \$49M in measurable value back to Providence in the first two years of operations.



Learn more or request a demo by visiting [praiahealth.com](https://praiahealth.com) today.

