



THE CHALLENGE

Develop a solution which enables better member health, optimised claims and new clients

About Simplyhealth



Simplyhealth have been supporting the health of UK's population since 1872, servicing both the public and businesses throughout. A dedication to making the most of life through better everyday health has underpinned the Simplyhealth mission since day one.

Simplyhealth's range of award-winning health plans, tailored to individuals and businesses, strives to take pressure of the NHS through 24/7 GP services, provide healthcare via employers and help communities prosper through the support of health-related charities.



THE HOW

Workstreams

HeadUp guided SimplyHealth through the entire process to bring the SimplyMe app to market, providing ongoing support to ensure a smooth rollout and acquisition of its member base and consumer market.

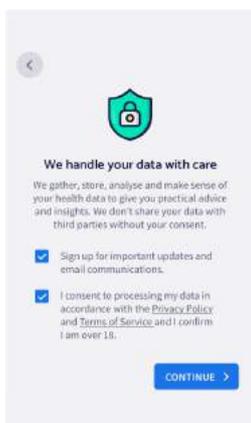
Marketing & Communications

HeadUp worked with Simplyhealth’s broader marketing team to curate an acquisition campaign, leveraging the newly developed SimplyMe brand to onboard existing policy holders and attract new clientele.



Legal

HeadUp’s solutions are GDPR compliant and follow the highest security standards. The members data is therefore in safe hands.





IT & Product

The SimplyMe rollout presented a unique challenge for the HeadUp engineering team, ultimately delivering on a set of key criteria, including:

- Accomodation of Simplyhealth's complex domain into the app, supporting their legacy systems to meet difficult delivery timelines.
- Login via OAuth 2.0 using AWS Cognito to support their custom login requirements.
- Undergoing frontend and backend penetration tests and continued commitment to delivering safe and secure software.
- Custom integration with their Member Services.
- Custom reporting and data exchanges to suit Simplyhealth's needs
- App customisation based on granular Simplyhealth user data



WHAT EMPLOYEES ACHIEVED

Results



8,506,830,937

Steps taken



842,908,831

Calories burnt through activities



39.7 %

of members improved their overall sleep rating



71.1 %

of members who started with an elevated heart rate saw improvement



518,801

Personalised insights deployed



32,223,034

Exercise minutes



Members who slept too little were able to increase their sleep duration up to 33 minutes on average in 2 months (35 minutes in 3 months)



Members who walked too little were able to increase their step count by 988 on average in 2 months, 1021 in 3 months.



Members who started with an elevated RHR reduced it by an average of 4.4 bpm over 3 months

Outcomes & Reporting

HeadUp's extensive reports and dashboards provided Simplyhealth with up-to-date metrics on member base health and wellbeing, clearly identifying health shifts across the 5 key areas of health. This allowed Simplyhealth to better understand current member health issues, drive further acquisition, refine policy making and assess the relevance of current services and interventions throughout their product offering.



HOW HEALTH IMPROVED

Health shifts

Simplyhealth took full advantage of The Human Dashboard and clearly communicated the benefits of having 5 key ratings. Members were able to gauge where they stood across these ratings, plus a further 12 sub ratings. This feature helped motivate and guide them on a journey to better health.

Green ratings on average increased across all 5 areas. The mood and emotional health sub ratings saw the biggest improvement with a 17.2% and 27.4% increase in green ratings respectively.



Heart rating

Changes from start to month 3

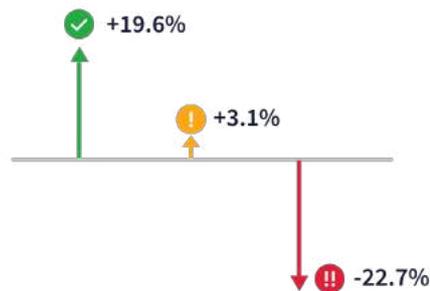


Of members who started with a red heart rating, **39.6%** achieved a **green rating** at the 3 month mark



Mind rating

Changes from start to month 3



Of members who started with a red mind rating, **39.4%** achieved a **green rating** at the 3 month mark



Sleep rating

Changes from start to month 3



Of members who started with a red sleep rating, **15.5%** achieved a **green rating** at the 3 month mark



Evaluating the SimplyMe app

In a report developed by Maru/Matchbox, SimplyHealth were able to evaluate the impact of SimplyMe in the early phases.

Throughout this process Maru/Matchbox spoke to 12 SimplyMe app users via 1hr in-depth interviews. There were 2 women and 2 men, some with compatible devices, others without and participants were 34-62 years old.

Key learnings: in a nutshell

- SimplyMe impressed from the start – the holistic view of health and wellbeing is a big draw.
- SimplyMe takes the Simplyhealth brand in a positive direction – it makes the relationship more human and personal.

Reactions: initial hooks and impressions



Issue free installation – no reports of any problems downloading or installing the app.



Intuitive and easy to use – interface and functionality praised. Entering information was simple, quick and enjoyable to do.



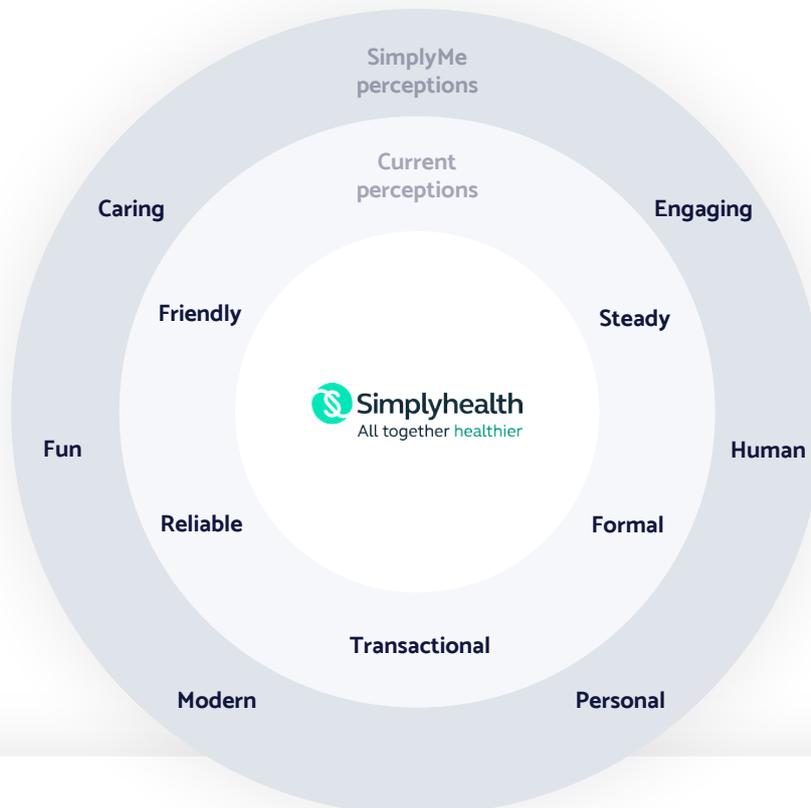
Tone is spot on – strikes the right balance of being friendly and personal, but not patronising. Users like the fact it's less formal than other communication they receive from Simplyhealth.



Insightful and informative – library is commonly mentioned as a highlight providing helpful hints in bitesize format, and teaching users new things.



SimplyMe positively changed perceptions of the brand, making the relationship more human and personal



SimplyMe has the potential to transform the way the brand is viewed – building a more emotional connection between Simplyhealth and customers that doesn’t currently exist.

“I wouldn’t have thought they [Simplyhealth] would have put an app like that together...It’s a nice surprise...feels like a natural progression for them to come into the 21st century...it does give them an aspect of caring about their clientele, how can we make it better for you, how can we make your health better...feels like they’re a compassionate, forward thinking organisation who are looking out for their clients.”

FEMALE, AGED 37



TESTIMONIALS

Member reactions

Eye-opening insights

“I really like it, the ease of the app to be honest... it gave you a lot of insights... it comes up with little bits and pieces you can take away from it yourself”.

LORRAINE

Keeping health fun

“...it felt newer...fresher, brighter... more fun!”

JULIA

Bitesize goals to maintain motivation

“I really like the little goals that you can set yourself to improve your wellbeing overall, reduce your portion sizes and set yourself those small challenges to make the bigger changes”

KENNA

Fun and engaging

“I like the graphics especially. I thought it was very bright and really caught your attention. And that made it easier to do the initial set-up because you fill in quite a lot of information initially, but you don't really realise because there aren't many words, and it's bright, so it made it really easy.”

MARY



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ROMANA ABDIN, CHIEF EXECUTIVE AT SIMPLYHEALTH

“We have listened to what people want, and are now harnessing that power of community, bringing our purpose to life, and showing everyone that they can take control of their health and also help others in the process. We all have our part to play in staying healthy and looking after each other.”



**Want to transform your goals into powerful actions?
Reach out to us!**

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