

Enrollment & MFA

12.18.2024



Enrollment

How to Enroll

Two options:

1. Desktop computer - *follow the link*
2. Mobile phone/device - *download the app; search for Bridge to Wellness*

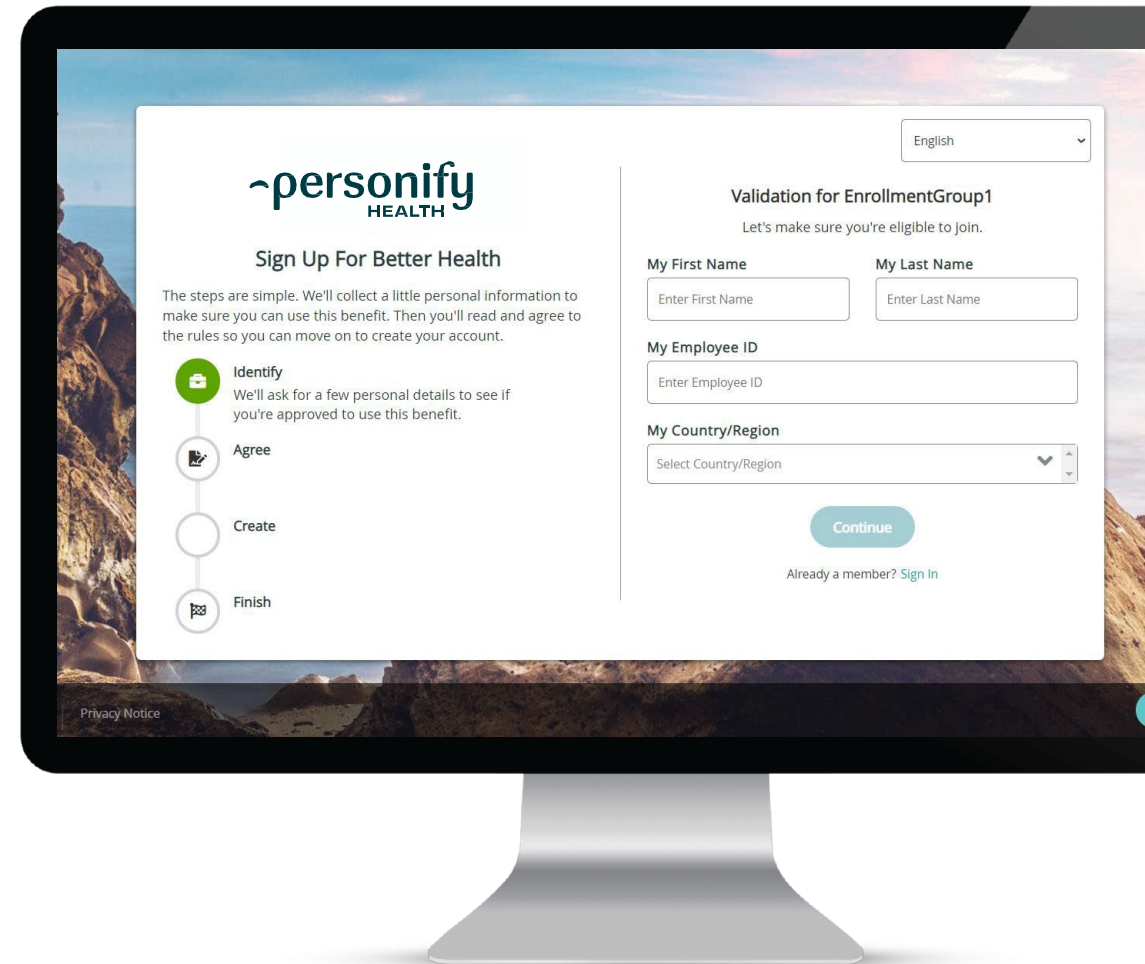
If you have waived insurance coverage, you still can participate.
You just need to “opt-in”
(contact me)!



Enrollment Member Experience

Web Enrollment

1. Member navigates to join URL
join.personifyhealth.com/bridgetowellness
2. Based on enrollment verification method, member enters the required information and selects their Country/Region
 - See [State of Residence](#) slide for US members
3. Member has the option to choose their preferred language for the platform to display in





Enrollment Verification

The screenshot shows the 'Sign Up For Better Health' form on the Personify Health platform. The form is titled 'Tell Us Who You Are' and includes a language selection dropdown set to 'English (U.S.)'. It contains input fields for 'First name', 'Last name', 'Date of birth' (with a date picker), and 'Country/region' (with a dropdown menu). A 'Submit' button is located below the form, and a link for 'Already a member? Sign In' is positioned below the submit button. On the left side of the form, there is a progress indicator with four steps: 'Identify' (highlighted), 'Agree', 'Create', and 'Finish'. The background of the form is a scenic image of a rocky coastline with waves crashing against the shore.

When registering on the Personify Health platform, members will be prompted for **specific information to verify their eligibility and identity.**

Enrollment method:

FirstName, LastName, DateOfBirth

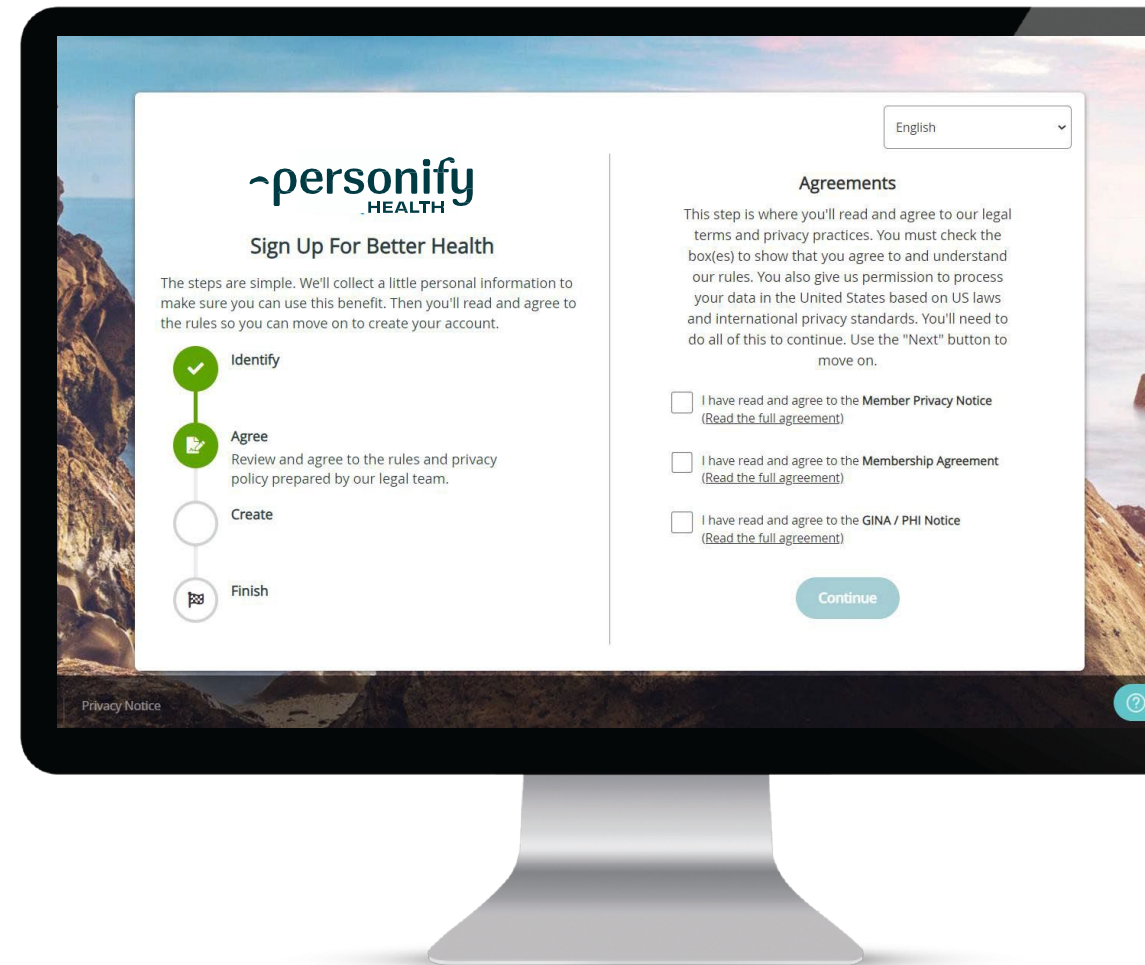


Enrollment Member Experience

Web Enrollment

4. Member reads through data and privacy notice
5. Member must accept all three agreements before proceeding to site

*Agreements shown are for United States Wellbeing members





Enrollment Member Experience

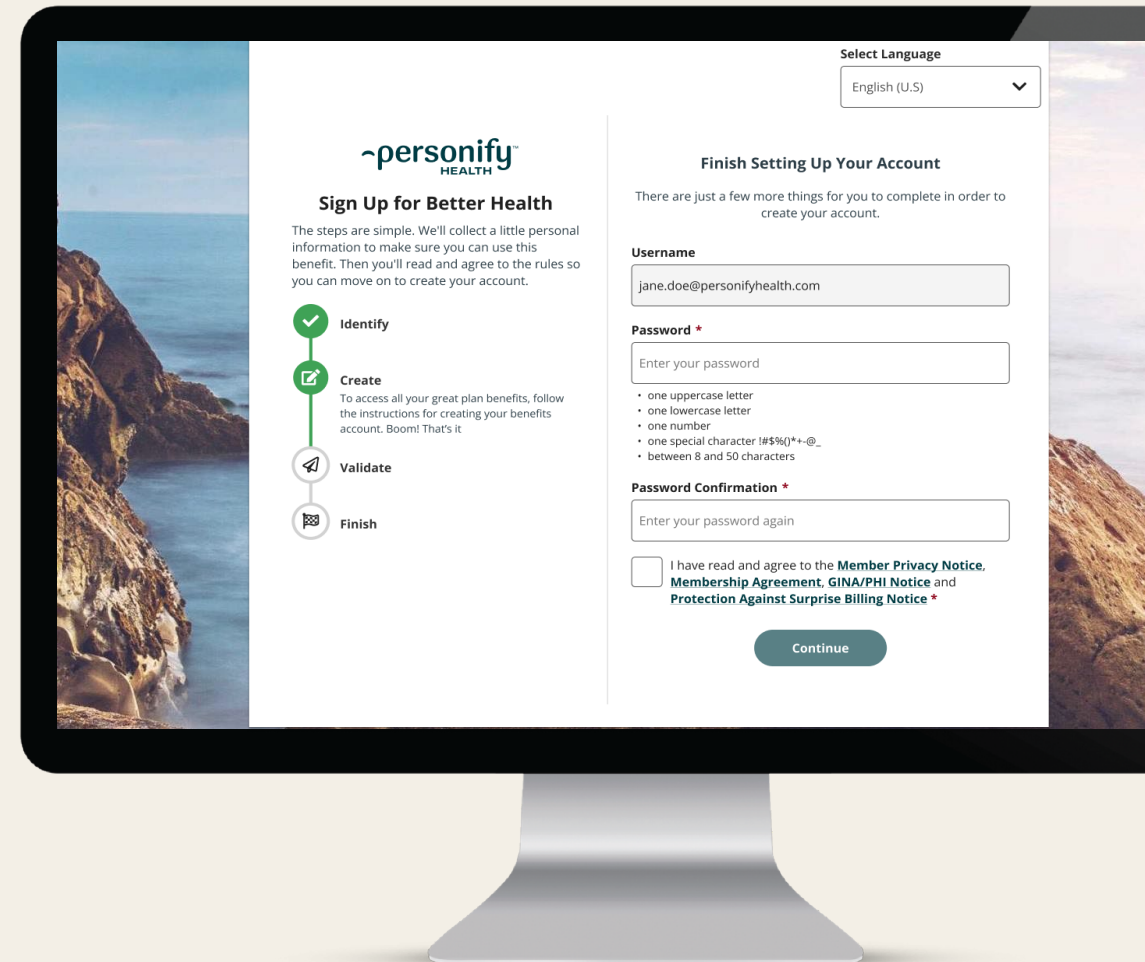
Web Enrollment

6. Member enters additional information including email, password, and phone numbers
 - Members must enter their email and password twice to verify that they match

Non-binary gender options:

My Gender Identity

Select Gender Identity
Female
Male
I do not identify as male or female
I prefer not to answer

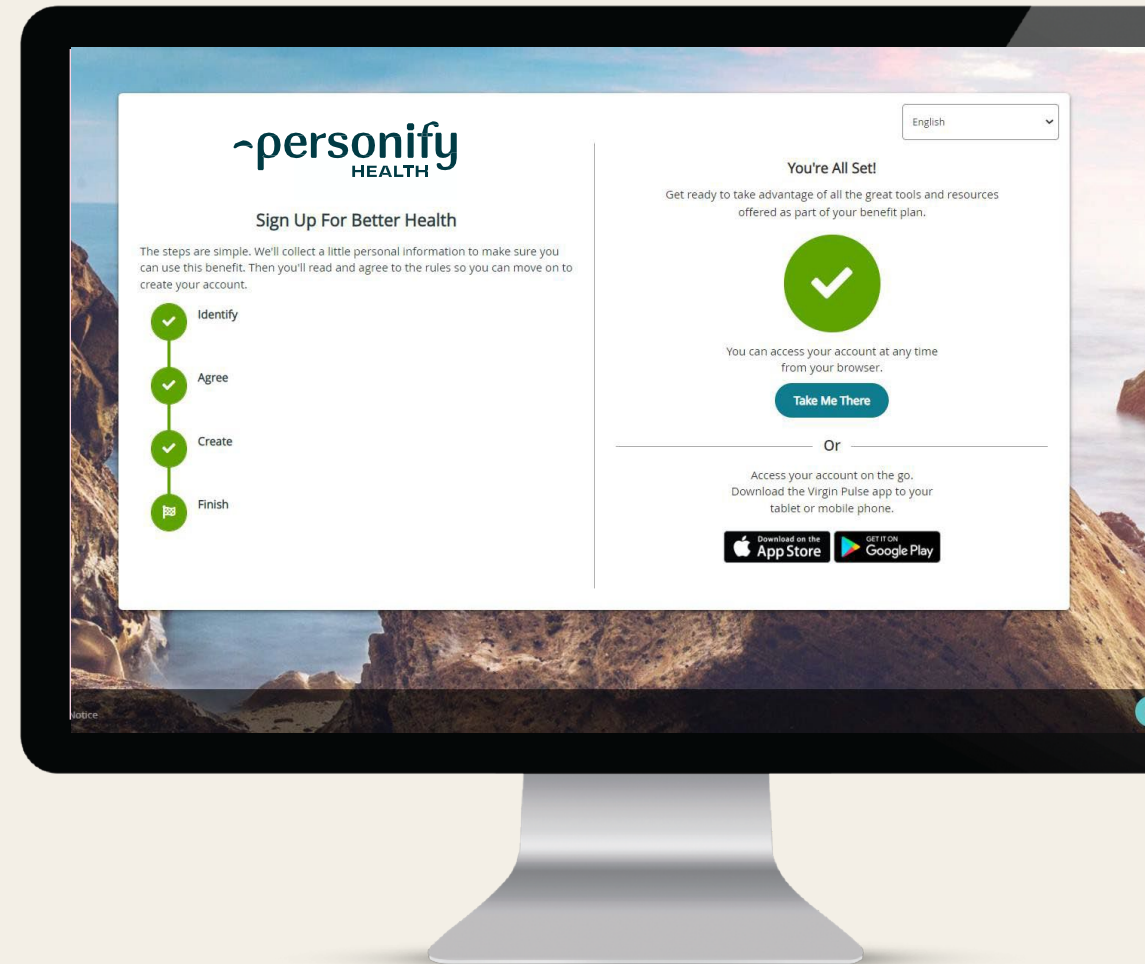




Enrollment Member Experience

Web Enrollment

7. Account is created and member is prompted to enter the platform by clicking on the Take Me There button

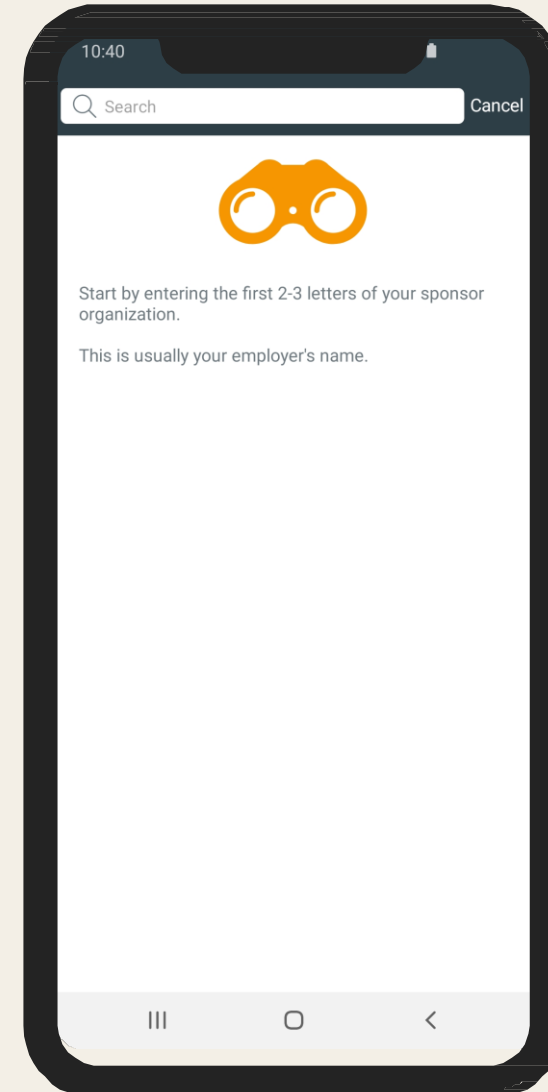




Enrollment Member Experience

Mobile Enrollment

1. Member downloads Personify Health mobile app (available for Android and iOS)
2. Member searches sponsor's name and selects the correct option (**Bridge to Wellness**)





Enrollment Member Experience

Mobile Enrollment

4. Based on enrollment verification method, member enters the required information and selects their Country
 - See [State of Residence](#) slide for US members

personify HEALTH

Identify Agree Create Finish

Tell Us Who You Are

We'll use this information to confirm that you're eligible to create an account.

My first name

My last name

My employee ID

My country/region
United States

I live in:

Last Name *

Enter your last name

Date Of Birth *

mm/dd/yyyy

Gender *

Select your gender

Country/Region *

Select your Country

Phone Number *

+0 (000) 000-0000

I agree to receive important program information from Personify Health via phone call or text message. I acknowledge that these communications may be delivered using prerecorded voices, automatic dialing systems, or artificial voice calls.*

Submit

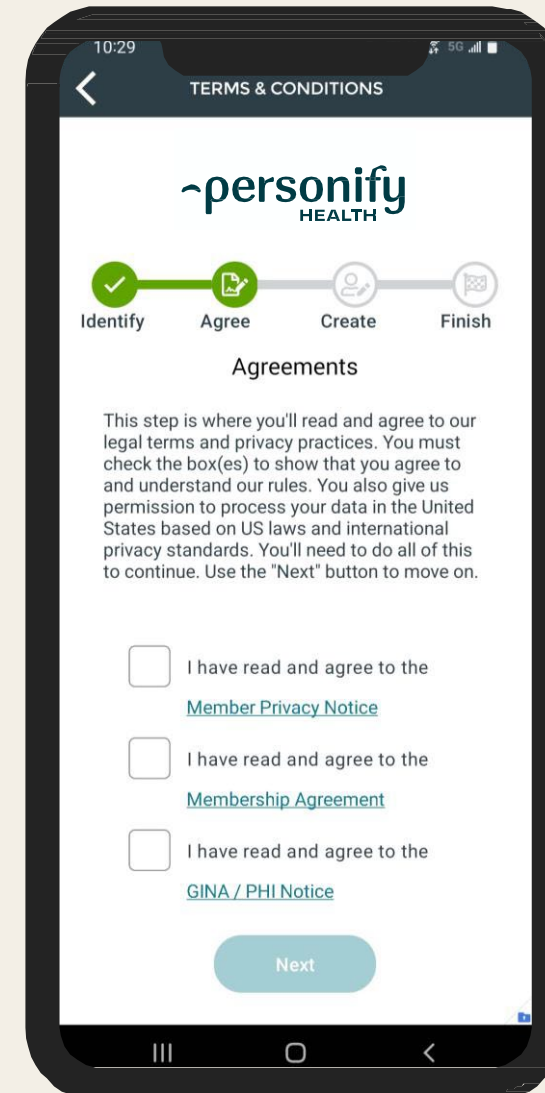


Enrollment Member Experience

Mobile Enrollment

5. Member reads through data and privacy notice
6. Member must accept all three agreements before proceeding

* Agreements shown are for United States Wellbeing members



Enrollment Member Experience



Mobile Enrollment

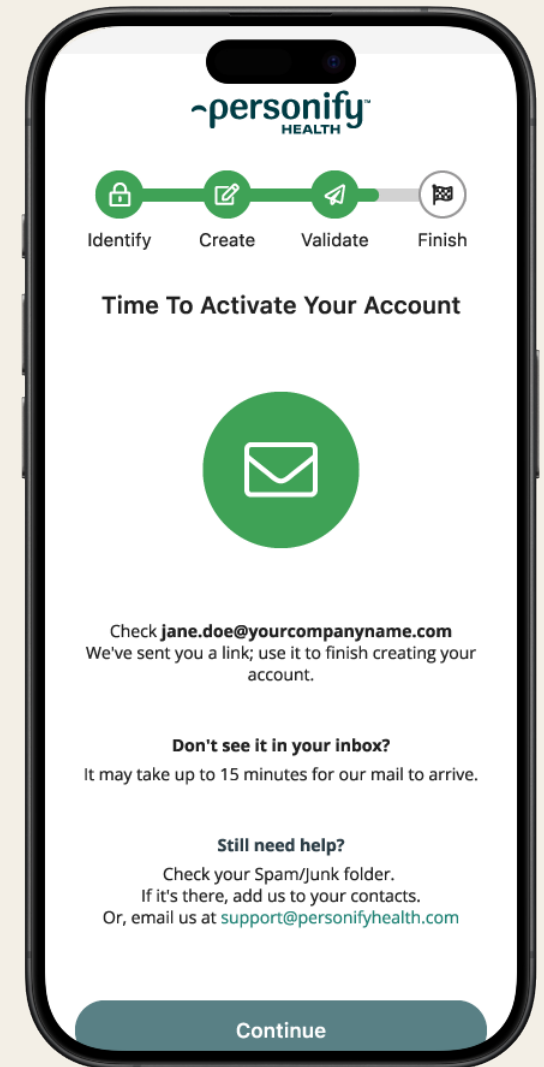
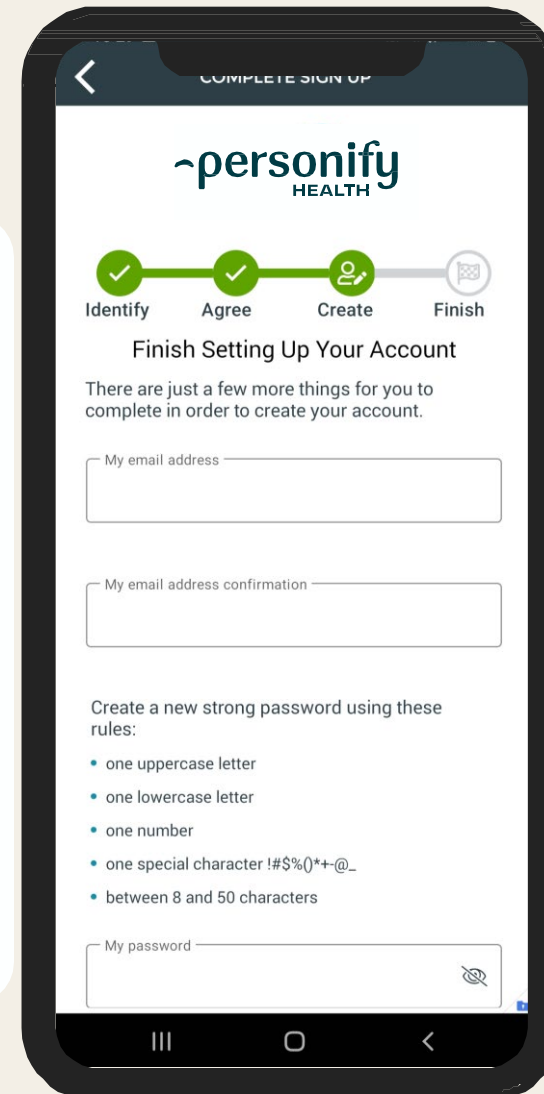
- Member enters additional information including email, password, and phone numbers

Non-binary gender options:

My Gender Identity

My Gender Identity

- Female
- Male
- I do not identify as male or female
- I prefer not to answer

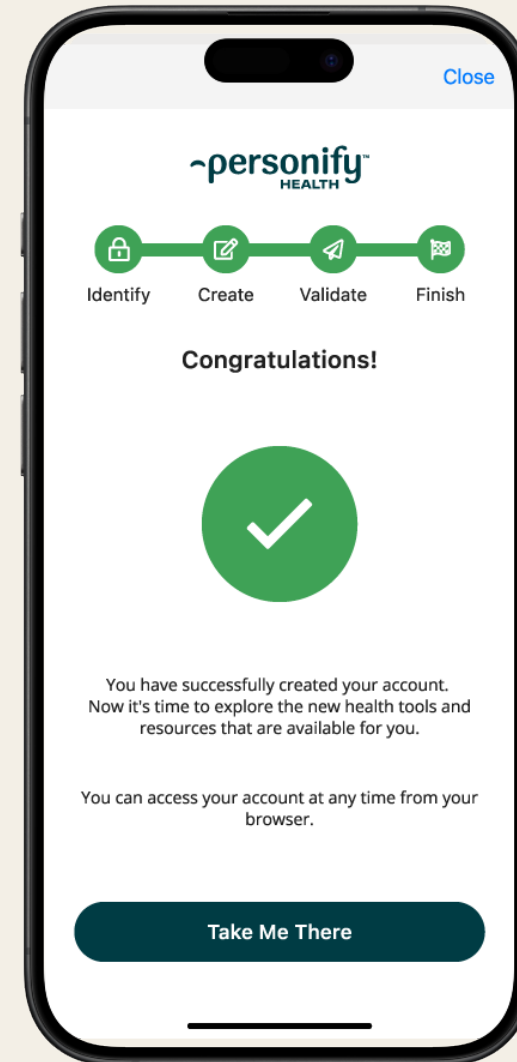




Enrollment Member Experience

Mobile Enrollment

8. Account is created and member is prompted to enter the platform by clicking on the Take Me There button





State of Residence

Members who select United States as their Country during enrollment will now be prompted to select the state that they reside in. This information is collected to assist with compliance.



Enrollment Member Experience

Earning Points

login.personifyhealth.com
TESTPLT17@DJPE11793.demo.com
Personify2024!

- Daily Opportunities
- Syncing Devices
- Voucher Codes
- Rewards

The screenshot displays the mobile app interface for a member. At the top, there is a navigation bar with icons for Home, Health, Benefits, Social, Media, and More, along with a Support icon. Below the navigation bar, the 'MY ACTIONS' section contains four buttons: 'Connect my activity device', 'Make time to get active today', 'Finish my registration', and 'Create a personal challenge'. A featured card titled 'Workout With Water' includes a photo of a man in an orange hoodie sitting on a bench, a 'Daily Tip • Getting Active' section with text about hydration, and a 'GOT IT!' button. Below this, there are three more cards: 'Stats' showing 0 steps with a daily goal of 7000, 'Healthy Habits' showing 3 habits tracked, and 'My Benefits' showing a 'Recently viewed' section. A 'Start a Challenge' card is also visible at the bottom right.

Multi-Factor Authentication



What Is It?

Multi-factor authentication is a validation method in which a member is granted access only after successfully presenting two or more pieces of evidence to a verification mechanism

Username

Password

Security Code



This provides an added layer of security for members and clients, protecting personal information and rewards, and safeguarding against account takeovers.

Member Experience



1. Account Creation

Immediately following registration, members have the option to log into their platform. At this time, they will not be prompted with MFA.



3. Security Code

Members will enter the access code they receive on the next screen of the MFA process.

The code must be entered within 5 minutes of requesting it; if not entered in this time frame the member will need to request a new code.



2. Second Login

The next login to the platform, all members will be prompted to have an MFA code sent to the email they registered with. This is a required step for all members, even if they are logging in for the second time within the chosen timeframe.

Member Experience



4. Cell Phone Verification

Members who choose the United States or Canada as their country during enrollment will be prompted to enter or verify their cell phone number: this prompt will only appear if the member has not previously provided their cell phone number either during enrollment or within their account settings on the platform. All US and Canadian members who provide their cell phone number will be required to verify it by entering an SMS access code.



5. Subsequent Logins

Based on the client's chosen settings, members will be prompted to complete MFA periodically. Based on the recommended default settings, this would happen in the following scenarios:

- Member attempts to log in on a new device (phone or computer)
- Member doesn't log into their account within 30 days of their last log in

For US and Canadian members who fit into one or both of these scenarios, they will have the option to receive the access code by either email or SMS. International members will always be required to use email to receive the access code.