



## Tyto Engagement Labs™

TytoCare's holistic suite of user engagement services based on behavioral science research and in-field deployment.

"Can you hear that? It's the sound of happy members..."

The home health delivery paradigm shift enabled by the Home Smart Clinic requires some behavioral change by clinicians and families. TytoCare has years of experience working with our partners to implement Home Smart Clinic solutions together. We have taken this experience and created a proven framework that includes all the required elements for successful deployment and adoption of the TytoCare Home Smart Clinic in the market. This holistic suite of user engagement services is designed to support our partners and increase adoption rates of virtual care programs.



# The need for behavioral change

User engagement is central to the success of virtual healthcare programs. It demands authentic, lasting behavioral change on the part of all stakeholders that builds trust across the spectrum.



**Patients** must be ready to change their healthcare consumption habits, adjusting default behaviors they've done for years such as going to an ED or urgent care clinic, under adverse circumstances (when they aren't feeling well).



**Health plans** need to apply different marketing strategies in order to build and promote nontraditional plans.



**Providers** must adopt new healthcare delivery approaches and methodologies.

Tyto Engagement Labs™ apply behavioral science insights and utilize them to create authentic, sustainable change by all parties.



## Backed by research and experience

**Tyto Engagement Labs™** is our holistic suite of user engagement know-how and services which is constantly optimized with behavioral science research, extensive in-field deployments, and thorough A/B testing.

Our Labs implement behavioral change across the TytoCare product, as well as physical and digital communication channels to drive engagement and promote success.



### Our behavioral science research includes, among other things:

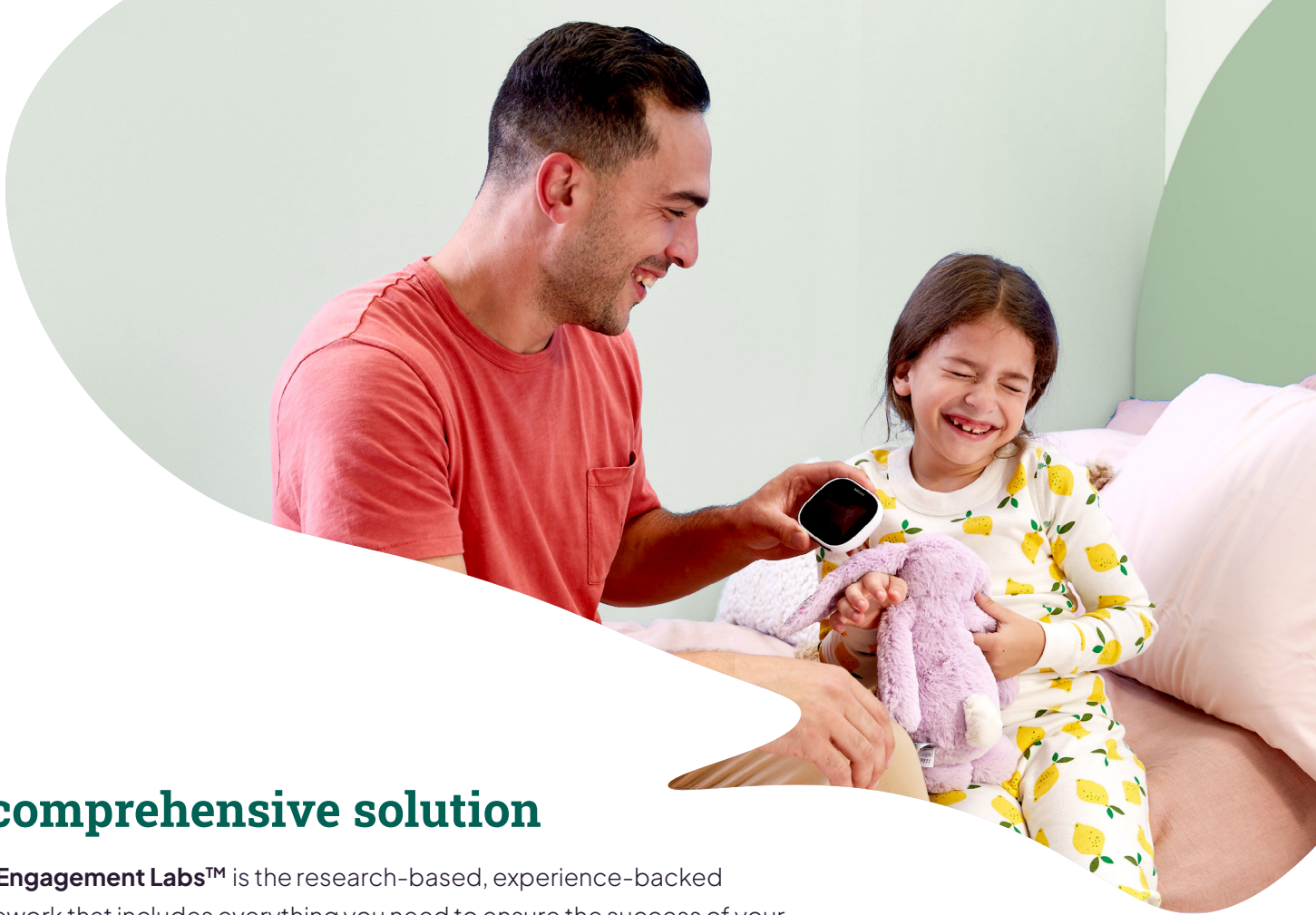
- Collaboration with behavioral scientists
- Market research
- User groups and surveys

Ongoing optimization



### Our in-field practice includes:

- Partnerships with over 180 healthcare organizations, serving over 700K patients, who have performed over 1M exams
- Data monitoring and analysis
- Rigorous user experience testing in a range of environments



## A comprehensive solution

**Tyto Engagement Labs™** is the research-based, experience-backed framework that includes everything you need to ensure the success of your program.

Tyto Engagement Labs™ includes:



### Engagement blueprints

- A comprehensive library of measurable user engagement blueprints based on cohort types and use cases.
- Cohort selection blueprints in which every core value proposition is tailored to fit each specific cohort and use case.



### Engagement advisory

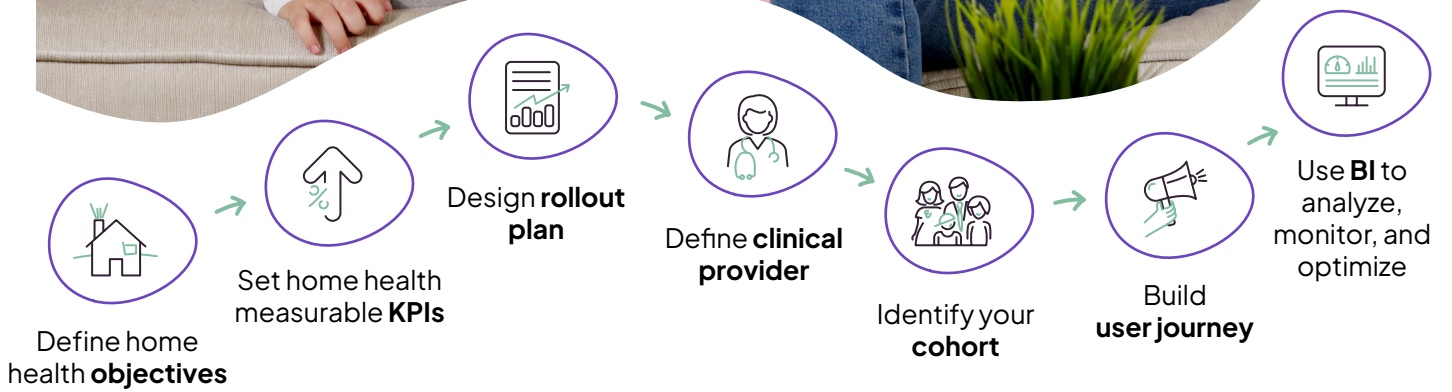
- Consulting services provided by TytoCare's user engagement experts who have extensive experience in marketing, digital health, and TytoCare projects.
- The continual guidance of our user engagement experts who work alongside partners to ensure the success of our partners' programs.



### Engagement engine

- Robust, full-stack marketing services that leverage TytoCare's marketing experts and technologies to ensure successful end-to-end user journey execution.
- Ongoing monitoring and optimization, including product behavioral analytics and marketing campaign optimization.

# Your journey to success



Ready to take the next step? [Contact us to get started.](#)