



The Precision of Proactive Intervention: Targeted Health Strategies for MGM Resorts



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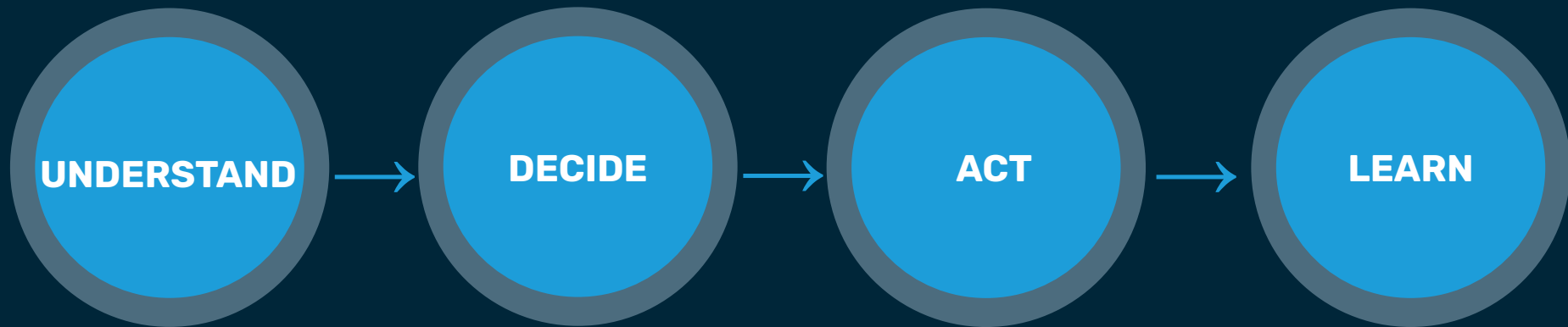
The “Unengageable” Employee

- ✓ Doesn't Open Benefits Email
- ✓ Didn't Complete Health Assessment
- ✓ Ignores the Wellness Challenge
- ✓ Doesn't Use the Programs We Bought

Conclusion: Employees must be the problem



There is no **Average Employee**



Well is an AI Health Engine + Human Well Guides



Why Aren't Employees Establishing **Primary Care**?

- A. Couldn't find a doctor?
- B. Couldn't get an appointment?
- C. Worried about cost of appointment?
- D. Worried that medications are too expensive?
- E. Don't have transportation?
- F. Experiencing language barrier?



The Biggest Barrier: **COST**

26%

Appointment
Cost

20%

Expensive
Medications

15%

Transportation
& Language

A smartphone screen showing a questionnaire titled "Questionnaire". The question is "Do you have any trouble establishing primary care?". Below the question, it says "Select all that apply:". There are five options, each with a checkbox: "Finding a doctor", "Getting an appointment", "Cost of appointment", "Medications are too expensive", and "Transportation & Language". At the bottom of the screen, there is a back arrow button and a "Continue" button with a right arrow.

Questionnaire

Do you have any trouble establishing primary care?

Select all that apply:

- ☐ Finding a doctor
- ☐ Getting an appointment
- ☐ Cost of appointment
- ☐ Medications are too expensive
- ☐ Transportation & Language

← Continue →



Case Study **ER Utilization**



GEORGE

**ER Visit → Well Guide reaches out
→ No PCP → Friction predicted,
incentive sized → 3 in-network
options → PCP established → next
illness: outpatient visit, not ER**



Needs that **Never Show Up in a Claims File**

20%

food
insecurity

17%

housing
insecurity

21%

transportation
insecurity

39%

sleeping <5
hrs/night

***Yet all of it decides whether someone ever finds their
own front door to care.***



How We Know Its Working: The Results

3X+

Historical participation

30%

Daily Active Users

High 80s

NPS

~70%

Hypertension: BP >5 pts

Look at Your Data. Look at Your People.

*What if the Employee Isn't
The Problem?*

Questions? **Let's Talk.**



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