

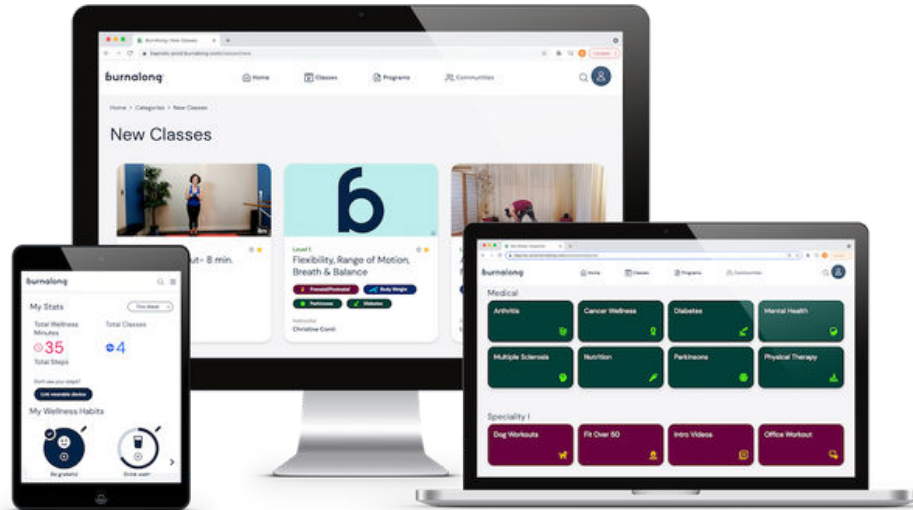
# INCLUSIVE TOOLS, DIVERSE CONTENT, LOCAL INSTRUCTORS LEAD TO HIGH MEMBER ENGAGEMENT & GROWTH

## ABOUT BURNALONG

Burnalong is the premier health and wellbeing solution that provides online classes and programming representative of the diversity, and varying needs, of all your members in every line of business.

People using Burnalong range from new mothers to seniors, those with chronic conditions to people who need adaptive workouts, people who are looking for social support to mindfulness to financial literacy.

Our clients range from Fortune 500 orgs to the US government to hospitals to health systems to health plans.



## OUR SOLUTION FOR HEALTH PLANS

- 1 Choice, diversity, and locality**  
 With 17,000+ live and on-demand classes taught by 2,500+ credentialed, local instructors in 50+ wellness categories we provide each member with the programming, support, and motivation they need.
- 2 Social support**  
 Members can invite up to four friends or family members to live or on-demand group classes. Plus, each member can join online communities for every category of content.
- 3 Personalization**  
 AI-powered recommendations for content created in partnership with hospitals and specialists support each member's goals, needs, and abilities.

## 50+ WELLBEING CATEGORIES

*Spanning physical, mental, emotional, and financial wellbeing*



Yoga



Fit Over 50



Arthritis



Adaptive Workouts



Diabetes



Mindfulness



Nutrition



Seniors



Sleep



Parkinsons

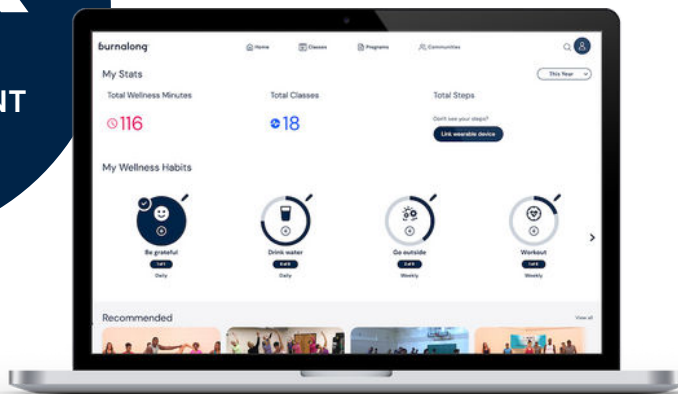
# DIVERSE AND INCLUSIVE, HEALTH AND WELLBEING SOLUTION

SUPPORT MEMBER PHYSICAL AND BEHAVIORAL HEALTH

Burnalong content is created in partnership with hospitals, specialists, and credentialed experts in their fields.

PROGRAMMING FOR ALL HEALTH PLAN MEMBERS PROVIDES BRAND LOYALTY AND MEMBER SATISFACTION

**5x**  
MORE  
ENGAGEMENT



## burnalong

### ADDITIONAL BENEFITS

- Address social determinants of health and DEI
- Targeted programming to support your plans' goals and initiatives
- Classes for people with disabilities and chronic conditions
- Supportive online communities for social motivation
- Wellness challenges and rewards tracking available for employers
- Quick implementation with turn-key marketing materials
- Population health or individual tracking by LOB and employer
- Track member health metrics and usage data
- Single, holistic platform for all

### KEYS TO SUCCESS FOR HEALTH PLANS

- 1** Specialty and emotional content  
39% of Burnalong users take classes in specialty and emotional support categories.
- 2** Supporting every member  
68% more engagement with people who self-describe as 'struggling' with their health through personalized journeys powered by machine learning.
- 3** Easy program integration  
We can integrate with your current programs and care management. We can even host your content and messaging for targeted audiences.



Our agency's mission is to take care of America's healthcare, therefore, we too must be well.

Michele Saggese, Management Analyst at CMS