

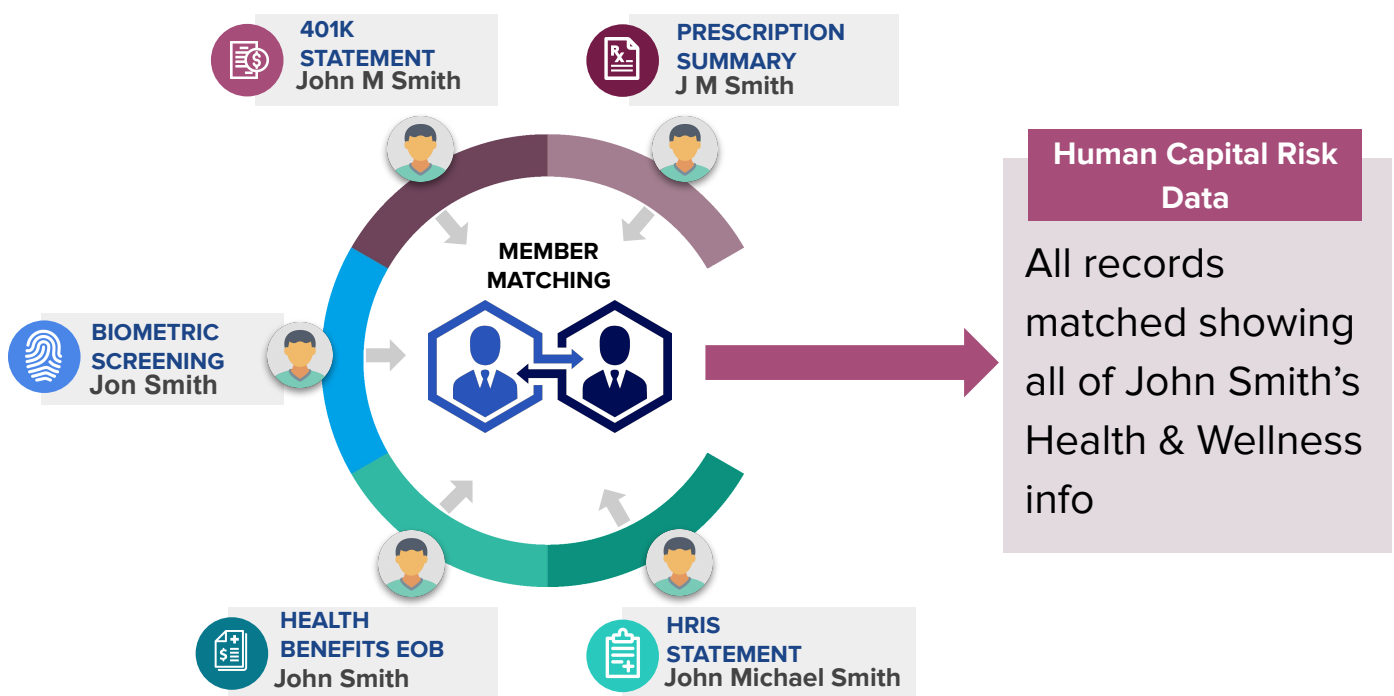
Innovu's LENS Platform contains powerful machine learning algorithms that unify data sourced from hundreds of external systems and links all human risk data at the member level.

Innovu Member Matching: A Groundbreaking System Solves a Major Challenge for Plan Sponsors

Innovu's Member Matching system associates a variety of data sources, including enrollment, benefit plans, medical, Rx, workers comp, HRIS and retirement to each individual participant, allowing the Advisor/Plan Sponsor to view the participant's journey over time or assign them to a larger cohort to analyze the population.

Plan Sponsors and Advisors are no longer limited to simple aggregated reports based on claims data. Instead, they can view the complex interplay of events for a single member or larger population and understand how these impact their organization over time.

THE PROBLEM: When dealing with employee benefits, participant data is delivered separately across the various human capital risk data silos. Adding to the problem, each of the silos maintains its own format and quality of data, making true consolidation of a participant account impossible. This creates unintended consequences of making benefits changes in one of these areas without measuring the impact on other areas.



Innovu's Unique Member Matching Process



Cleaning and Conforming Dirty Data

Most data sources contain custom codes, are missing data, and arrive in different formats. The system both automates this process of cleaning the data and completes quality checks that ensure data integrity.



Linking Data

The platform is designed to connect disparate data sources to events associated with the employees and their families. This enables complex analytics to be built across the full spectrum of the members' data.



Deduplicating Data at Scale

The Lens platform deduplicates records from hundreds of millions of rows arriving in tens of thousands of files.



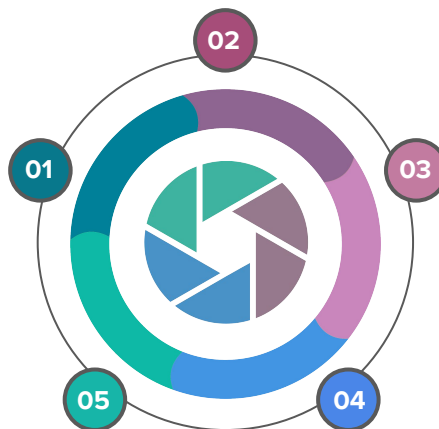
Matching Entities

The system uses advanced analytics to connect records that belong to individual members. Innovu's powerful matching algorithms automatically evaluates and matches hundreds of millions of possible connections with unparalleled accuracy.



Resolving Demographics

The Lens platform determines, and where necessary, imputes the individual's demographic information from other known sources. This provides the most complete and accurate information to the user.



About Innovu: *Innovu empowers advisors and employers to continuously eliminate waste from healthcare spending, reduce unnecessary healthcare risk and improve adherence to clinical and preventative care. Innovu's mission is to improve the health and financial security of employees and their families.*