



Harnessing the power of social, mobile, analytics and cloud to improve health and wellness

Cognizant HealthActivate™,
a cloud-based platform

KEEP CHALLENGING™



Cognizant HealthActivate™ is a cloud-based platform focused on improving health and wellness outcomes in three primary use cases across healthcare.

The Core Differentiator

Cognizant blends emerging behavioral models and adaptive technologies to create a unique “high-tech + high-touch” model that leads to empowered, engaged and activated consumers with improved health outcomes at lower cost.

For Wellness

As a wellness platform, **Cognizant HealthActivate™** helps consumers, health coaches and nurses collaborate virtually. The platform is built on the understanding that social dynamics – bringing people together for support, motivation, and accountability – are important for improving the health of individuals.

For Chronic Care

Managing chronic conditions is a continual challenge, both for patients and care providers: actual visits are infrequent, conditions can overlap, treatment quality and frequency varies, and communication can be fragmented. Cognizant’s HealthActivate™ is a cloud-based Chronic Care Platform that adapts the traditional model of episodic office visits into a continual, virtual collaboration between patients and their care team.

For Transition of Care

Reducing hospital readmission rates is a national priority: hospitals spent \$41.3 billion in 2011 alone on readmissions¹. Cognizant's HealthActivate™ is a cloud-based Transition of Care Platform that augments the traditional discharge procedures and follow-up appointments with a model of continual, virtual collaboration between patients and their care team.

For more information on how Cognizant HealthActivate™ can help your clients, please contact HealthActivate@cognizant.com.



For Wellness

- Vital sign monitoring and trackers through Cognizant's BYOhD™ Platform
- Virtual and real-time coaching
- Health challenges for social collaboration
- Progress tracking
- Reporting and analytics
- Web- and mobile- enabled customized solution

For Chronic Care

- Disease-specific and personalized care plans by understanding patient journey and behavioral dynamics
- Vital sign monitoring and trackers through Cognizant's BYOhD™ Platform
- Patient education
- Healthy tips and challenges
- Medication adherence

For Transition of Care

- Disease-specific and personalized care plans by understanding patient journey and behavioral dynamics
- Interactive and customizable discharge care plans
- Vital sign monitoring and trackers through Cognizant's BYOhD™ Platform
- Patient education
- Real-time adherence monitoring for care teams
- Patient self-management resources, such as adherence reminders
- Virtual and real-time coaching
- Social and gamification
- Reporting and analytics

¹ April 2014, Agency for Healthcare Research and Quality, <http://1.usa.gov/1vVha1u>



KEEP CHALLENGING™

LET'S TALK

For more information
on HealthActivate,
please contact
HealthActivate@cognizant.com.

ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 218,000 employees as of June 30, 2015, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

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