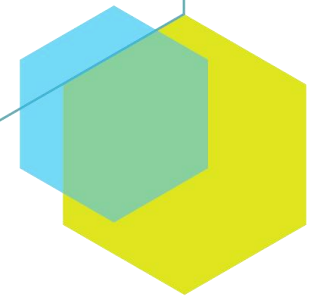


# Client Implementation Presentation

NAME  
TITLE  
EMAIL ADDRESS



# WholeHealth Living Choices Agenda

- WholeHealth Living Choices Overview
- Website User Experience
- Marketing Resources
- Reporting
- Next Steps
  
- View WHL Choices Using the Demo Account:
  - Visit: <https://www.whlchoices.com/#/login>
  - Enter demo login credentials
    - Login Name: [demo@tivityhealth.com](mailto:demo@tivityhealth.com)
    - Password: Tivityhealth1 (case sensitive)

# Program Components

WholeHealth Living Choices program is the nation's leading complementary and alternative medicine (CAM) discount network.



# Partner Discounts

Stay tuned for news about exciting NEW Partner Discounts being added for 2021!



50%  
Discount



50%  
Discount



15%  
Discount



40%  
Discount



15%  
Discount

\*This is not an all inclusive list of vendors. Vendors and/or discounts are subject to change at anytime. Discounts vary per products and services. Products and services are offered for sale by third parties.

# Healthy Solutions for Every Situation

## MIND AND BODY

---

- Acupuncture
- Chiropractic
- Massage Therapy
- Natural Healing
- Physical & Occupational Therapy
- Relaxation

## MOVEMENT

---

- Accessories & Equipment
- Personal Training
- Pilates
- Tai Chi & Qi Gong
- Yoga

## NUTRITION

---

- Diet and Nutrition
- Food
- Vitamins & Prescriptions
- Weight Management

## LIFESTYLE

---

- Dental, Hearing & Vision
- Gifts & Special Occasions
- Relaxation
- Other

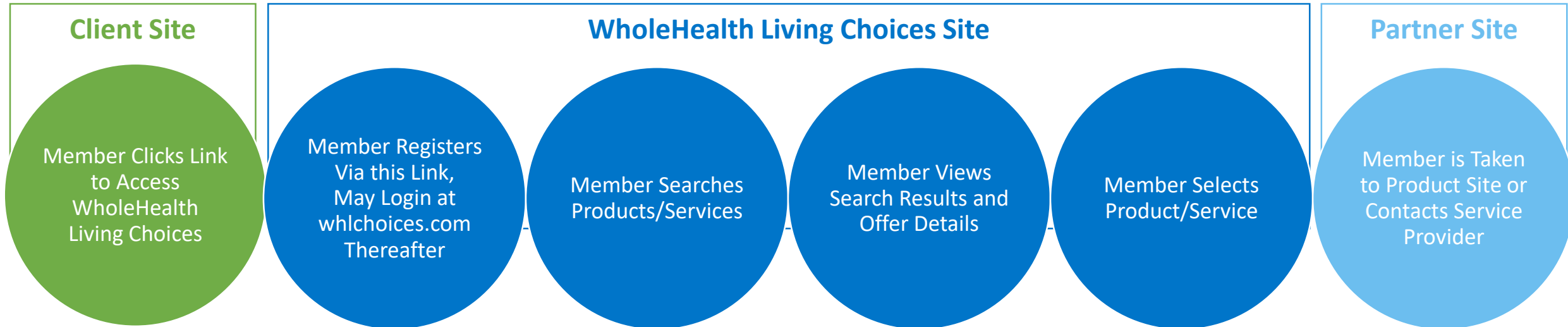
## HSA

---

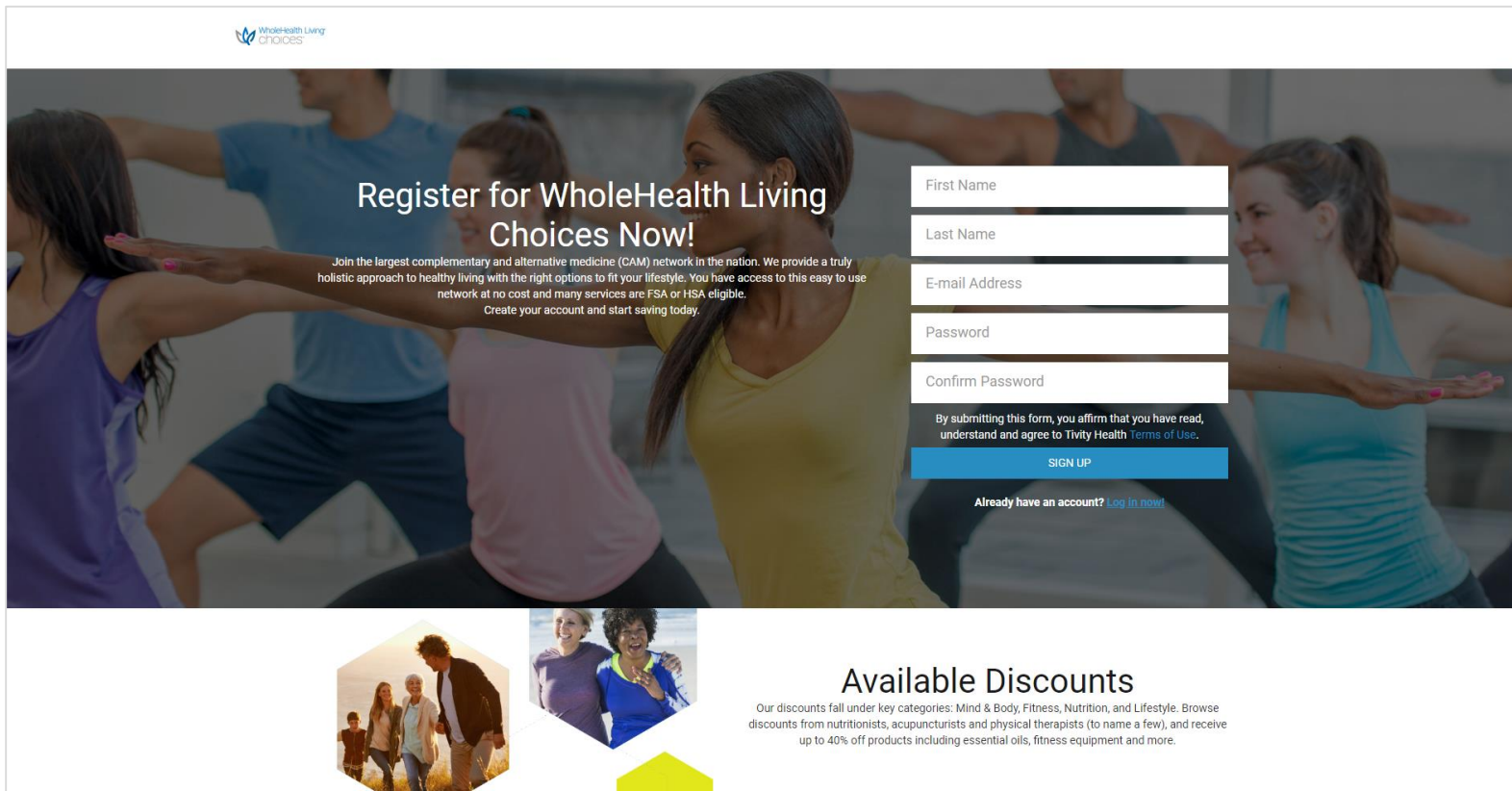
- Acupuncture
- Chiropractic
- Dental, Hearing & Vision
- Diet and Nutrition
- Physical & Occupational Therapy

# Member Journey

WholeHealth Living Choices program is easy to use, full of great discounted products and services, and convenient for your members.



# Member Account Registration



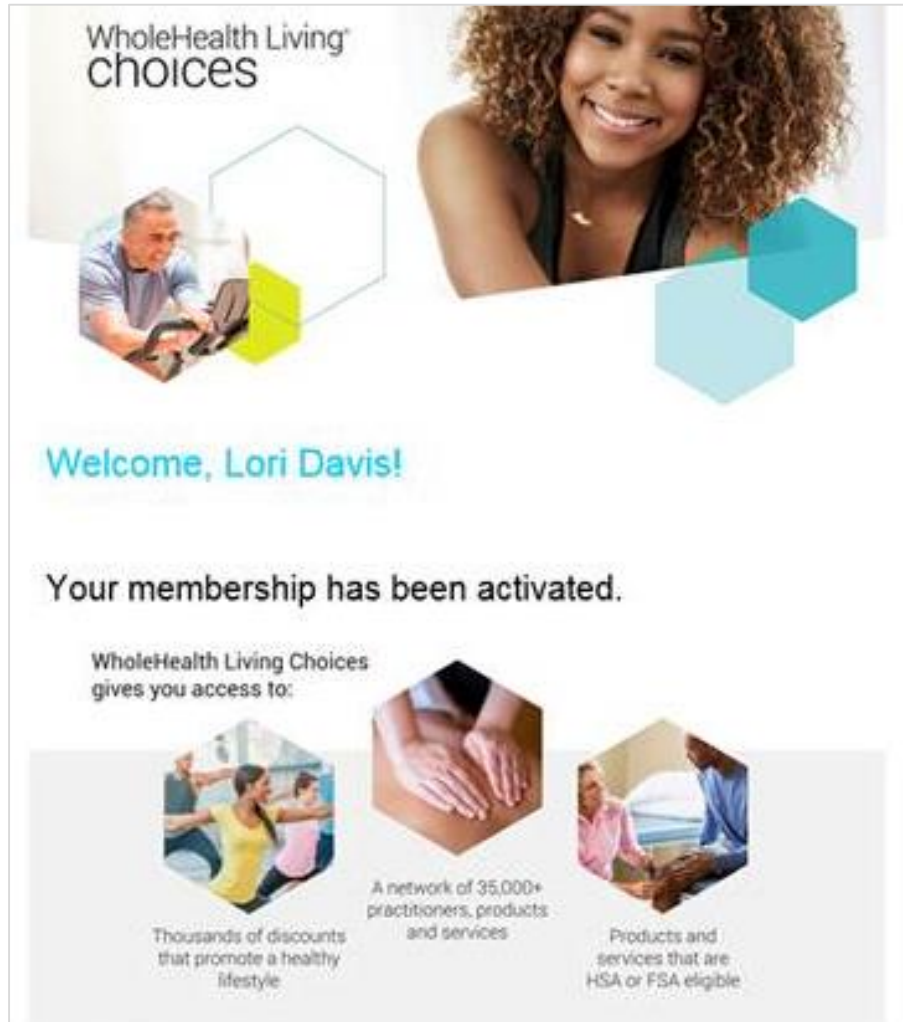
- Members will access this page from your site.
- Members will create an account on their first visit to this page.

For demo purposes, you may click on “Log In Now”, located below the Sign Up button and use the following login information:

Login Name: demo@tivityhealth.com

Password: Tivityhealth1

# Member Account Registration

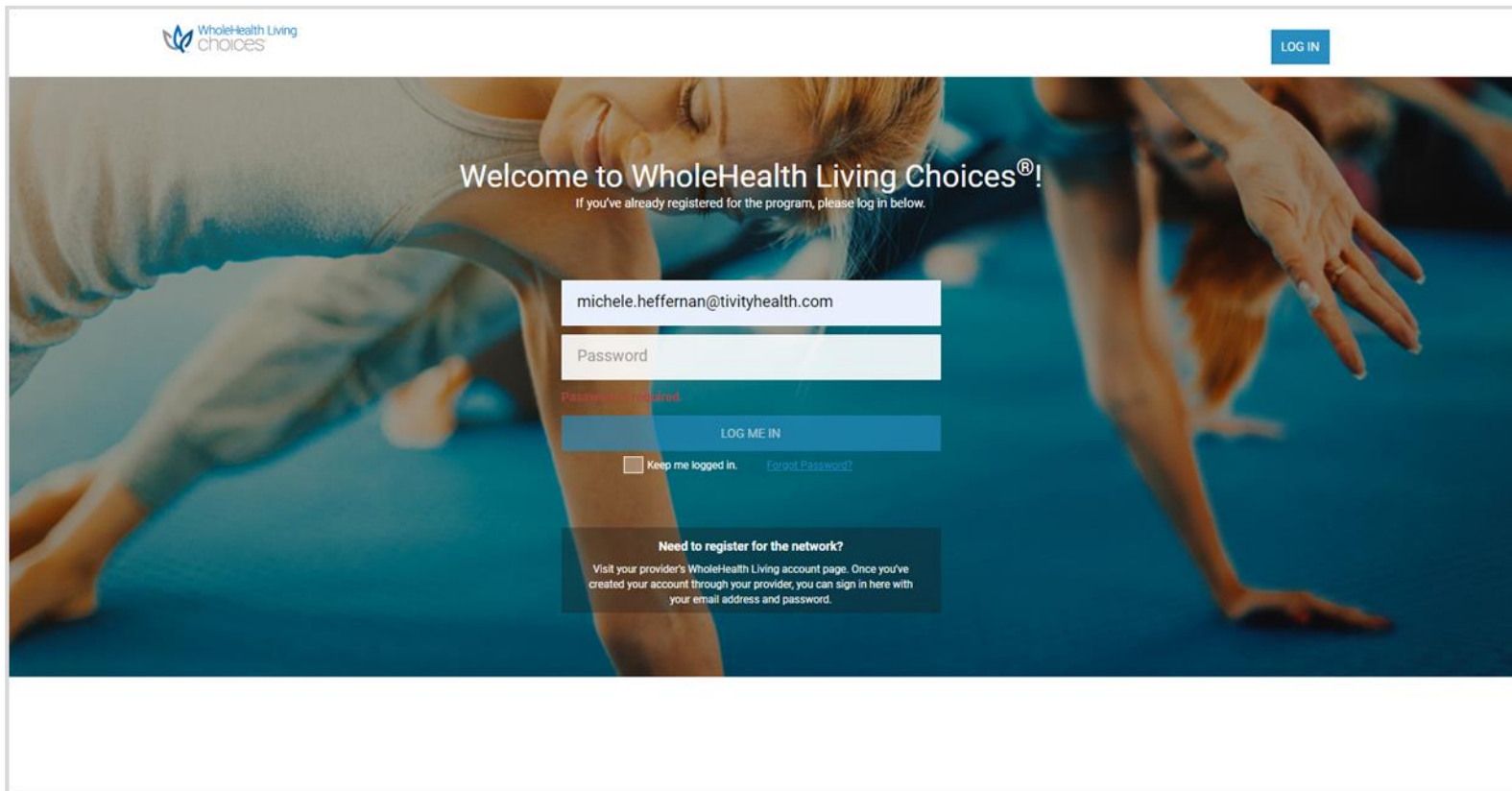


---

Members will receive this email upon registration



# Member Account Login



- Secure
- May be accessed directly at [www.whlchoices.com](http://www.whlchoices.com)

# WEBSITE USER EXPERIENCE

## Home Page

Your logo will be placed here



My Account

Expandable Menu

Find deals by category ▾

Manual Searches

### I'm interested in:

What service?

Ex: Hearing

Where at?

Queen Creek, AZ, 85142

Popular Searches

Popular searches in your area...



Featured Offers

FEATURED OFFERS



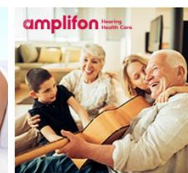
Nutrisystem - Nutrition for Weight Loss

50% DISCOUNT



Zeel - In-Home, Spa-Quality Massage On Demand®

15% DISCOUNT



Amplifon Hearing Health Care

50% DISCOUNT



DentalPlans.com

15% DISCOUNT



## Locating a Partner or Provider

The screenshot displays the Tivity Health website's search results for "Diet and Nutrition" in Dallas, TX, 75209. The interface is clean and organized, with a left-hand navigation panel and a main content area. The left panel includes filters for "What service" (Diet and Nutrition), "Where at?" (Dallas, TX, 75209), "Within:" (50 Miles), "Show Results For:" (Diet and Nutrition (9)), and "Discount Rate:" (5-100%). The main content area shows search results for "Diet and Nutrition in Dallas, TX, 75209", sorted by Distance. The results are presented in a grid format, with each result card containing the provider's name, gender, specialties, address, distance, discount amount, and options to "Email Offer To Self" or "View Details".

Provider Name	Gender	Specialties	Address	Distance	Discount	Options
Nutrisystem – Nutrition For Weight Loss		Nutrition is an important part of feeling your best, so we've teamed up with Nutrisystem® - America's #1 home delivery w...			SAVE 50%	Email Offer To Self, View Details
Nancy Corsaro, LAC	Female	Specialties: Acupuncture, Diet and Nutrition, Natural Healing, Relaxation Years of Practice: 13	2840 Keller Springs Rd Ste 301 Carrollton, TX 75006-4849	8.3 Miles Away	SAVE 20%	Print, Email Offer To Self, View Details
Pingping Zhang, LAC	Female	Speaks: Chinese, English Specialties: Acupuncture, Diet and Nutrition, Natural Healing Years of Practice: 38	2840 Keller Springs Rd Ste 1201 Carrollton, TX 75006-4876	8.3 Miles Away	SAVE 20%	Print, Email Offer To Self, View Details
Daniel Yun, LAC/CHM	Male	Speaks: English, Korean Specialties: Acupuncture, Diet and Nutrition, Natural Healing Years of Practice: 10	850 W John Carpenter Fwy Irving, TX 75039-2303	8.4 Miles Away	SAVE 20%	Print, Email Offer To Self, View Details

- Partners Listed First
- Providers Listed Thereafter
- Provider Name
- Gender
- Other Specialties
- Years of Practice
- Address
- Discount Amount
- Options to Print and Email Offer to Self or View Details

# Partner Details



My Account

Find deals by category ▾

< Back To Results

## Nutrisystem – Nutrition For Weight Loss

[Offer Details](#)

Nutrition is an important part of feeling your best, so we've teamed up with Nutrisystem® - America's #1 home delivery weight loss program.

Nutrisystem delivers real, balanced nutrition®. Simple, effective meal plans are perfectly balanced to put your body in fat-burning mode.

- Enjoy your favorite foods made healthier – (like pizza, burgers and more!)
- Easy-to-follow program with quick, easy-to-prepare meals
- 160+ menu choices perfectly portioned for weight loss®

Now you can get 50% off every plan from Nutrisystem. Plus receive 7 high-protein FreshStart™ shakes FREE! And FREE FedEx shipping\*.


Try Nutrisystem today!

\*Average weight loss in a study was 11.6 pounds and 8 inches total. Inches lost from hips, waist, chest, thighs and arms in first month.

†Free shakes with any 4-week plan, first order only. Free shipping Continental U.S. only. Discount off the regular one-time rate with new 4-week auto-delivery order, every shipment. With auto-delivery you are automatically charged and shipped your Nutrisystem plan once every 4 weeks unless you cancel. You can cancel auto-delivery at any time by calling 1-877-338-8446. Other restrictions apply. Call or see website for details. The Nutrisystem Uniquely Yours plan is available to Continental U.S. residents only and cannot be shipped to PO Boxes, APO Boxes or military addresses. Offer available to WholeHealth Living Choices members and cannot be combined with any other prior or current discount or offer. Limit one offer per customer.

If you're not satisfied with your first order, call 1-800-727-8046 within the first 14 days and send the remaining food back for a full refund, less shipping. Good on new 4-week plans, first order only. Limit one per customer.

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SAVE  
**50%**

at: <https://www.nutrisystem.com/19tiv50perwhl>

Email Offer To Self

- Name
- Offer Details
- Features/Benefits
- Discount Amount
- Link to Partner Site
- Promo Code
- Option to Email Offer to Self

# Provider Details

**tivity** HEALTH Whole-Health Living CHOICES My Account

Find deals by category ▾

[← Back To Results](#)

**Nancy Corsaro, LAC**  
Female

**Other Specialties:** Acupuncture, Diet and Nutrition, Natural Healing, Relaxation  
**Years of Practice:** 13

---

8.3 Miles Away  
East-West Acupuncture  
2840 Keller Springs Rd Ste 301  
Carrollton, TX 75006-4849

(214) 793 - 5684

[Directions](#) [Website](#)

SAVE  
**20%**


[Print](#) [Email Offer To Self](#)

**ORGANIZATION NAME**  
East-West Acupuncture

**PRACTICE FOCUS**  
Pain management- all kinds; sports injuries; digestive problems, chronic conditions such as asthma, fibromyalgia, chronic fatigue syndrome; headaches, menstrual disorders, weight loss, stop smoking, drug detox and many others.

- Name
- Gender
- Other Specialties
- Years of Practice
- Address
- Phone Number Link
- Directions Link
- Website Link
- Discount Amount
- Options to Print and Email Offer

# Offer Receipt Options: Email and Print



WholeHealth Living  
choices


### Your 50% Discount for Amplifon Hearing Health Care


We're proud of you for putting your health first with WholeHealth Living Choices™. You'll find details about how to use your offer below.

Offer: 50% Off,  
Expiration Date: December 31, 2019

Website: [https://www.amplifonusa.com/whlchoices?utm\\_source=partner&utm\\_medium=referral&utm\\_term=tivity-health&=AMP0000622](https://www.amplifonusa.com/whlchoices?utm_source=partner&utm_medium=referral&utm_term=tivity-health&=AMP0000622) >

Print out or present this offer to the vendor using your mobile phone.

 For questions, please call  
1-800-274-7526



Interested in another offer?  
[Browse Discounts](#)



## WholeHealth Living Choices Wellness Services

This certificate provides members with access to discounts offered through the WholeHealth Networks, Inc. Practitioner Agreement.

<b>Issued To:</b> Michele Heffernan	<b>Location(S):</b> Nicole Kibler, DC/LAC
<b>Offer:</b> 20% Discount,	655 S Dobson Rd Ste 205, Chandler, AZ 85224-5669
<b>Expiration:</b> December 31, 2019	
<b>Phone:</b> (480) 563 - 6400	

Participating Providers: Members will pay at time of service minus your discount, per agreement with WholeHealth Networks, Inc.

Authorized by  
WholeHealth Networks, Inc.  


 For questions, please call  
1-800-274-7526.

# COMMUNICATING TO MEMBERS

# Marketing Resources



WholeHealth Living Choices® is an online network that provides members up to <30%> off popular health services and products.<sup>1</sup>

HP Logo

- ✓ No need for referrals, no pre-approvals and no claims to file. **No administrative hassles.**
- ✓ Many services and products are HSA or FSA eligible.<sup>2</sup>
- ✓ Members also receive discounts on healthy living products through our website.
- ✓ It's **easy to use and convenient.** Members create an online account, search for vendors and get discount offers to use at their convenience.

Member discounts + No administrative hassles + Easy online account = SUCCESS!

More than <35,000> providers, products and services are waiting ...

- Prescription savings
- Dental plans
- Hearing aids
- Dieticians, nutritionists and weight loss products
- Pain management and chronic condition treatment
- Holistic medicine practitioners
- CAM services include more than <40> specialties such as acupuncture, chiropractic and massage
- Yoga, tai chi, qi gong and other exercise therapies



WholeHealth Living Choices®

<Health Plan Logo>

Improve your well-being – and save hundreds

As a <member/employee> of <Health Plan/Employer Group>, you have access to WholeHealth Living Choices®, the largest complementary and alternative medicine (CAM) network in the nation.

Once logged in to the WholeHealth Living Choices site, you can browse discounts that give you <up to 30%> off <massages, acupuncture, personal training, essential oils, fitness equipment, dental plans, hearing aids, prescription savings> and more.<sup>1</sup>

How to get started:

1. Visit the <Health Plan/Employer Group> website.
2. Click the WholeHealth Living Choices link.
3. Register for the site, download the offers of your choice and redeem them as instructed.

More than <35,000> providers, products and services are waiting ...

- Prescription savings
- Dental plans
- Hearing aids
- Dieticians, nutritionists and weight loss products
- Pain management and chronic condition treatment
- Holistic medicine practitioners
- CAM services include more than <40> specialties such as acupuncture, chiropractic and massage
- Yoga, tai chi, qi gong and other exercise therapies

At WholeHealth Living™, We Share the Health

1. Discounts vary per products and services. Products and services are offered for sale by third parties. WholeHealth Living is not a covered insurance benefit. It is a discount program offered at no additional cost by leading insurance companies. Certain products and services offered through WholeHealth Living Networks, Inc. may be eligible for payment or reimbursement through a Health Savings Account (HSA) or a Flexible Spending Account (FSA). Please check with your HSA or FSA administrator to determine if the products or services you are interested in purchasing are IRS-qualified medical expenses. Any information provided here is not intended to serve as legal or tax advice. For a complete list of IRS-qualified medical expenses, visit [www.irs.gov](http://www.irs.gov). WH-L3242FEAT0918\_T

- Logo
- Acquisition Flyer
- Member Flyer



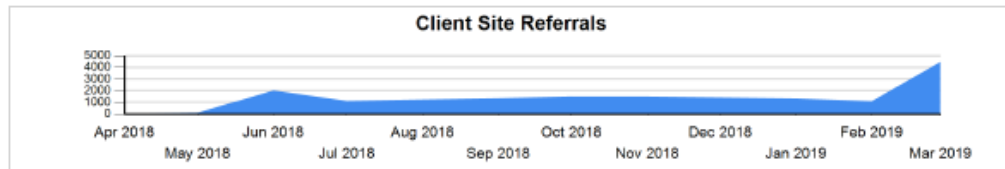
# Monthly Reporting

## WholeHealth Living Choices

Monthly Website Utilization Summary for Client  
March, 2019



	Current Month	Prior Month	YTD	Prior YTD		Current Month	Prior Month	YTD	Prior YTD
New Registrations	1,000	200	1,600	3,000	Find a Provider	2,000	500	4,000	2,000
Client Site Referrals	1,200	1,500	5,000	4,000	Find a Vendor	500	100	900	1,000
Unique Visitors	1,000	500	2,500	2,000	Certificate Downloads	500	100	1,000	900
Return Visitors	250	80	600	900	Vendor Discounts	50	700	100	3,000
Total Page Views	20,000	10,000	40,000	20,000					



March 2019 - Category Summary

## Subcategory Page View Details

Category Name	Subcategory	Client			
		Curr Mo	Prior Mo	YTD	Prior YTD
Mind and Body	<b>Total</b>	<b>700</b>	<b>250</b>	<b>1,300</b>	<b>3,000</b>
	Chiropractic	200	50	300	500
	Acupuncture	100	50	200	500
	Natural Healing	50	50	100	200
	Relaxation	50	40	100	200
	Massage Therapy	200	40	400	600
	Other	50	10	100	500
	Physical & Occupational Therapy	50	10	100	500
	<b>Total</b>	<b>150</b>	<b>70</b>	<b>350</b>	<b>100</b>
	Pilates	20	10	40	0
Movement	Fitness Centers	0	0	0	10
	Accessories & Equipment	20	10	50	10
	Yoga	40	20	100	60
	Tai Chi & Qi Gong	20	10	60	10
	Personal Training	50	20	100	10
	<b>Total</b>	<b>120</b>	<b>100</b>	<b>300</b>	<b>200</b>
	Vitamins & Prescriptions	20	20	70	50
	Weight Management	30	30	100	50
	Food	10	10	30	50
	Diet and Nutrition	60	40	100	50
Lifestyle	<b>Total</b>	<b>200</b>	<b>100</b>	<b>400</b>	<b>400</b>
	Relaxation	50	40	100	50



# Creating Your Cobranded Website



## Client Implementation Worksheet

Client: <m/d/yy>

Date: <m/d/yy>

### Let's Get Started!

We will need the following from you to create your WholeHealth Living Choices website.

1. Your logos. These will be used to cobrand the WholeHealth Living Choices site so that your members connect your brand with ours. We need these in PNG format with a transparent background, in two sizes: 165x52 and 110x35.
2. Your domain URL. We will be using this information to identify your members who are coming to the WholeHealth Living Choices website from yours, so that we display your cobranded page to them. This is typically www.healthplan.com or similar.
3. Your subcategory selections (see below). Please review the following categories and confirm or change the response in the "Display" column. For your convenience, we have prepopulated this column with "Yes" responses. Please change these to "No" if desired.

### Subcategory Selections

We have established five categories that resonate well with our members. Each category contains multiple subcategories, consisting of providers and/or vendors. We display at the subcategory level, so all vendors and/or providers within that subcategory will be displayed. (i.e. "Relaxation" contains providers and a vendor, both will be displayed.) For an optimal member experience, we recommend that you display all categories and subcategories. We recommend displaying all subcategories for an optimal member experience.

Please note:

- Some subcategories appear under multiple main categories. (i.e. "Relaxation" appears under Mind & Body and Lifestyle categories). Please designate Yes or No for each occurrence of a subcategory.

Category	Subcategory	Vendor/Provider	Discount	Display Y/N	
Mind & Body	Acupuncture	Various Providers	10-30%	Yes	
	Chiropractic	Various Providers	10-30%	Yes	
	Massage Therapy	Zeel		15%	Yes
		Various Providers		10-30%	
	Natural Healing	Various Providers	10-30%	Yes	
	Physical & Occupational Therapy	Various Providers	10-30%	Yes	
	Relaxation	Aura Cacia		20%	Yes
		Various Providers		10-30%	
Other	Veterinary Pet Insurance		10%	Yes	
	Magazine Line		90%		
Movement	Accessories & Equipment	Balance Walking	25%	Yes	
	Personal Training	Various Providers	10-30%	Yes	
		Various Providers	10-30%	Yes	
	Pilates	Various Providers	10-30%	Yes	
	Tai Chi & Qi Gong	Various Providers	10-30%	Yes	
Yoga	Various Providers	10-30%	Yes		
Nutrition	Diet & Nutrition	NutriSystem	50%	Yes	
		Various Providers	10-30%		
	Food	Frontier Natural Products	20%	Yes	
		Simply Organic	20%		
	Vitamins & Prescriptions	FreshStart Vitamins	10%	Yes	
		WholeHealth Living Choices - Rx Savings	40%		
	Weight Management	NutriSystem	50%	Yes	
Various Providers		10-30%			



1. Review and complete the WholeHealth Living Choices Client Implementation Worksheet.
2. Provide the requested assets and responses to your Tivity Health Account Executive. (logos, domain URL, and subcategory selections)
3. Discuss launch timing with your Tivity Health Account Executive and your internal teams.