

# Competitor Tear Sheet



## Product Impact

88% of users on **Nayya Choose** thought their **benefits decisions** were easier

82% likelihood of **Nayya Choose** users **participating in voluntary benefits** vs. non-Nayya Choose users

Data-infused, engaging, and holistic benefits recommendations for every employee

## Nayya Choose

Optimizing benefits enrollment outcomes with personalized decision support

## Jellyvision Alex

Providing general, guided benefits education for benefits enrollment

### Benefits Covered

- Medical
- Dental
- Vision
- Voluntary benefits
- Digital health solutions
- Retirement (HSA, 401K)
- Bundled recommendation

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### Recommendation Model

Intelligent learning systems based on user's precise health, wealth, and preferences

One-to-many, people-like-you decision tree logic

### Benefits Communication

- Dynamic Email Campaigns
- Email Template Toolkit

- Fixed Text Campaigns

### Data Integrations

- Individual deductible spend
- Provider network data
- Prescription cost data
- Financial snapshot

- Aggregate claims data
- Provider network data

### Benefits Education

- Benefits FAQs
- Content library

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- Survey Chatbot

### Pricing

Choose can be provided as a **complimentary service!**

Reach out to your Nayya representative for more information.

**\$1 - \$1.50**  
Per employee per month

### Employee Satisfaction



"I enjoyed the personalized questions that helped Nayya create the most complete insurance coverage for me."



"It took me a long time to get through, and it kept giving me the same recommendations."