



Praia Health delivers new standard of digital engagement ROI for health systems



PRAIA HEALTH OVERVIEW

Praia Health, a consumer experience orchestration platform incubated at Providence, has been instrumental in transforming how consumers interact with the health system's digital channels—spanning web, mobile, a chat-bot solution, and the patient portal. Praia orchestrates digital interactions and disconnected point solutions, creating a cohesive experience for consumers spanning both clinical and non-clinical interactions that influence health outcomes. These experiences can be accessed through a single set of account credentials tied to an authenticated user's personalized profile.

Following in the footsteps of other consumer-driven industries, Praia unlocks digital transformation for health systems by managing the heavy lifting and custom integrations required for a frictionless consumer experience. Praia provides health systems with a platform to connect disparate digital programs, services, and tools, allowing them to deliver a more personalized experience, increase conversion rates, and drive system loyalty.



Drive Loyalty

Eliminate the need to reacquire patients, lowering customer acquisition costs

20%
of new patients complete a follow-up visit with the system within 12 months

Increase Conversion Rates

Logged-in state lowers activation energy, driving attributed enrollment and increased conversion rates

200%
increase in conversion over SMS and email campaigns

Deliver Personalized Experiences

Personalized recommendations drive higher engagement during and in between episodes of care

Targeted recommendations generated
3-5X
more engagement and actions than universal offerings

A Digital Flywheel for Health Systems

Praia Health enables a digital flywheel for health systems, following an established playbook to accelerate digital adoption and transformation. This flywheel makes it easier for consumers to digitally register with the health system, increases engagement by offering personalized recommendations and services, and systematically drives patient retention.



IDENTITY - ATTRACT

- # Account Creation, EHR Activation + Rate
- #Accounts by System + Ecosystem, MAU
- % Growth by Channel (Web vs Mobile), Region
- % Self-Services (Password reset, Username recovery)



EXPERIENCES - ENGAGE

- # Use Case Engagement
- Notifications, Impressions, Clicks, % Conversions
- % Repeat Engagement
- % Targeted vs. Non-Targeted Conversion Rate



EXPERIENCES - DELIGHT

- # Consumer Index Score
- App Store Ratings
- Retention Rate (L30, 60, 90, 180 Days), Annual



PLATFORM ROI

Inc. Revenue & Cost Savings

Revenue

- Primary Care, Same Day Care, Virtual Visits, Labs, Care Gaps Screenings
- Partner Enrollments

Cost Savings

- Identity Management Self-Service Rate, Username, Password Recovery
- MyChart Activation Conversions
- Return Patient Engagement, Lower Cost of Re-acquisition

Return on Investment (ROI)



INTRODUCTION



Prior to spinout, the Praia Health platform was live at Providence for over two years. During this period, capabilities were expanded, and new strategic use cases were enabled. This drove significant value both to patients and the health system.

This case study outlines the tangible return on investment Providence drove using Praia. This case study has been vetted and approved by Providence's Return on Digital Investment committee.



\$14M

TECHNOLOGY ADOPTION AND UTILIZATION

Improved utilization and adoption of existing technology solutions

2x increase in **MyChart Adoption** (34.5% vs 68.5% conversion)

99.98% **System Uptime** avoiding support calls and lost revenue capture

Reduced IS Costs and chargebacks through **Ecosystem Adoption**

\$26M

ATTRIBUTED REVENUE

Revenue generated through platform recommendations, user actions and booked through platform enabled digital channels

Over 250K completed **Services and Appointments Booked** through the Praia SDK (not MyChart)

Direct and Indirect Partnership Revenue

New Business Model Enablement

\$5M

OPERATIONAL EFFICIENCIES

Operational savings through self-service, call center support & improved capacity utilization

Reduction in operational phone calls (decreased callers - 15% MAU to 11% MAU - 33% reduction)

Modality of Care Optimization as ~5% of patients switch service line when booking

Reduced staff time for program enrollment & onboarding yielding **Administrative Efficiencies**

\$3M

PATIENT RETENTION

Consumer satisfaction & retention leads to increased patient lifetime value and lower customer acquisition costs

Increased **capture of patient LTV** as 5% of new patients complete a PCP appt within 90 days & 19% of retail visitors return within 1 year

Reduced **Customer Acquisition Cost** through 51% 30 day, 42% 90 day retention rates

Consumer Satisfaction & NPS with 4.9 Star App Ratings



\$14M ROI
across CY2022 & CY2023

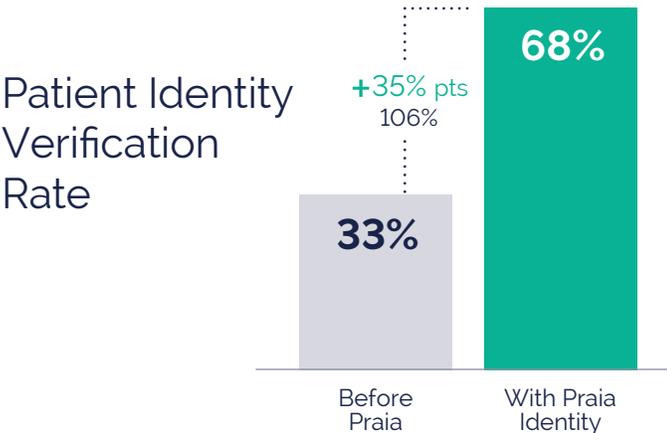
TECHNOLOGY ADOPTION AND UTILIZATION

Praia Health improved the adoption and utilization of digital health solutions, with the greatest value seen in increasing registrations into MyChart, a patient portal for accessing medical records and managing clinical care needs.

MyChart Adoption

Praia Health's patented Secure Patient Identity (SPI) services drove a 106% increase in MyChart adoption by increasing successful self-service conversions into MyChart. For several years, self-service sign-up conversion rates remained low and static for several years at Providence.

With Praia Health's SPI service, Providence was able to bring the conversion rate from **33%** to over **68%** once implemented.



SPI utilizes a modern account creation and identity verification standard while also enabling account federation (single sign on), two-factor authentication enhancing security, and account synchronization with the EMR to avoid duplicate MPI record creation.

In two years of operations, Praia Health drove over **500,000** EMR-authorized registrations, with more than **92%** of users directly engaging with MyChart on top of Providence's curated digital channels spanning web, chatbots, and mobile.

An engaged MyChart user generates significant operational savings through reduced printing costs, electronic delivery of lab results, avoided phone calls, electronic delivery of after-visit summaries (AVS), and basic scheduling capabilities.

System Uptime

With **99.98%** Praia Health uptime over a two-year period, Providence avoided costly support calls and lost opportunities to capture new patients.

This reliability ensured that Providence avoided service disruptions, handling 200-300 logins per minute during peak times and creating a new account every 63 seconds.

¹ USPTO Patent No.: 12,105,788

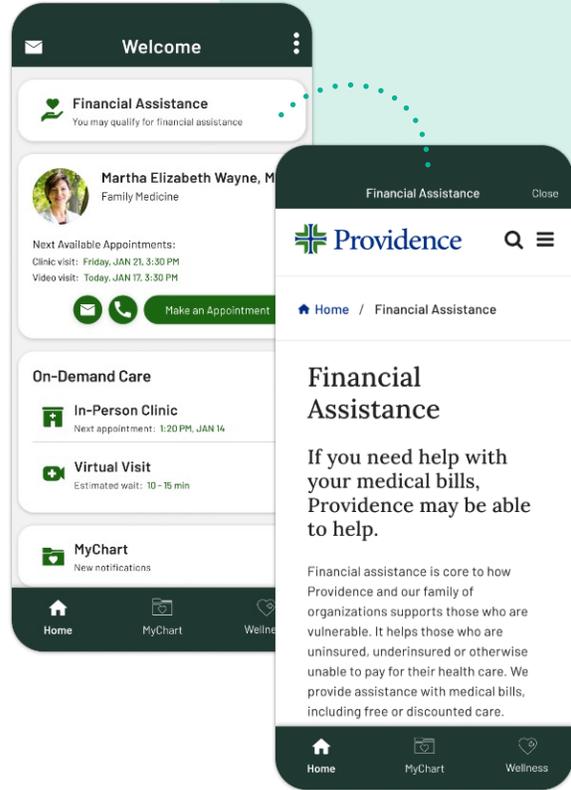
Ecosystem Adoption

Praia Health enabled seamless integration with partner solutions, reducing direct integration costs and IS expenses. This has been essential in allowing Providence to rapidly implement new cases in alignment with evolving strategic priorities.

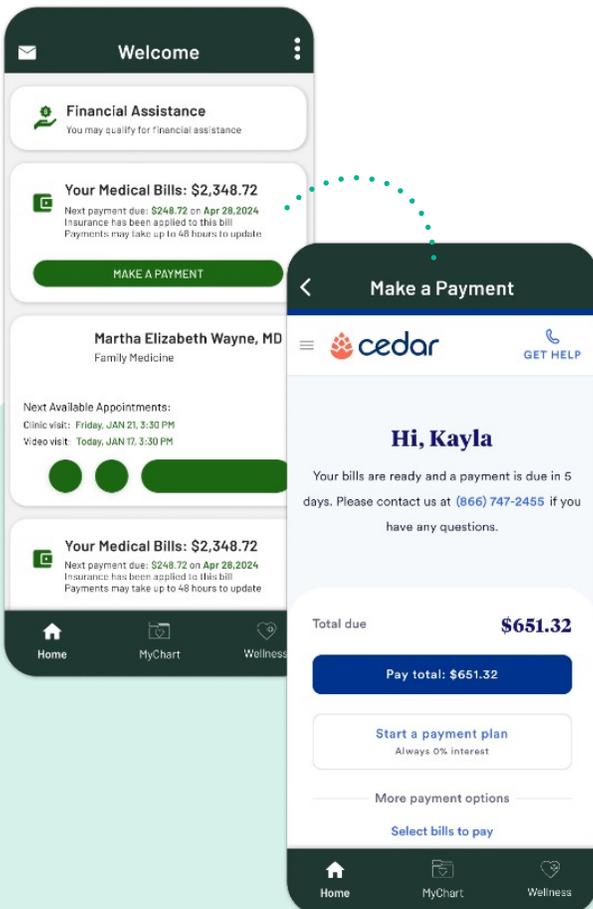
Despite significantly reducing digital engineering resources and talent paired with the spinout, Providence has accelerated the number of use cases delivered per year in targeting 40 use cases in the first year following spin out. Through better utilization of existing point solutions and technologies, Providence has increased the ROI of its ecosystem and channel partner investments.

Facilitating payments through Cedar is a great example of how Praia was able to drive increased adoption of an existing solution partner.

Over **45%** of users engaged with the Cedar bill pay card, and of those who engaged, **33%** of users made at least one same-day payment.



Providence has also been able to use Praia Health to route users to internal programs such as financial assistance programs and targeted services that are only relevant to a specific user.





\$26M ROI
across CY2022 & CY2023

ATTRIBUTED REVENUE

The Praia platform facilitates the generation of direct and indirect revenue through increased patient digital transactions, scheduling of health system or partner services, and the adoption of new business models.

Services and Appointments

The Praia Health SDK enabled over 250,000 completed services and appointments spanning retail care, on-demand virtual care, and urgent care scheduled through ecosystem partner DexCare. Additionally, this included primary care appointment booking for net-new patients. Note that this case study focused only on the primary revenue generated by each completed appointment; downstream referral revenue was out of scope.

For digitally engaged users, Praia Health is another channel for targeting and closing overdue care gaps to augment existing programs. As users are already logged in and authenticated to schedule an appointment, Praia Health saw a **>200%** increase in conversions over legacy SMS and phone channels.

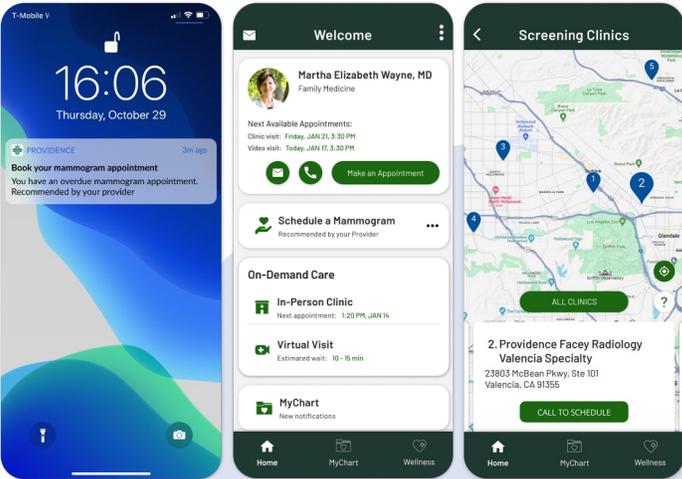
Direct and Indirect Partnership Revenue

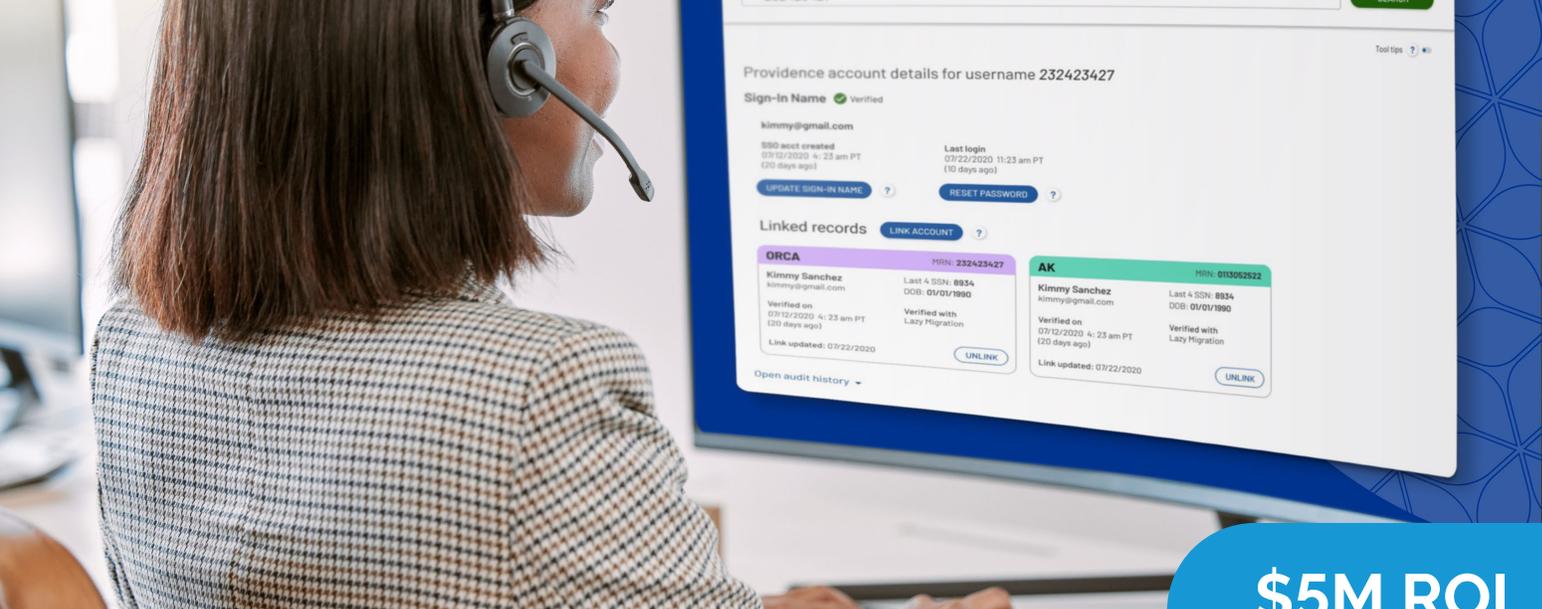
Partnership revenue represents areas of future ROI expansion as new partnerships can be expanded with direct-to-consumer offerings or even programs with employers in local markets.

New Business Models

Another area for future ROI expansion, Praia's ability to enable new innovative payment models helps health systems move beyond their reliance on fee-for-service payments. Areas for consideration include cash-pay service offerings such as wellness clinics, genetic counseling and concierge medicine programs, contributing to a health system's revenue expansion.

Praia Health has enabled Providence to promote their wellness clinics through geofencing, driving **increased engagement rates** with the clinics.





\$5M ROI
across CY2022 & CY2023

OPERATIONAL EFFICIENCIES

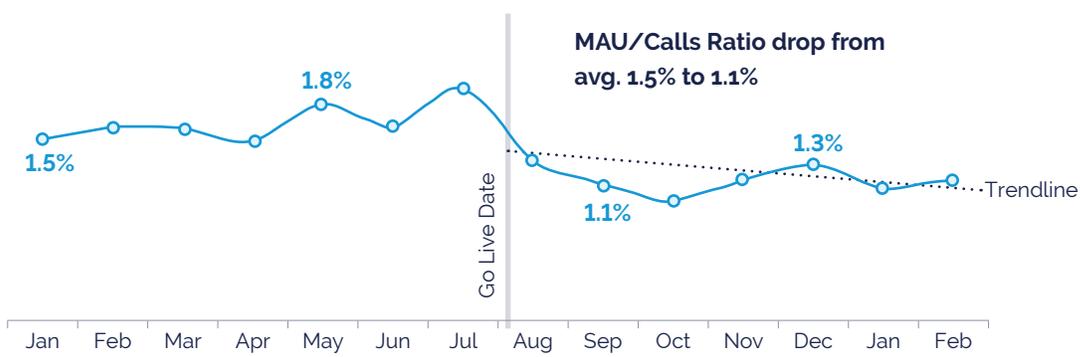
Praia Health drove significant operational efficiencies by reducing inbound phone calls through self-service tools and capacity optimization, leading to overhead cost savings.

Phone Call Reductions

After Praia's SPI rollout offering modernized identity verifications and self-service password resets, the percentage of monthly active user (MAU) callers dropped from 1.5% MAU to 1.1% MAU—a **33%** reduction.

This allowed the call center team to serve a larger segment of active users without needing to increase staffing. Additionally, self-service appointment booking further avoided over 300,000 calls with significant savings per call. Praia Health supplies an admin portal for call center teams to use in managing inbound calls.

Monthly Active Users (MAU)² to Calls Ratio³



Modality of Care Optimization

Praia's platform improved capacity and appointment optimization, with one to five percent of patients switching service lines based on real-time availability to better meet preferences.

Administrative Time Savings

Automated digital enrollment and self-service tools allowed administrative staff to focus on higher-value tasks, reducing operational bottlenecks and turnover.

While harder to measure and attribute value, these have a meaningful impact on employee satisfaction scores and caregiver retention.

² Monthly Active users: Users with active session on Praia Identity Flows served via Praia SDK or MyChart
³ MAU/Calls Ratio: Monthly MyChart patient engagement center Call Volumes / Monthly Active Users



\$3M ROI
across CY2022 & CY2023

PATIENT RETENTION

Praia Health played a critical role in increasing patient retention and lifetime value, with a focus on re-engaging acquired patients and reducing customer acquisition costs (CAC).

Patient Lifetime Value

5% of newly acquired patients—patients without a visit or digital activity in the last two years—completed a PCP appointment within 90 days.

Additionally, 20% of new patients organically returned for retail or virtual visits within one year, increasing downstream referral capture that was not included in this calculation.

Reduced Customer Acquisition Costs (CAC)

Retained patients do not need to be re-acquired, resulting in a reduction in customer acquisition costs. Cost savings were out of scope for this calculation.

Consumer Satisfaction and NPS

Providence's mobile applications powered by Praia's SDK have achieved a **4.9**-star rating.

While very difficult to attribute to direct revenue impacts, NPS scores have been demonstrated to strongly correlate with loyalty and wallet share.



Conclusion

Praia Health has proven to be a powerful platform for Providence, delivering a measurable return on investment of over \$48M in two years of platform operations.

By improving patient engagement, streamlining operations, better leveraging existing partners, and enabling new revenue streams, Praia has positioned Providence for sustained growth in an increasingly competitive digital healthcare landscape challenged by high operating costs.

For Providence, having a platform partner has enabled Providence to reduce engineering headcount by shifting the operations and maintenance of the core consumer tech stack to a vendor. Ultimately, it doesn't make sense for a

health system to spend resources on ongoing platform maintenance, and it's better to partner with an infrastructure vendor where possible. This has allowed Providence to focus on patient care by rapidly standing up use cases to deliver personalized patient needs.

Additionally, by having a vendor manage point solution integrations into the consumer experience, Providence has been able to scale the number of use cases delivered annually in targeting 40 use cases in the first year post-spinout. Faster speed to value on new use cases is helping to keep Providence at the cutting edge of digital innovation and focused on delivering exceptional patient care.

Ready to learn how Praia Health can power *your* health system's consumer experiences?

Visit PraiaHealth.com/contact to request a demo.

