



Heuro Health: Surpassing Industry Standards for Wellness Engagement

People, Process & Technology Aligned for True Continuity of Care

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Gallagher

Insurance | Risk Management | Consulting

“Wellness engagement has surpassed industry standards, as demonstrated by new healthcare technology company, Heuro Health”

About Heuro:

Heuro Health is a full-spectrum communication system and healthcare-technology empowering members to become proactive and engaged drivers of their own health.

The word “patient”, noun, in its archaic definition, means “a sufferer or a victim”.

The word “member”, noun, means “a person that is part of a society, party or community”.

Heuro’s mission is to transform reactive patients into proactive and empowered members of their own health team. By utilizing the Heuro Shield, a proprietary combination of People, Processes and Technology, Heuro offers a seamlessly assembled and multi-faceted team with efficient data and communication channels to keep information flowing through continuity of care.

Heuro’s heuristic approach to disease management and population health is member-centric, providing the Heuro Member unlimited access to:

- Member-facing Heuro app featuring:
 - Health Score
 - Health & Wellness Surveys
 - EMR Syncing
 - Device & Wearable Syncing
 - Provider Search
 - Insurance Card Syncing
 - Personalized Action Steps
 - Coaches Corner (communication portal to HeuroWellness)
 - Doctors Desk (communication portal to HeuroMD)
 - Data & AI
- Health Coach sessions through the HeuroWellness portal
- Doctors visits (telemedicine) through the HeuroMD portal
- Programs & Courses through the Heuro University LMS system
- Wellness Content, including podcasts, articles, recipes and health tips, through the Heuro Toolbox

Case Study

In November of 2020, Heuro launched with its first employer group, in partnership with one of the nation's largest Blue Cross Blue Shield carriers. This employer group includes Taft Hartley Union members, notoriously known for low engagement with their health and wellness.

Heuro's unique and effective approach to engage Members immediately excelled with groundbreaking results.

Success Stats:

22.6%

Members Activated
Heuro Membership

16%

Participated in
Member Engagement
Session

40%

Members
with Health Coach
Appointments

63.2%

Members with Repeat
Appointments with a
Health Coach

47.4%

Members with 3 or
more Health Coach
Appointments

Heuro Members' Healthy Hour:

Heuro's marketing initiatives include customized and engaging programs including Recipe Contests, Body & Mindset Challenges and a series of online events, including Heuro Members' Healthy Hour.

The first Healthy Hour webinar addressed Stress & Nutrition and was attended by 20% of the overall client population, far-exceeding the client's expectations. The average viewing time for the 60-minute event was 56-minutes, with 42% of attendees staying longer than the 60-minutes for an impromptu additional segment of Q&A's.

“The professional staff and services Heuro Health provides has exceeded our expectations. We are very pleased with our employee’s level of engagement and the positive feedback we are receiving. We are looking forward to continuing our relationship with Heuro Health to continue to improve our employee’s well-being!”

- VP of Human Resources (Heuro Client)

An Evolution in Healthcare Delivery:

Industry-leading *People*, *Process* and *Technology* work together to drive increased Member Engagement & Experience as well as improved Outcomes on a national level.

Heuro is a Member-Centric model of continuity of care:



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Disclaimer:

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