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EveryMove Launches Tandem to Deliver Personalized Member Engagement

Seattle based company builds on its consumer engagement expertise to deliver a flexible platform for health plans that personalizes prevention for their members.

SEATTLE, WA -- EveryMove, a digital health company that engages individuals in health plan-sponsored prevention benefits, today announced a new technology platform called Tandem and their first customer, Premera Blue Cross.

Tandem helps health plans create more personalized consumer relationships by aligning programs and incentives based on a member's health status and preferences. Tandem learns about each individual and hosts engagement programs both relevant to the member and critical to the health plan in order to deliver high quality care while keeping costs in line.

"Gone are the days of one size fits all member engagement. Consumers expect to receive relevant offers from businesses and their health plan is no different," said EveryMove CEO Russell Benaroya. "We are marrying technology and consumer experience to build a bridge between the health plan and the consumer that will serve the needs and interests of both parties."

Premera Blue Cross plans on using Tandem initially for its small group member engagement efforts and will look to expand from there. Premera Blue Cross is an independent licensee of the Blue Cross Blue Shield Association serving members in Alaska and Washington. The programs are being administered by Vivacity, an independent company providing health and wellness consultancy services.

"We have been working with EveryMove over the last three years as part of our ongoing efforts to improve the customer experience in health care," said Kent Marquardt, Premera Chief Financial Officer. "EveryMove has helped us innovate by bringing solutions to our members that both have a meaningful impact on health engagement but are also fun for the consumer."

EveryMove is actively engaging with health plans to help them meet engagement goals around HEDIS and Stars while delivering a personalized experience to members. To learn more, please email James Andrews at james.andrews@everymove.com.

ABOUT EVERYMOVE:

Founded in 2012, EveryMove powers the good driver discount for health. Using EveryMove's technology, health plans can personalize and incentivize the prevention programs they offer to each individual member. EveryMove is a recognized leader in using technology to motivate individuals to improve their health. Learn more about EveryMove's Tandem platform at <http://www.hellotandem.com>.