



BOYD CONSULTING GROUP

MO+IVATION ALLIANCE

Features List



Incentive Programming

Our programs are highly customizable and easy to run.

- Run one or multiple programs simultaneously
- Create levels
- Define your own badges
- Choose to use points (or not)

Configuration

You have the power to configure and customize the platform by company, population, or program.

- Configure your HRA to fit your population
- Turn features on or off as your program dictates
- Configure workflows, logging options, account functions, display options, categories, email settings, data formats, staff account permissions and more
- Create a different look by group/company/location

Challenges

Get a Challenge up and running in less than 5 minutes.

- Team or Individual challenges
- Run as many as you want, as often as you want
- Choose your type and theme
- Custom Challenge themes available
- Rules and guidelines, leaderboards and messaging tools all included

Connection

Social and Messaging Tools keep users connected, motivated, and inspired.

- Create a network of Allies
- Shared Journal
- Kudos and Milestones reached
- Challenge message boards

Assessment

Our validated Health Risk Assessment (HRA) helps you evaluate the status of your population.

- Configure/choose the template presented
- Decide if or how often the HRA is completed
- Ability to integrate staff entered biometrics
- Users can connect to professional help from the results page

Communication

Inform, inspire and converse with your users through our plentiful communication tools.

- Custom landing page bulletins and images
- Home page News and Announcements
- Push Notifications
- Targeted or bulk emails or messaging
- Message boards and a shared Journal
- Weekly health information through the blog
- Automated customizable challenge emails
- Schedule communications for ease of use
- Survey user wants and needs

Engagement

We have multiple features for upping participation.

- Incentive Programming
- Team or Individual Challenges
- Social Tools
- Coaching connection
- Mobile optimization for users on-the-go

Personalization

Our tools and algorithms drive users to a personalized experience.

- Users configure features on their home page
- Identified risks and user preferences drive content recommendations
- Personalized wellness planning and goal setting



Features List (continued)



Data and Analytics

Population analytics let you monitor performance, make programming decisions, and drive change over time.

- Access real-time analytics
- Use aggregate and individual reporting
- Use queries to extract specific data like risk stratification, usage and site stats
- Import and export data
- Import eligibility files

Mobility

Mobile first, responsive design allows your users to access our platform from anywhere. Receive notifications, participate in a challenge, take their HRA. The mobile app does it all.

- Download our Mobile app from the Apple store
- Responsive design works with phones, tablets and desktops
- Receive mobile push notifications even if not logged into the platform

Accessibility

We do our best to make our software accessible for everyone.

- Keyboard operable controls
- Screen reader support
- Images have alt text
- Ability to zoom on mobile devices
- Option to turn off animations
- Color themes with compliant contrast ratios

Goals and Tracking

Users can set their own goals, track their progress, and always have something to strive toward, even when programs are off.

- Users personalize goals and track adherence
- Log activity (exercise, steps, sleep, hydration, etc.)
- Record personal data, biometric values and blood panel results
- Personal Milestone tracking

Branding

Customize our white-label platform for your organization.

- Choose your color theme
- Add your own logos
- Tailor the landing page
- Configure themes by category

Scheduling

With our calendar feature you can:

- Schedule events
- Allow reservations
- Create wait lists
- Get attendance reports