CENGN

OPTIMITY INNOVATION HIGHLIGHT

Optimity

COMPANY OVERVIEW

Optimity is an award-winning insurtech platform that improves the health, wealth, and longevity of its users. The company's mobile-ready apps are developed by leading health and financial experts and backed by more than 30 years of behavioural science research. Optimity provides a suite of solutions, application programming interfaces (APIs), segmentation/data insights, and AI-powered tools to engage large populations through evidence-based science, gamification, and rewards. They work with life and health insurance companies, TPAs, EAPs and other health-focused providers across North America to drive better health and wellness outcomes and enhance longevity for their customers.

LOCATION: TORONTO, ON

TECHNOLOGY

Artificial Intelligence

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INCREASED ADOPTION RATE OF WELLNESS SOLUTIONS

Optimity's insurance clients want to support the overall health and financial wellness of their customers. However, existing engagement solutions lack the holistic content and behavioural science-backed incentives to drive better outcomes. Optimity is designed to adapt to different population segments, across various life stages and individual health and financial needs. This targeted, holistic approach accommodates specific user contexts, resulting in 30%-40% adoption ranges with their customer base.

REWARDING HEALTHY BEHAVIOURS

Optimity allows users to earn rewards, recognizes healthy behaviours, and encourages engagement through social challenges. Used by 11 of the top 100 life and health insurers in North America, the platform provides insurance policyholders with personalized insights and recommendations based on their Health Grade™ (HG) to help improve overall quality of life according to their current health and goals. The HG reflects a user's performance relative to their peers along several dimensions of health and dynamically updates, allowing users to see their metrics, individual progress, and how they compare to peers.

PREPARING FOR PLATFORM GROWTH

Through a CENGN project, Optimity determined that their platform can support 1 million users. Using the CENGN Testbed, they were able to validate their platform at a scale up to 10x their current member base. With this information, Optimity can feel confident that their solution can support their growth commitments to their B2B partners. The test execution also assisted Optimity in discovering application bottlenecks that would not have occurred at lower scale testing. Additionally, Optimity gained a clearer picture of the resource sizing required to support their user base growth in the next few years.

> "Scaling and experimenting in the cloud can be a costly journey. Collaborating with CENGN gave us the opportunity to plan our growth strategy in a scalable way, without the financial risk."

Stephan Massin
CTO & Cofounder,
Optimity