



Your Community Needs to Know It's Safe to Re-engage.

Empower Them to Take Action

Healthcare is different as a result of COVID-19, and patients are different too. In order to move your entire population towards better health, they need to know it's safe to resume preventive care measures and pursue health interventions to improve their quality of life.

Yet people are predictably irrational. There's a host of barriers and biases driving their decision-making that must be addressed if patients are going to be empowered to take action. These include:

30+

psychosocial
barriers

170

cognitive
biases

and significantly
MORE

contextual
factors

Effective communication is key to meeting patients where they are, and to directing them to the virtual care, in-person care, or self-care resources they need during and after the COVID-19 pandemic.

It's time to re-engage your population, re-build trust, and revive revenue.

Re-engage Your Population

Lirio behavior change programs optimize the patient experience, quality measures and health outcomes.

Introducing:

lirio

Lirio is a behavior change AI company that unites behavioral science with artificial intelligence, powering your ability to move people along their unique journey to better health through person-centered communication.

Lirio knows how to move people to take action.

We'll partner with you to:

1. Create context-sensitive behavior change programs that meet people where they are.
2. Provide a person-centered, seamless experience across digital and in-person settings.
3. Ensure your people feel safe, cared for, and know the next steps they need to take to engage with you.

Improve Population Health

Proactively engage chronic care and hard-to-engage populations with hyper-personalized communications powered by Lirio's Behavior Change AI platform.

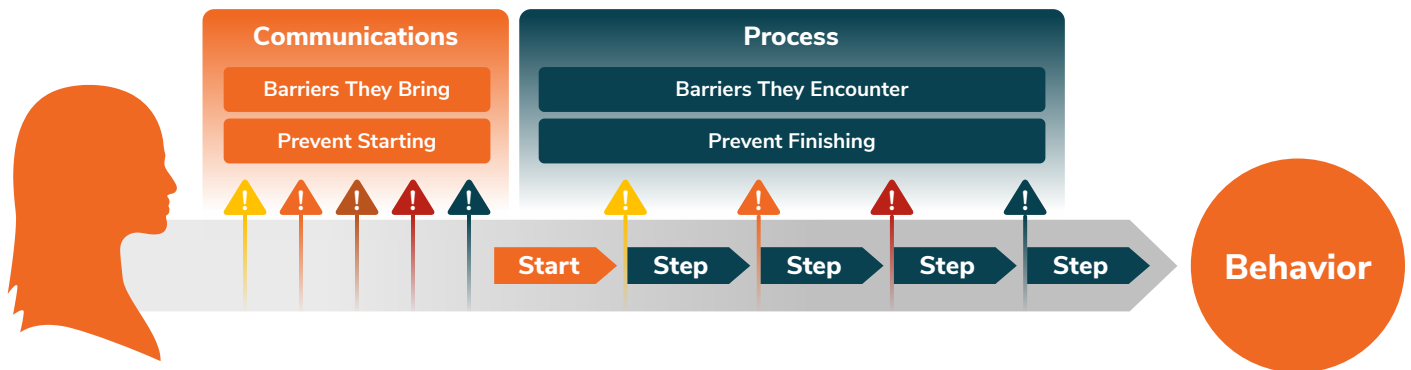
Design for human behavior to maximize impact.

Biases, barriers and a host of contextual factors shape human behavior. Our behavioral discovery and behavior change programs overcome the barriers and amplify the benefits of taking a desired action, driving participation in care pathways important to your population.

Words matter. Context matters more.

Our Method

Lirio starts with behavioral and communications audits and a mapping of the related action paths. This uncovers the barriers and biases preventing a patient from beginning or completing a desired behavior. We can then design communication, process, and behavioral solutions to overcome and counteract the underlying conditions, aligning existing communications with the new approach.



We are Determined to Provide Value Now

We're ready to work with you to deliver hyper-personalized communications that move people along their journey to better health:

- Deliver simple behavioral interventions that close gaps in care
- Connect people with virtual care options to minimize risk
- Train staff with behavior change programs that build trust
- Reach hard-to-engage and chronic care populations with appropriate calls-to-action based on their risk profiles
- Drive appointments and reminders for preventive services

Call **877.819.2188** or message us at lirio.com/contact-us to schedule a consultation to see how Lirio can improve your communications and processes.

Learn More: www.lirio.com

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lirio Communication that Moves People