



ValidationInstitute

2025 Validation Report

Review for: Quizzify

Validation Achieved: Metrics

Valid through: February 2026



Company Profile



WISER
EMPLOYEES
MAKE
HEALTHIER
DECISIONS

Category:	Health Literacy
Website:	www.quizzify.com/
Public or Private:	Private
Year Established:	2014
CEO:	Al Lewis
Company contact:	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.





Claim Assertion for Validation

The ROI calculator gives a reasonable, evidence-based estimate of the Quizzify health literacy program's impact on use of medical services by the total population. Measuring on the total population avoids both participation bias and regression to the mean.

Health literacy's effect on use of medical services is documented in research. For example, a 2014 study found that people with low levels of health literacy had significantly higher rate of emergency room visits than people with adequate or high levels of health literacy. (Griffey, 2014) Research also shows low- or inadequate health literacy is linked with higher medical costs and higher use of services. (Haun, 2015)





Method / Calculation / Examples

The calculator has separate sections for each type of medical services it addresses - from Emergency Room Visits to CT Scans to Neonatal Intensive Care. Each section uses credible sources to estimate the frequency and cost of the service. Users can adjust the frequency and cost assumptions; Quizzify approves these revisions.

In addition, each section estimates how much Quizzify's program could affect the frequency of use.





Findings & Validation

As this is a calculator, there are no findings to state.

Works Cited

1. Griffey, R. &. (2014). Is Low Health Literacy Associated with Increased Emergency Department Utilization and Recidivism? *Academy of Emergency Medicine* , 1109 - 1115.
2. Haun, J. N. (2015). Association between health literacy and medical care costs in an integrated healthcare system: a regional population based study. *BMC Health Services Research*, DOI: <https://doi.org/10.1186/s12913-015-0887-z> .





Limitations

The impact of the program on any given employer's frequency and cost of the target medical service will vary from the estimates.

While history is normally a good guide for all the services mentioned (which grow at slow rates, if at all, every year), this is not the case in 2020-2021, when the rate of many procedures/tests declined significantly. In this and other cases where the pre-intervention time period is not a valid reference point, the calculator cannot provide a reasonable estimate of program impact.





Validation Expiration: February 2026

CERTIFICATE OF VALIDATION

Applicant:

Quizzify

1732 1st Ave, New York, New York, 10128

Product:

Quizzify's ROI calculator

Claim:

Quizzify's ROI calculator gives a reasonable estimate of the frequency and cost of medical services, as well as the impact of a health literacy program.

Validation Achieved:

Validated for Metrics

Linda K. Riddell, MS
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Validation Institute

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Validation Institute



About Validation Institute

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.