

CUSTOMER SUCCESS STORYfor **Wellness**

“Validic’s ecosystem integrates many of the most popular fitness trackers and mobile apps in the marketplace today. Partnering directly with Validic, as opposed to managing multiple vendors, allows our organization to concentrate on transforming lives instead of overcoming connectivity barriers.”

*Abbey Griffin
Director of Product Development
Onlife Health*

Onlife Health designs and delivers comprehensive wellness solutions to employer groups having a few thousand employees or health plans serving millions of members. Onlife’s product bundles are customizable and flexible to uniquely address the specific challenges of the organization and its members.

Challenge:

Years ago at the request of a single client, Onlife integrated a basic pedometer into its member platform. Much time and effort went into internally building and maintaining this single device integration. Soon, other clients began asking Onlife to integrate data from other devices. In order for the wellness provider to effectively meet customers’ needs and stay on top of all new apps and devices coming to market, it decided to pursue a partnership with Validic.

Solution:

“Validic took the burden off of our internal resources to manage multiple integrations and vendors. They have a great team that continually monitors and evaluates the market for new fitness apps and devices,” said Abbey Griffin, Director of Product Development, Onlife Health. Onlife started with Validic by integrating member activities such as the number of steps taken. Next up, they are evaluating pulling in additional types of health and wellness data including nutrition and sleep information. “We are now brand and device agnostic and integrate with more than 80 popular fitness trackers and apps. That differentiates us in the marketplace and lets members use their device of choice to engage with their wellness program, earn incentives, and sustain healthy behaviors while lowering healthcare costs.”