

The Intersection of Health & Mobile

infographic by  Maxwell | Health.

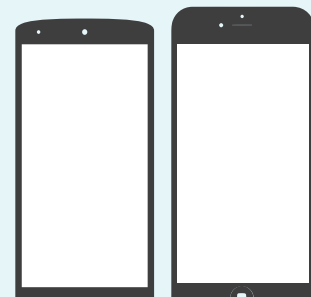
MAXWELL MAKES OPEN ENROLLMENT EASY



But we believe the other eleven months of the year are even more important when it comes to employee health and benefits

Our post-enrollment experience helps engage employees by meeting them where they are:

ON THEIR SMARTPHONES



HERE'S WHY WE'VE GONE MOBILE



Mobile web usage surpassed desktop web usage for the first time in

2014



of Americans ages 30-49 are smartphone users



of Americans ages 18-29 are smartphone users

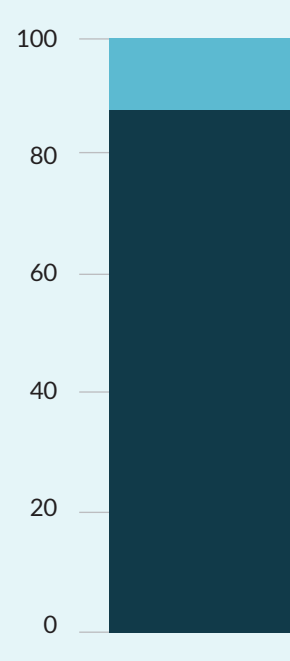


Smartphone users check their phone on average

150x PER DAY

which is the equivalent of checking every

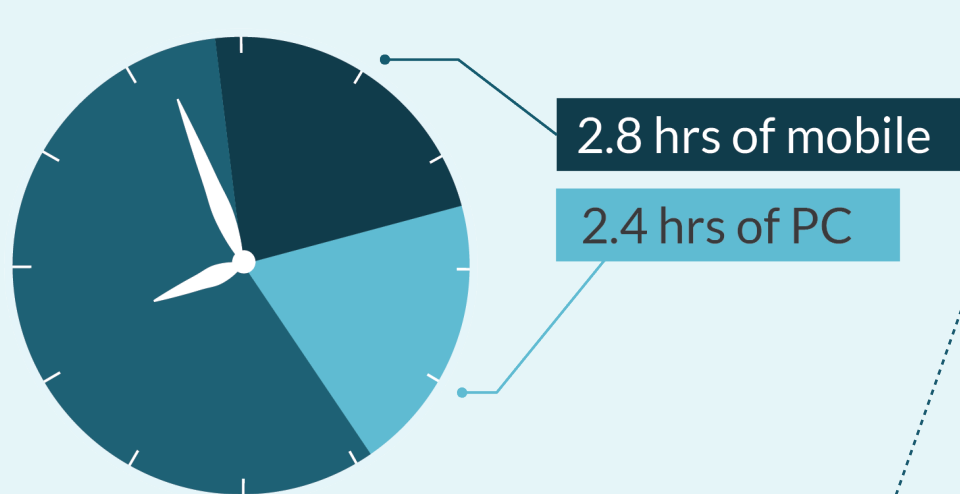
09:10
MIN SECS



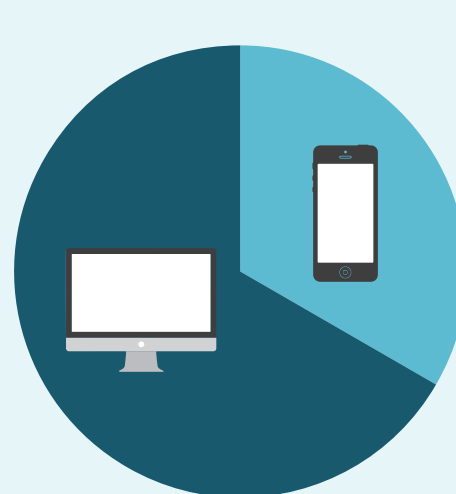
86%

of mobile time is spent in apps

AVERAGE MEDIA CONSUMPTION PER DAY



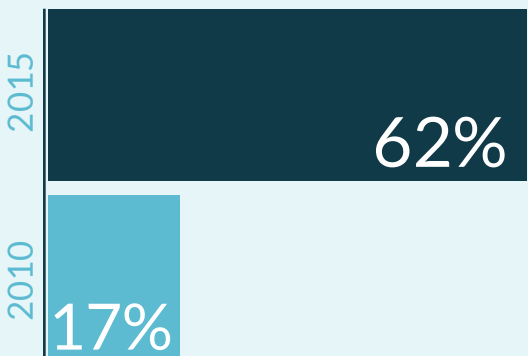
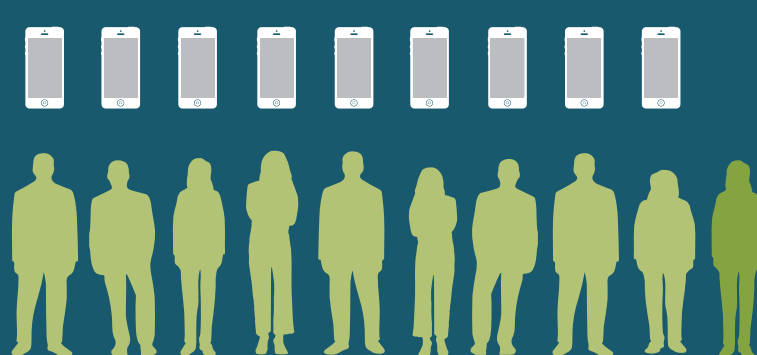
ACCESSING THE WEB via MOBILE vs. DESKTOP



A third of smartphone users go online mostly via mobile web



9/10 healthcare providers use smartphones

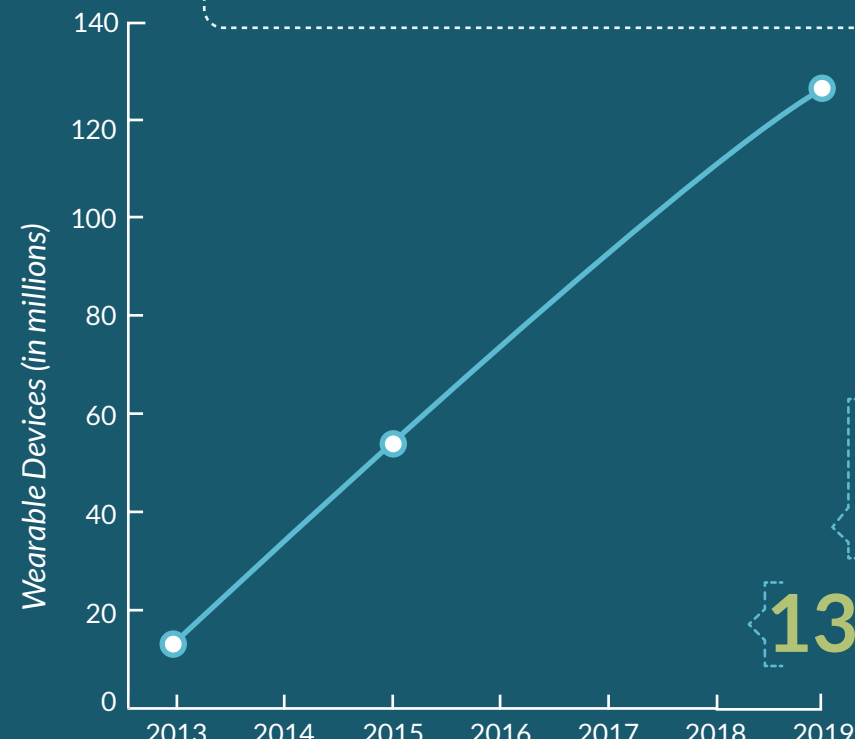


The percentage of cell phone users that used their phone to look for health information nearly quadrupled in four years

58% of smartphone users have downloaded a fitness or health app



EXPECTED ANNUAL WEARABLE DEVICE GROWTH RATE



126.1 million are expected to ship by 2019 resulting in a compound annual growth rate of 78.4%

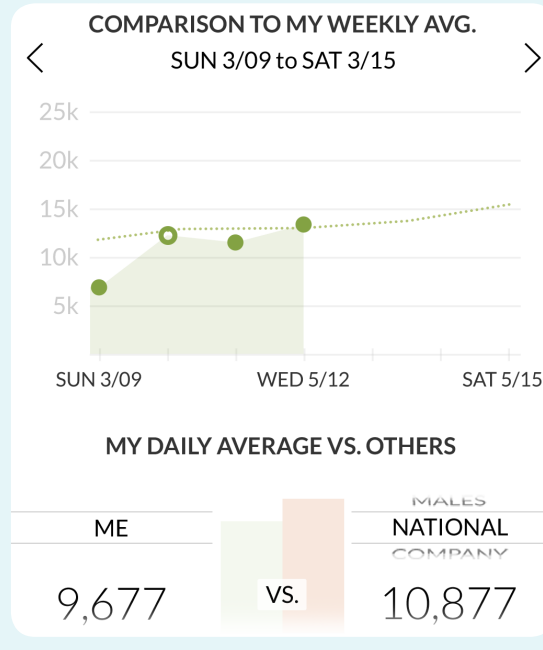
45.9 million wearable tech units will shipped globally in 2015

13 million wearable devices shipped in 2013

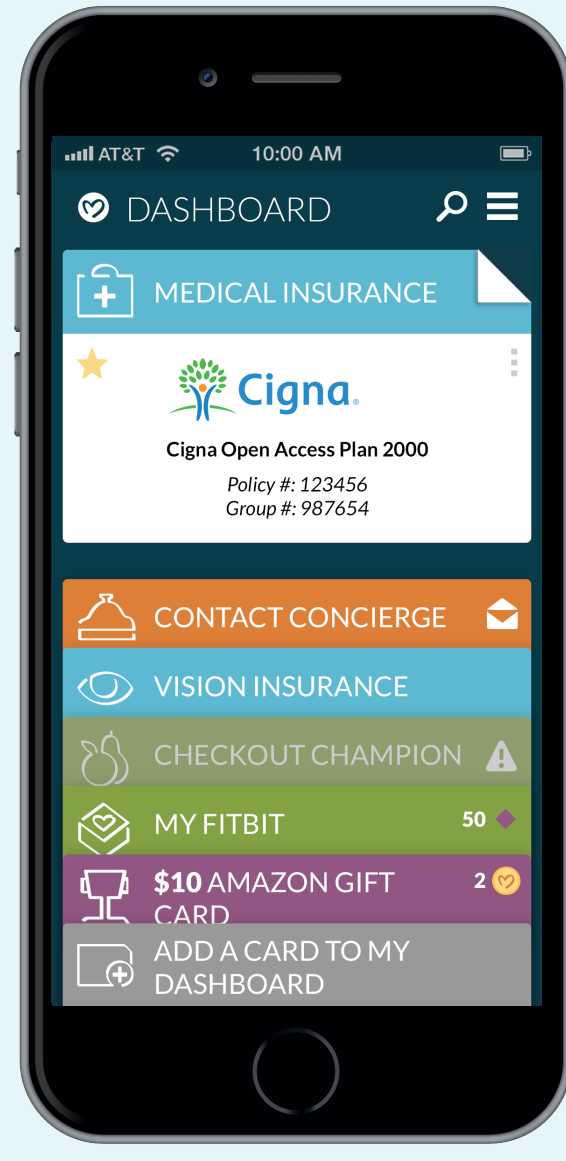
MAXWELL ENABLES EMPLOYEES TO:

1. Gain access to all insurance and benefits information at their fingertips, whenever and wherever they need it

2. Track daily steps by connecting a wearable fitness device



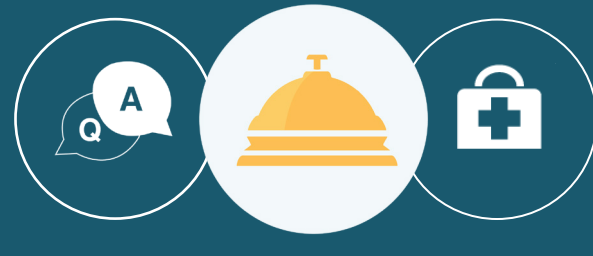
MY DAILY AVERAGE VS. OTHERS		
ME	VS.	MALES NATIONAL COMPANY
9,677		10,877



3. Redeem rewards from their employer for meeting progress goals on daily step counts



4. Interact with their personal health advocate, access telemedicine services, and much more.



SOURCES

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