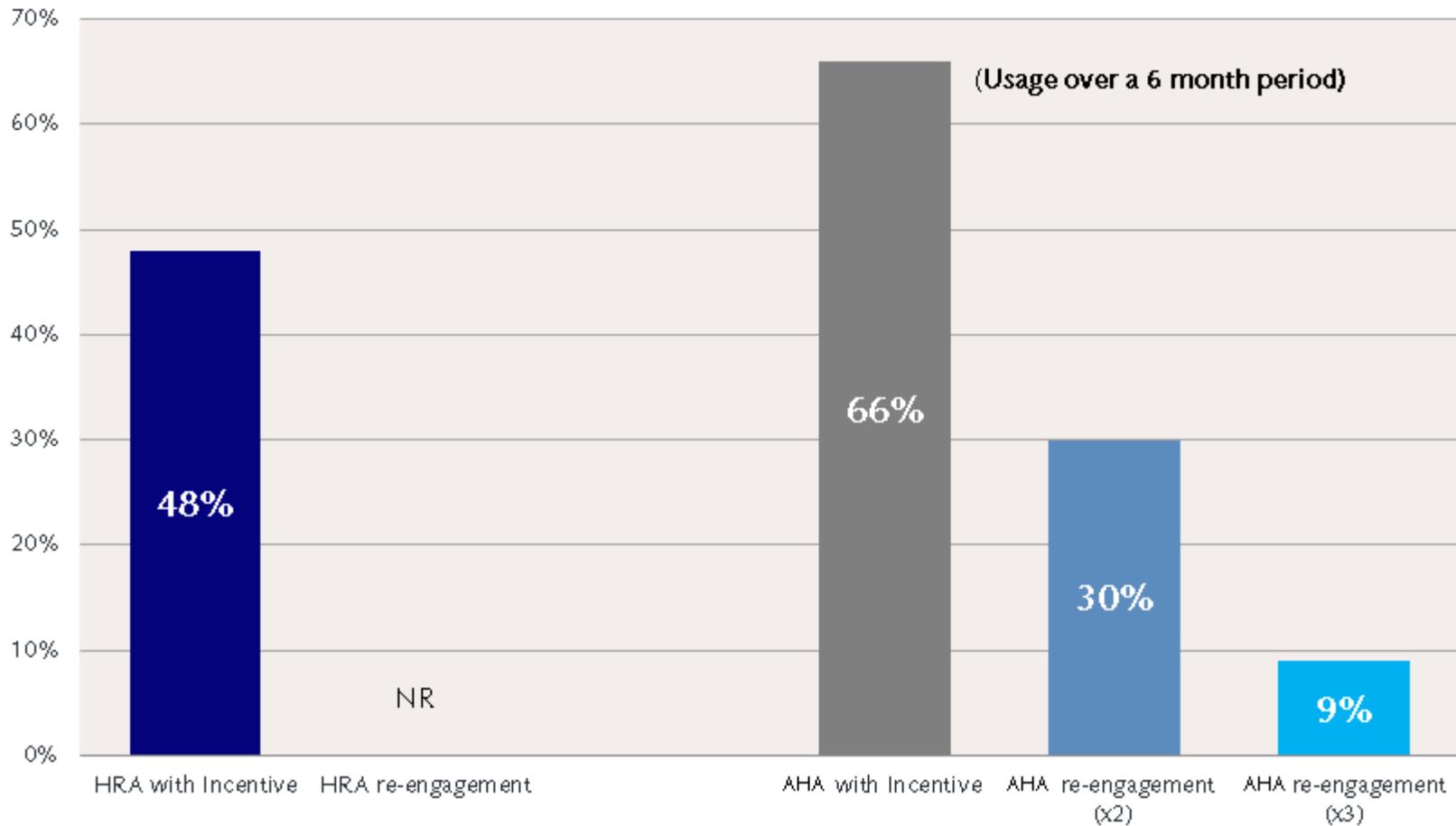


Traditional HA vs. Advanced HA



Source:
2012 Health & Well-Being Touchstone Survey Results PwC
2013 Behavioral Change Results Simplicity Health Plans