

STRATEGIC VISION: WHAT DOES IT LOOK LIKE?

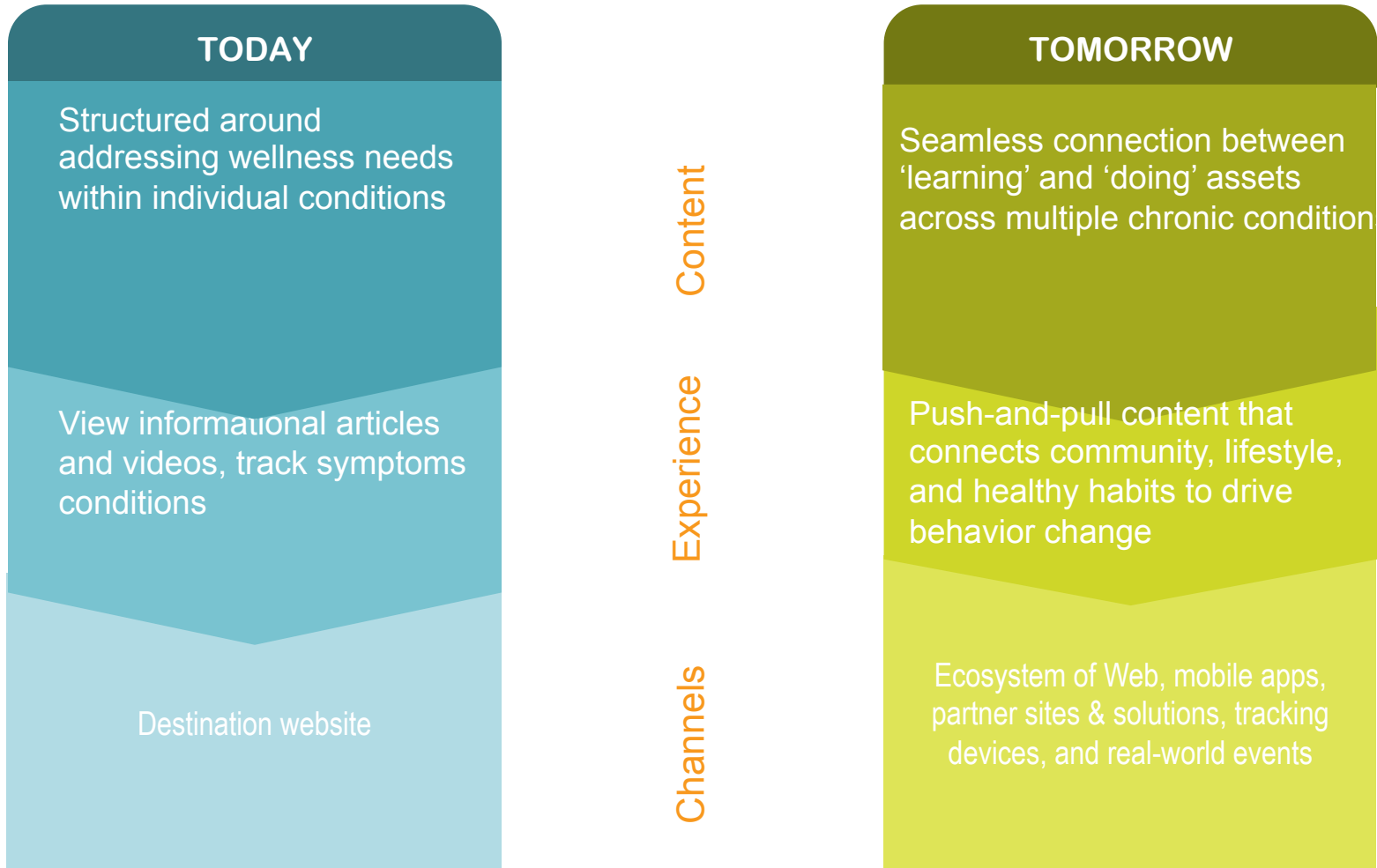
SAMPLE SNAPSHOT OF HEALTH MANAGEMENT LANDSCAPE AGAINST DISEASE CONTINUUM



MAP OF FUNCTIONALITY OFFERED



MERCK ENGAGE TODAY AND TOMORROW



CUSTOMER ENGAGEMENT AND BEHAVIOR MODIFICATION FUEL EACH OTHER

WHO

Focus on proactive managers with multiple chronic conditions

The service should focus on a patient population most likely to engage deeply: those with **multiple chronic conditions** with **moderate-to-high health literacy and technological accessibility**, and a **proactive outlook** on health management.

WHAT

Behavior modification—builds healthy habits that drive healthy outcomes

Value (as perceived by a user) is what drives deeper engagement and the platform must focus on value beyond educational assets and help build **healthy habits that drive healthy outcomes** at the individual level. Healthy habits are best reinforced through persistent and iterative interactions, which are ideally suited for mobile. And healthy outcomes are best tracked through seamless integration with activity and biometric trackers.

WHY

Activate, motivate, celebrate through a personal social health exchange

The integration of social features on the app with existing social content and commerce platforms (Facebook, Twitter, Meetup, Bizrate) is key to enabling a **personal social health network**. Declaring goals, celebrating achievements, sharing opinions, and rating content and products.

STRATEGIC RECOMMENDATIONS

Customer Target : Focus on integrated user experience for managing multiple chronic conditions.

Content : Invest in short-format video snippets and modularize informational content with social features within each topic/area.

Engagement : Structure a mobile-focused user experience that is based on multiple short-term interactions, while emulating a setup and review approach to the desktop.

Technology : Create an engagement loop between social activities (subscribe, connect, rate) and real-world activities (run, swim, measure A1c) powered by a seamless integration between MerckEngage and external social platforms and activity/biometric tracking devices.

USER FLOW THROUGH CONTENT AND PLATFORM FEATURES

