



**Validation**Institute

# 2025 Validation Report

**Review for: Quizzify**

**Validation Achieved: Outcomes**

**Valid through: February 2026**



# Company Profile

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WISER  
EMPLOYEES  
MAKE  
HEALTHIER  
DECISIONS

<b>Category:</b>	<b>Health Literacy</b>
<b>Website:</b>	<a href="http://www.quizzify.com/">www.quizzify.com/</a>
<b>Public or Private:</b>	Private
<b>Year Established:</b>	2014
<b>CEO:</b>	Al Lewis
<b>Company contact:</b>	hello@quizzify.com

## Description Provided by the Company:

Wiser employees make healthier decisions. **Quizzify's** mission is to create health-literate employees. Many workplace wellness programs employ misguided health challenges, ineffective health risk assessments, and expose private health information which may harm, rather than benefit, employees.

**Quizzify** creates a health-literate workforce through entertaining, trivia-style quizzes which educate employees about health and healthcare. Monthly quizzes are made available to employees through a simple admin dashboard. Employees take the quizzes, earn points, gain knowledge, and begin to make healthier decisions almost immediately.





# Question/ Intervention Goal/ Objectives

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Quizzify provides a health literacy promotion program, which engages employees in a game using short, multiple-choice and true-false quizzes. Participants learn about various topics, such as opioids, Humira, sleep, CT scans, stents, health hazards, and hidden sugars. Studies have shown a link between health literacy and more judicious use of medical services[1] , especially emergency department visits[2] and inpatient hospital stays[3] .



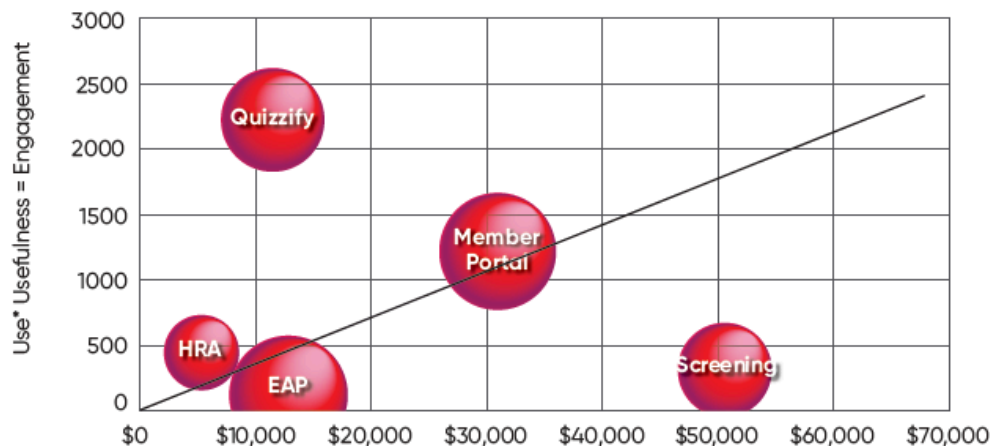
# Method / Calculation / Examples

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Though Quizzify is a content tool, the guarantee is engagement: using the Validation Institute's own Benefits Engagement Survey Tool (BEST), Quizzify's score will be farther "above the line" (drawn at 45 degrees) than any other health benefit measured, as indicated in this example.

The Y-axis of the plot is based upon responses to the two-question BEST survey. Respondents give the number of times they used a program and rate how useful they found it. An optional third question asks whether having the program offered enhances the respondent's perception of the employer.

In addition, the employer supplies the cost for each program. This data sets the X axis of the plot.



The [context of this graph is described](#) in this explainer.

The survey needs to include at least three benefits and ideally, up to seven, and to get responses from a minimum of the lower of 100, or 10% of employees.

# Findings & Validation

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Quizzify has achieved this outcome in every instance.

Therefore, Quizzify will place 100% of its fees at risk for being the farthest above the 45-degree line. Since the formula for the Y-axis is uses times usefulness, if Quizzify fails to achieve this goal, the monthly pricing will be reset to zero until Quizzify is indeed farther above the line than any other health benefit.

# Works Cited

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1. Haun et al, Association between health literacy and medical care costs in an integrated healthcare system: a regional population-based study. BMC Health Services Research 2015; 15:249
2. Balkakrishnan et al, The Association of Health Literacy with Preventable Emergency Department Visits: A Cross-Sectional Study, Journal of Academy of Emergency Medicine, 2017 Sep;24(9):1042-1050
3. Baker DW et al. Functional health literacy the the risk of hospital admission among Medicare managed care enrollees. American Journal of Public Health. 2002 Aug; 92(8):1278-83.



# Limitations

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While the same question set is asked of all the benefits measured, the survey is not a validated instrument. Subjectivity, and self-selection amongst survey respondents, introduce biases. The biases should be the same for all the benefits measured, however, because the same subset of the employee population completes the survey for all the benefits measured.





# Validation and Credibility Guarantee

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**Quizzify's Health literacy promotion program** achieved validation for **Outcomes**. 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/>

## Program Validation

Program has strong evidence of significant impact on both patient outcomes and on medical costs. Evidence is assessed based upon the certainty it provides that the result is due to the program and not to other factors, such as recruiting people to participate in the program who are most likely to succeed.

## Savings

Can reduce health care spending per case/participant or for the plan/purchaser overall.

## Outcomes

Product/solution has measurably improved an outcome (risk, hba1c, events, employee retention, etc.) of importance.





**Validation Expiration: February 2026**

# CERTIFICATE OF VALIDATION

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**Applicant:**

**Quizzify**

1732 1st Ave

New York, New York, 10128

**Product:**

Health literacy promotion program

**Claim:**

Health literacy provides more judicious use of medical services, especially emergency department visits and inpatient hospital stays.

**Validation Achieved:**

**Validated for Outcomes**

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**Linda K. Riddell, MS**  
**Chief Data Scientist**  
**Validation Institute**

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**Craig Sharpe**  
**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.

