

# TheraPay is the Future of Financial Incentive Management



TheraPay®



Reciprocity Health's TheraPay Rewards service enhances Health Plan financial performance by activating traditionally idle members and boosting care program adherence across entire member populations. This pioneering Financial Incentives Management (FIM) solution employs strategically tailored activity roadmaps, digital nudging, and financial incentives to reduce cost-to-serve and medical loss by improving longitudinal adherence to any targeted preventive programs, chronic condition management, remote monitoring, and critical transitions of care.

Accessible via mobile app, live agent or integrated with an existing client member portal, TheraPay Rewards offers a streamlined, incentivized activity list tailored to each member's care program requirements. From initial sign-on to program completion, members benefit from an experience designed to clarify, motivate and facilitate better health decisions, leading to improved outcomes and reduced cost. Delivered as a fully managed service with rapid deployment capabilities and member-centric support featuring whitelabeled reward cards, TheraPay also ensures higher plan loyalty, real-time incentive delivery and reduced overall administrative burden.



## Why Reciprocity Health?

As a turn-key solution, Reciprocity makes a high impact on Care Program adherence and your bottom line.



### End-to-End Managed Services

Clients can delegate full responsibility to Reciprocity for program design, rewards management, and patient retention.



### Rapid Impact on Patient Health & Outcomes

We move members from passive to active care participants.



### Technology and Tools

Our proprietary TheraPay App and data analytics bring state-of-the-art technology to every program.



### Behavioral Economics Expertise

We drive the right behavior with the right incentives based on psychology, decision-making, and economics.



### Proven ROI on Patient Adherence and Health Outcomes

High value is demonstrated through measurable improvements in engagement and reduced healthcare costs.



### Performance Based Pricing

A portion of our fee is tied to the achievement of targeted goals.



**From enrollment to member experience, Reciprocity Health's tech-enabled services have driven significant improvements in member outcomes and satisfaction."**

Director of Quality Improvements



**Doctors keep me healthy, and TheraPay Rewards keep my wallet healthy."**

Mid-Atlantic Medicaid  
TheraPay Member



**Reciprocity combines leading edge science with technology and incentives, to engage consumers to better address healthcare needs, ultimately reducing health care costs."**

Southwest MCO President, Retired

For more information, visit [ReciprocityHealth.com](https://ReciprocityHealth.com)

# TheraPay Programs Incorporate:



## Technology

- + iOS & Android App License for Client target population
- + Use of web.therapayrewards.com portal for Client target population
- + Unlimited use of member profile and SOGI (Sexual Orientation & Gender Identity) and REL (Race, Ethnicity, & Language) profile survey tool
- + Unlimited use of multiple plan functionality and frictionless activity functionality

## Omni-channel Outreach

- + Printing, Fulfillment, and Postage of annual (1x /year) enrollment letter to all eligible members with their specific tasks (8.5 x 11 letter in #10 envelope)
- + On-going dynamic co-branded SMS (Text), e-mail, IVR, live-agent communications for enrollment and activity closure (all TCPA compliant. Prior client approval required)

## Reward Card

- + Printing, fulfillment, and postage for reward card mailers ("carrier")
- + 24 Month custom reward card for each member (or member family)
- + 24 Month intelligent card with client approved constraints activated via MCC Code
- + Card replacement ("refresh") at 2 year mark included in programs longer than 2 years.

## Branding

- + Custom designed and branded Client reward card and "Powered by TheraPay" co-branding
- + Client branded card carrier for delivery of reward card and terms and conditions

## Member Support

- + M-F 8a-8p bilingual call center, bilingual email & chat support
- + 24 hour chat bot support

## Client Support

- + Behavioral Economics resource to research and optimize campaign performance, rewards, and ROI
- + Clinical Resource (as needed) to review current programs and optimize member journey
- + Customer Success Resource to manage day-to-day support needs
- + Enrollment Portal Seats for my.therapayrewards.com/support

## Reporting

- + 2 Licenses to real time report dashboards including:
  - Member roster
  - Active members over time
  - Funding account balance
  - Reward payouts over time
  - Outreach tracker
- + Set up and management of SFTP
- + Monthly Member data file auditing, augmentation, and updating
- + Monthly file sharing of updated enrolled member roster, demographic details, and rewards paid by month and member
- + Monthly updates on SOGI / REL (if applicable)

## Health Equity Tools

- + Access to SDoH partners, including a free banking opportunity via Stepping Stones Federal Credit Union

## TheraPay Delivers Results

We are as proud of our members' engagement as we are about the client results that come from it. We believe that our team should feel like an extension of yours. This philosophy leads to better collaboration, faster speed-to-market, and significantly better results.

**217%**

Lift in Gap  
Closures

**200%**

Lift on Condition  
Specific Programs

**99%**

of Cards Reaching  
Members on  
the 1st Try

**92%**

Reduction in  
Grievances versus  
Prior Vendors

**>80%**

of members  
updating their  
demographic info

**7x**

Outperformed  
prior vendor ROI

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