

# The Intersection of Health & Mobile

infographic by Maxwell | Health.

## MAXWELL MAKES OPEN ENROLLMENT EASY



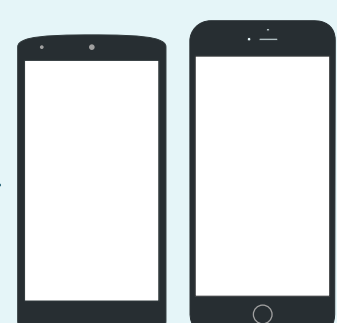
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But we believe the other eleven months of the year are even more important when it comes to employee health and benefits

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



84% of American households contain at least one smartphone



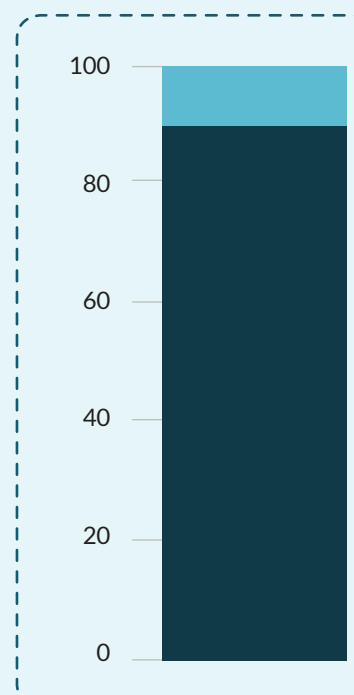
96% of Americans ages 18-29 live in a household with at least one smartphone



Smartphone users check their phone on average



which is the equivalent of checking every

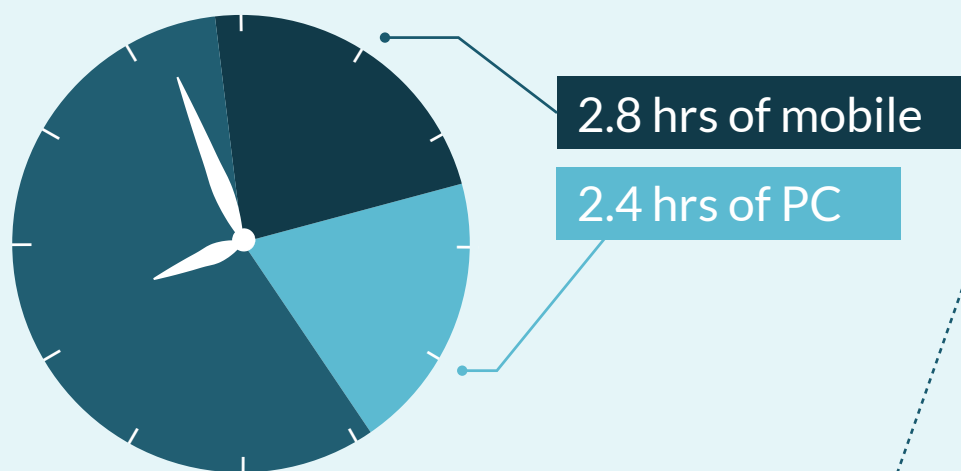


90%

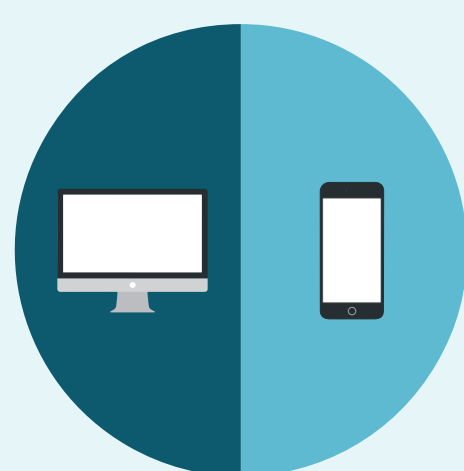
of mobile time is spent in apps

mobile web  
apps

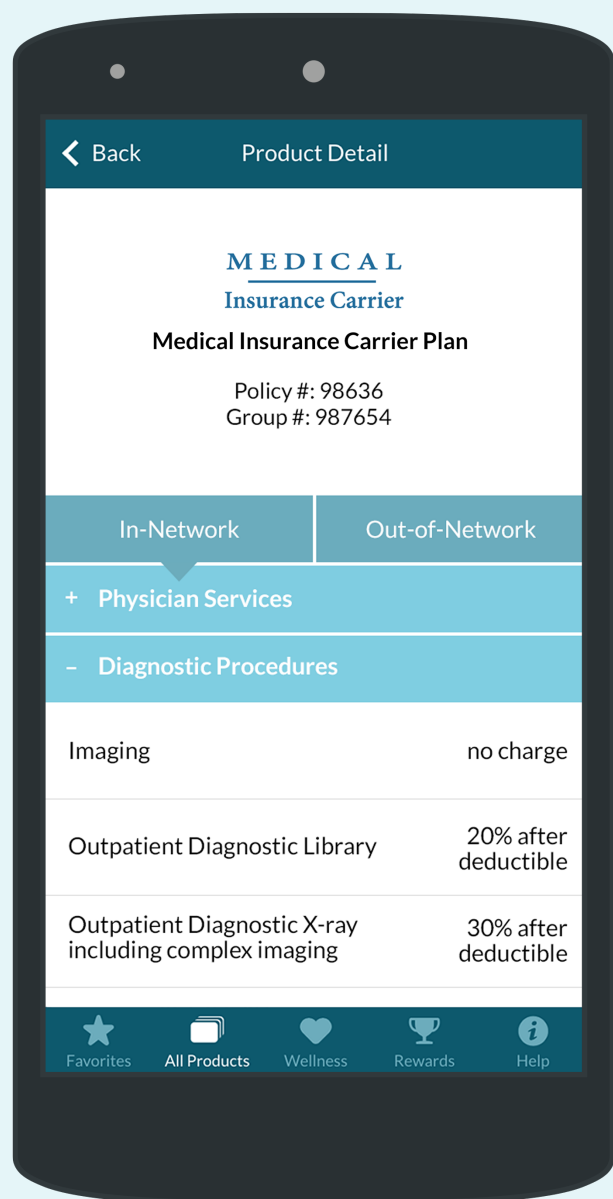
## AVERAGE MEDIA CONSUMPTION PER DAY



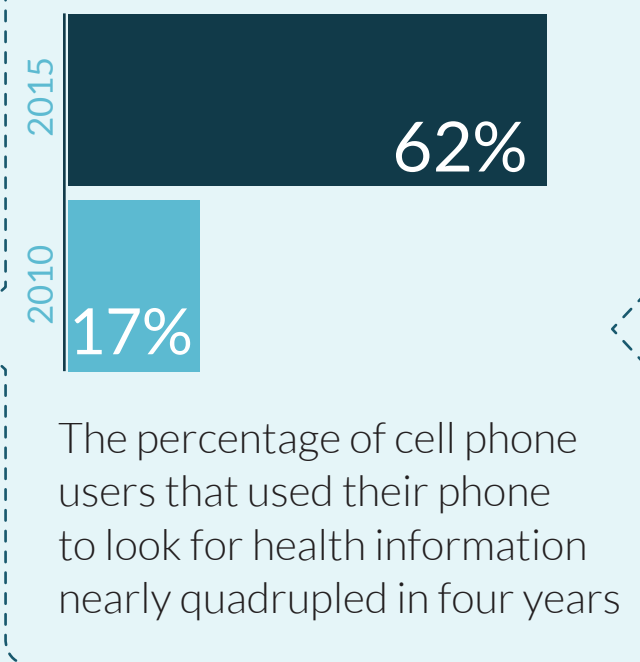
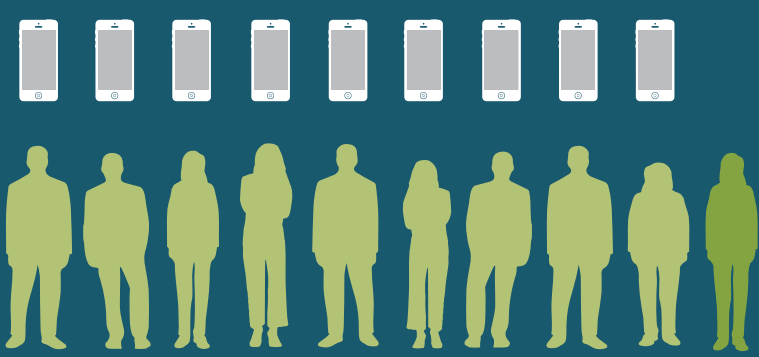
## ACCESSING THE WEB via MOBILE vs. DESKTOP



About 50% of all web visits now come from mobile devices vs. desktop



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



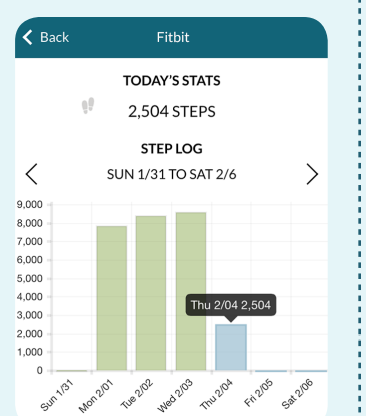
## MAXWELL ENABLES EMPLOYEES TO:

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

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



3. Track daily steps by connecting a wearable fitness device



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



### SOURCES

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