



**Validation**Institute

# 2020 Validation Report

**Review for: Quizzify**  
**Valid through March 2021**



# Company Profile

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<b>Category:</b>	Health Literacy
<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



WISER  
EMPLOYEES  
MAKE  
HEALTHIER  
DECISIONS

## Description:

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

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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.



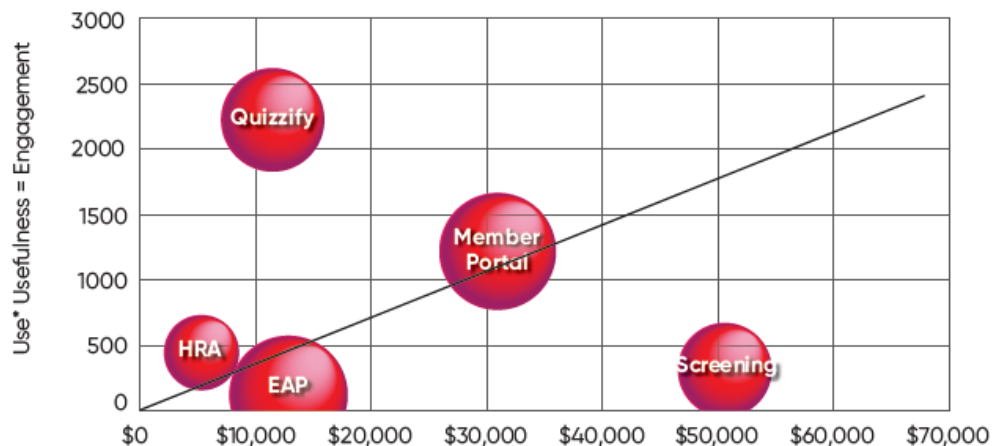
# Method / Calculation / Examples

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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:

<https://www.validationinstituteexchange.com/best>

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.





# Validation and Credibility Guarantee

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**Quizzify** achieved level 3 validation for Metrics. Validation Institute is confident that **Quizzify** performs as they state they are willing to provide up to a \$10,000 guarantee as part of their Credibility Guarantee Program\*.

## Level 1 - Savings

Can produce a reduction of health care spend including the cost of the provider. Product/solution has produced, and replicated a lower cost for healthcare overall or a specific component of healthcare

## Level 2 - Outcomes

Product/solution has measurably “moved the needle” on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

## Level 3 - Metrics

Claim is made that – with sourced, overridable assumptions linked to peer-reviewed or government sources

## Level 4 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees “at risk” as a guarantee





# Limitations

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This validation is of the method and resources used for calculating the program's impact. Actual results from an employer group were not reviewed.





**Validation Expiration: March 2021**

# 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:**

**Level 3 - Validated for Metrics**

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**Linda K. Riddell, MS**

**VP, Population Health Scientist**

**Validation Institute**

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**Benny DiCecca**

**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 healthcare.

To strengthen our offering and provide additional credibility around our service, the **Validation Institute** recently announced a Credibility Guarantee\* that offers customers of validated solution providers up to a \$25,000 guarantee. This guarantee confirms that a validated solution provider will, achieve what the validation language on a marketing claim says it will achieve.

