



Now is the Time to Bridge the Healthcare Intelligence Gap

Patient Expectations in the New Reality

True digital transformation is finally at hand in healthcare, and it has ushered in a new standard of patient experience.

Even prior to the pandemic, 75% of U.S. consumers wished their healthcare experiences were more personalized.¹ With the dramatic shift to consumer-friendly and virtual care options this new reality is closer than ever. But, consumer experiences are not the same as patient experiences.

In healthcare, the focus is not on consumption; it's on driving healthy behavior. The imperative for healthcare organizations is to deliver personalized experiences with a holistic, person-centered approach that encompasses individual, structural, and societal barriers to sustained behavior change.

¹Source: www.redpointglobal.com/press-releases/75-of-u-s-consumers-wish-their-healthcare-experiences-were-more-personalized-redpoint-global-survey-reveals

Deliver Patient-Focused Experiences

Scale personalized behavior change interventions to initiate and drive sustained behaviors across your population, resulting in optimized patient engagement and measurably improved 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.

We know how to move people to take action, and we'll partner with you to:

1. Deploy intelligent behavior change solutions that meet people where they are.
2. Provide a person-centered, seamless experience across digital and in-person settings.
3. Create an ecosystem that scales prioritization and personalization through deeper insights about your patient or member population.

Improve Population Health

Proactively engage care plan adherence for hard-to-reach populations to close gaps in care with tailored behavioral interventions powered by Lirio's Behavior Change AI platform.

Precision Nudging™ to Move People to Better Health

1

Start with Behavioral Science

We encode behavioral science expertise into the platform to inform the problem it needs to solve, directing the behavioral reinforcement learning agent.

2

Develop Personalized Behavioral Interventions

Our learning agent learns what behavioral science solutions will overcome unique barriers to engaging with and acting on health recommendations. Intelligent behavior change journeys then assemble and deliver hyper-personalized messages that are deployed at scale and optimized over time.

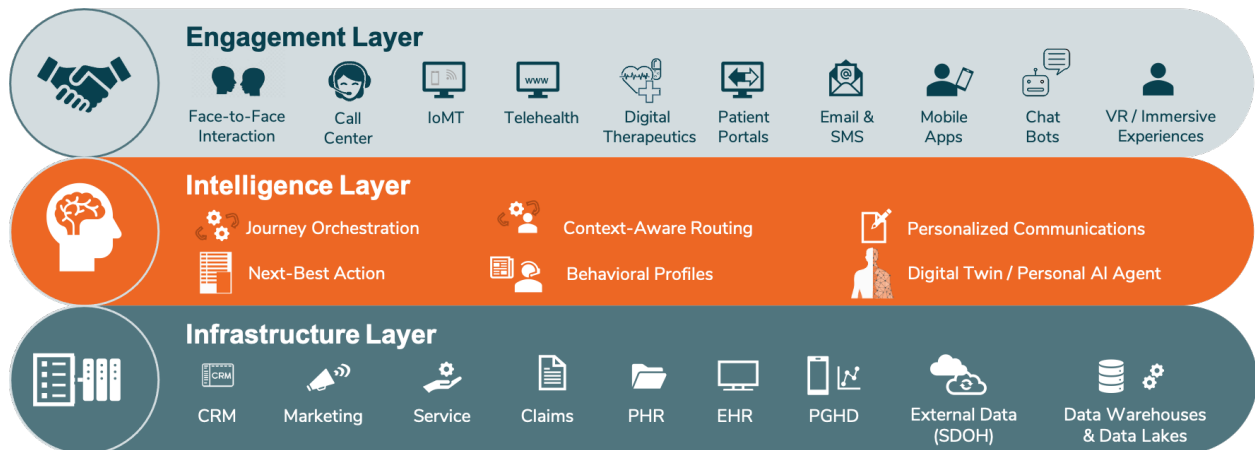
3

Facilitate Continuous Learning

The learning agent gets smarter over time, leveraging reinforcement learning to engage populations successfully and ensure solutions are tailored to the individuals being reached even as their journeys evolve.

The Intelligence Layer You Need

Lirio's behavior change AI platform connects your existing infrastructure with your engagement channels, ensuring patient data does not get stuck in your systems of record. With this intelligence layer, you can derive greater value from your data while creating a more curated, personalized experience.



Make your data work for you with an AI-driven, multi-channel engagement platform that puts you in charge of your patient engagement ecosystem.

The Time is Now

Lirio can help you close gaps in care, improve digital engagement, reach hard-to-engage and chronic care populations, and accelerate long-term consumer strategy. **Let's get started.**

Call **877.819.2188** or message us at lirio.com/contact-us to schedule a consultation with the team.

Learn More: www.lirio.com

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lirio Communication that Moves People