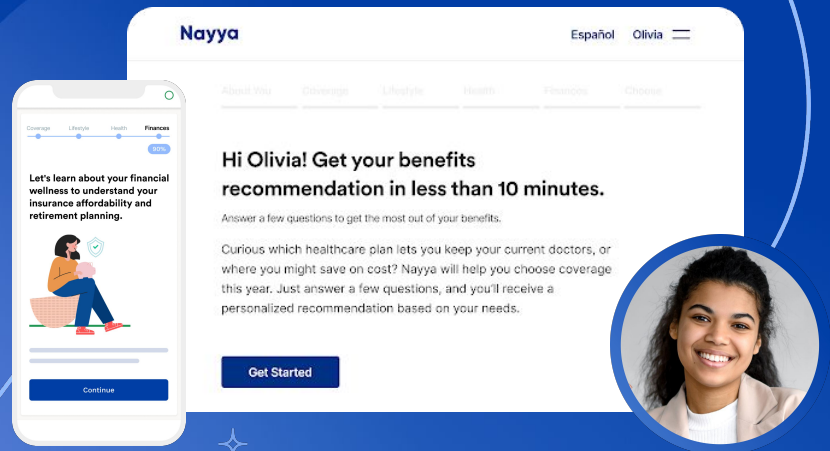


## Nayya Choose

Extend your benefits strategy to the employee with personalized decision support



### Benefits engagement is falling short

As plan design complexity grows and employees navigate an increasingly disjointed benefits ecosystem, personalized guidance has become even more critical to delivering the intended outcomes of your benefits strategy.

60% of employees rate benefits as a very important contributor to job satisfaction.<sup>[1]</sup>

### How Choose can help

**An unparalleled employee experience, leading to increased benefits literacy and plan adoption.**

Nayya Choose provides employees with personalized benefits decision support so they can feel confident in their elections. Choose seamlessly integrates robust data insights, holistic benefits recommendations, and engagement expertise, enabling employees to recognize and take advantage of the value of the benefits offered to them.

### The Nayya difference



**Drive benefits engagement** with multichannel communication, a succinct guided experience, and bite-sized education



**Increase adoption and member satisfaction** by enabling employees to select best-fit coverage through personalized recommendations at scale



**Increase plan enrollment** by bundling holistic recommendations across health, wealth, and wellness benefits



**Reduce client team workload** with low-touch onboarding and dependable technology

### The impact

- 88%** Of employees who used Nayya Choose indicated that their **benefits decision was made easier** with Nayya<sup>[2]</sup>
- 75%** Of Nayya users felt Nayya helped them **be more confident** when selecting benefits<sup>[3]</sup>
- 82%** Nayya users on average **participate in voluntary benefits** at an 82% higher likelihood<sup>[4]</sup>



“Nayya made me feel like I was getting input from an experienced advisor. My confidence in my benefit elections was significantly higher than in past years.”  
— Nayya user

**Sources:** <sup>[1]</sup> Society for Human Resources Management, 2023, <sup>[2]</sup> Nayya NPS Survey, 2023, <sup>[3]</sup> Nayya User Survey, 2022, <sup>[4]</sup> Nayya 2023 Open Enrollment Impact Analysis