



**Validation**Institute

# 2025 Validation Report

**Review for: Personify Health**  
**Validation Achieved: Outcomes**  
**Valid through: February 2026**



# Company Profile



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<b>Category:</b>	Care Management
<b>Website:</b>	<a href="https://personifyhealth.com/">https://personifyhealth.com/</a>
<b>Public or Private:</b>	Private
<b>Year Established:</b>	2004 (via Virgin Pulse and HealthComp merger, formally rebranded as Personify Health in 2023)
<b>CEO:</b>	Pete McCabe
<b>Company contact:</b>	CommercialEnablement1@personifyhealth.com

## Description Provided by the Company:

**Personify Health** is the first and only personalized health platform to provide health plan administration, holistic wellbeing solutions, and comprehensive health navigation – all in one place. Personalized, human-centric, and powerfully simple, **Personify Health** helps businesses optimize investments in their members while empowering people to engage more deeply with their health.

**Personify Health** aims to address the issues of increasing healthcare costs and complexity by breaking down traditional silos found in healthcare and rejecting a one-size-fits-all mentality. Backed by decades of experience and global operations, the company brings together industry-leading health, wellbeing, navigation, and benefits solutions to offer a first-of-its-kind personalized health platform. The end-to-end platform makes it easier to





# Company Profile

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proactively respond to people's unique needs across their lives through a combination of data-driven personalization capabilities, a science-backed methodology, and concierge-level clinical services.





# Claim Assertion for Validation

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Participants in Personify Health's wellbeing program lower their blood pressure, body mass index, and blood glucose more than similar members who did not participate. These are improvements in key health indicators for metabolic syndrome. These improvements are linked to lower medical costs.





# Method / Calculation / Examples

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The blood pressures, body mass indexes, and blood glucose (fasting) levels were tracked for program participants and for non-participants. Results were compared from the beginning of the program to the end for participants, and over a similar time period for non-participants.

Participants and non-participants were matched on age, gender, education level (college), household income, type of employment from at an industry category (ex. Financial, education etc.), and health risk characteristics.

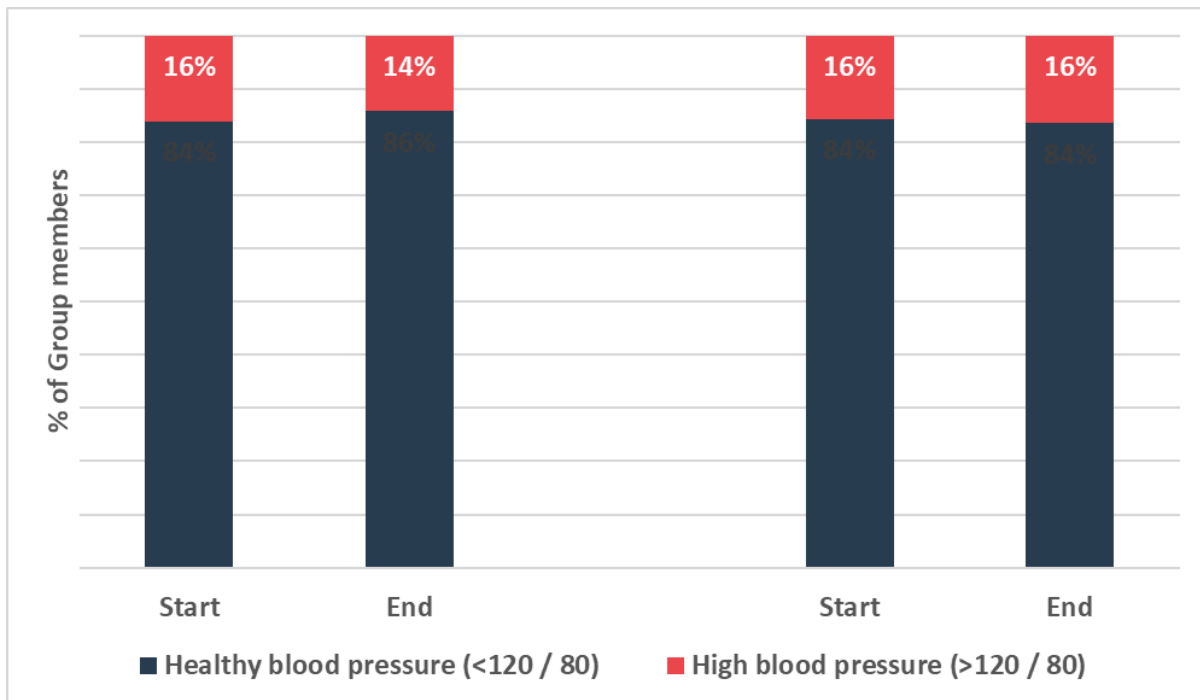
Medical costs were estimated using published, peer reviewed literature.





# Findings & Validation

Graph 1 shows the percent of 40,322 group members whose blood pressures were healthy or high at the start and the end of the program. The program group had two percent of its members shift from high to healthy blood pressure; the comparison group had a slight increase in people with high blood pressure (0.8%). The participant group, with more people at healthy blood pressures at the end, would reduce their medical costs by an estimated \$1.9 million in one year (Kirkland EB, 2018); the comparison group would increase their medical costs by \$770,000.



Graph 1: Change in Blood Pressures Participant and Comparison groups



# Findings & Validation

Table 1 summarizes the shift in Body Mass Indexes for a group of 54,715 participants and a comparison group of the same size.

The participant group increased the share of people at a healthy weight, which in turn would decrease medical costs.

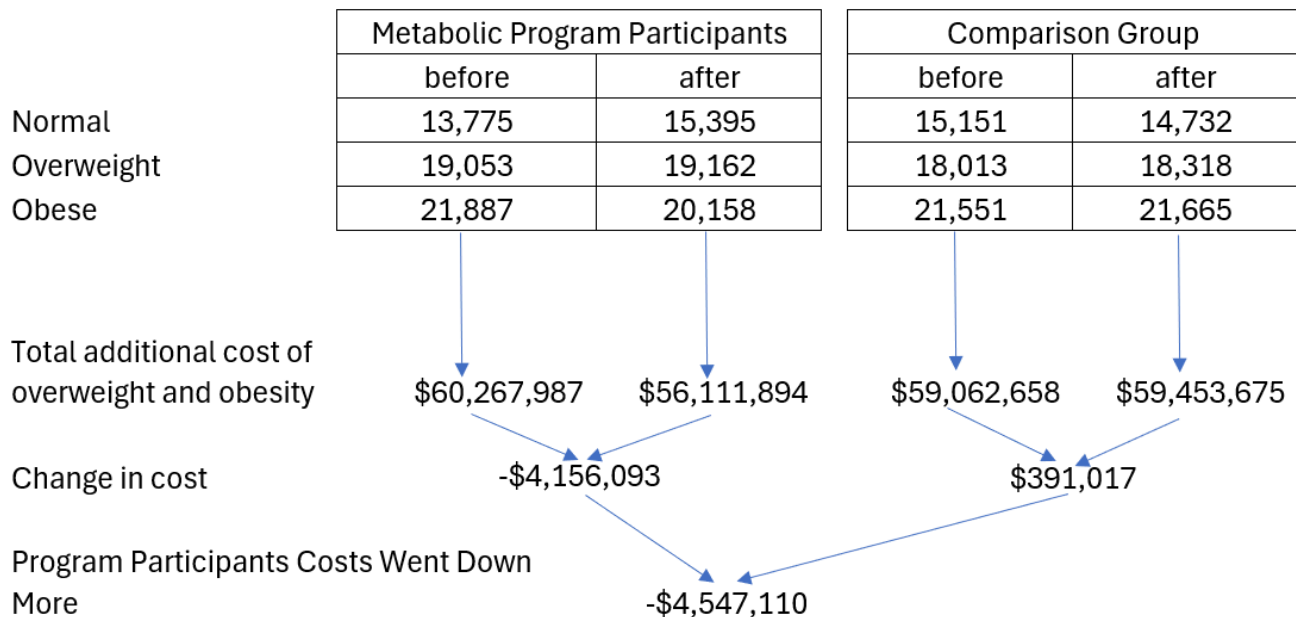


Table 1: Summary of Body Mass Index changes and Estimated Medical Costs (Tsai AG, 2011)

Table 2 summarizes the changes in 36,809 participants and 36,809 matched non-participants in blood glucose (fasting). Healthy is blood glucose less than 100; pre-diabetes is blood glucose between 100 and 125; diabetes is blood glucose above 125.



# Findings & Validation

The low estimate of medical costs shows that the participant group, despite having fewer people at the diabetes level at the end of the program, would have had slightly higher medical costs at the end of the program than at the beginning. This increase is much smaller than the comparison group's. Using the higher estimate of the cost of diabetes, the participant group has a small decrease in estimated medical costs and the comparison group has an increase.

	Metabolic Program Participants		Comparison Group	
	before	after	before	after
Healthy	29,225	29,117	28,789	28,359
Prediabetes	6,048	6,165	6,353	6,613
Diabetes	1,536	1,527	1,667	1,837
Total additional cost (low)	\$9,870,612	\$9,904,532	\$10,585,550	\$11,431,589
Change in cost	\$33,920		\$846,040	
Total additional cost (high)	\$21,401,211	\$21,367,568	\$23,099,552	\$25,221,765
Change in cost	-\$33,643		\$2,122,213	

Table 2: Summary of Change in Blood Glucose and Estimated Medical Costs (Dall TM, 2019)







# Limitations

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The participating group may have traits that helped them succeed and that were not present in the comparison group. For example, willingness to participate (selection bias) contributes to success.

The analysis does not address the cost of the program.





## Works Cited

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1. Dall TM, Y. W. (2019). The Economic Burden of Elevated Blood Glucose Levels in 2017: Diagnosed and Undiagnosed Diabetes, Gestational Diabetes Mellitus, and Prediabetes. *Diabetes Care*.
2. Kirkland EB, H. M. (2018). Trends in Healthcare Expenditures Among US Adults With Hypertension: National Estimates, 2003-2014. *J Am Heart Assoc*.
3. Tsai AG, W. D. (2011). Direct medical cost of overweight and obesity in the USA: a quantitative systematic review. *Obes Rev*, 50-61.





# Validation and Credibility Guarantee

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The Personify Health wellbeing program achieved **Outcomes** validation. Validation Institute is willing to provide up to a \$100,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit <https://validationinstitute.com/credibility-guarantee>.

## Outcomes

Product/solution has measurably improved an outcome (risk, hemoglobinA1c, events, employee retention, etc.) of importance.



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# CERTIFICATE OF VALIDATION

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<b>Applicant:</b>	<b>Personify Health</b> 75 Fountain Street, Providence, RI 02903
<b>Product:</b>	Personify Health wellbeing program
<b>Claim:</b>	Participants in Personify Health’s wellbeing program lower their blood pressure, body mass index, and blood glucose more than similar members who did not participate. These are improvements in key health indicators for metabolic syndrome. These improvements are linked to lower medical costs.
<b>Validation Achieved:</b>	<b>Validated for Outcomes</b>
<b>Award Date:</b>	February 2025

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**Linda Riddell**  
**Chief Data Scientist**  
**Validation Institute**

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**Al Lewis**  
**Chief Executive Officer**  
**Validation Institute**





# About Validation Institute

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**Validation Institute** is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of health care.

## Validation Review Process

Validation Institute has a team of epidemiologists and statisticians who review each program. The team focuses on three components:

- Evidence from published literature that a similar intervention had similar results.
- The reliability and credibility of the data sources.
- The rigor of the approach to calculating results.

To achieve validation, the program has to satisfy each of these components. VI's team then summarizes the review into a report which is publicly available. Details of VI's review are available with the program's permission.

