

Praia Health & Providence: 3 Years of Operations

This case study examines the third year of operational data following the deployment of Praia Health at Providence across three Epic instances and multiple brands spanning seven states. The first section explores the power of the digital flywheel, driven by Praia's orchestration platform, featuring data and use cases from 2022 through the first half of 2025. The second section highlights and breaks down the results from 2024.



THE INCUBATION OF A DIGITAL FLYWHEEL

The healthcare industry has long talked about point solution fatigue and the need to re-platform consumer experiences. Platforms face the inherent challenge of requiring time and resources to develop and scale before they can become turnkey, commercially viable offerings. Praia's incubation began in 2020 at Providence and was developed in phases, beginning with the enterprise deployment of open identity management capabilities in 2022, personalization capabilities and experience integration in 2023, and use case deployments, partner integrations, and AI driven systems of intelligence in 2024 and 2025. When paired together, these capacities create a single platform capable of delivering a digital flywheel for healthcare.

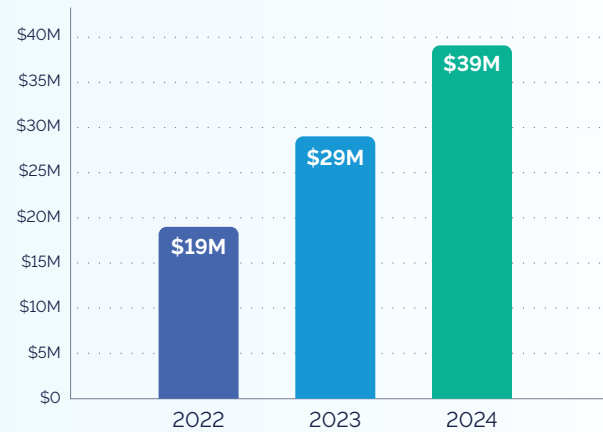


Consumer Experience Platform

Results: 3 Years of Impact

When a flywheel starts spinning, it continues to accelerate and is hard to stop, which is exactly the point. Annual value generated by Praia for Providence has increased each year, from \$19M in 2022, to \$29M in 2023, and \$39M in 2024. A complete commercially ready solution was first available in CY2024, demonstrating full platform capabilities and value creation potential. New customers are now short circuiting the development lifecycle and reaping the benefits of the Praia platform in months, not years.

ANNUAL VALUE DELIVERED TO PROVIDENCE ACROSS ALL CHANNELS BY THE PRAIA PLATFORM



		Year 1 (2022)	Year 2 (2023)	Year 3 (2024)
Reach (Mobile App, Web, Portal)	Cumulative Number of Accounts	5M	>5M	>6M
	Number of New Accounts Created by Praia	89,592	415,186	545,842
Engagement	Monthly Active Users (MAU) Across Mobile App, Web, Portal	1.2M	1.5M	1.8M
	Number of Use Cases	4	7	36
	Top 3 Engagement Use Cases (Mobile App Only)	Accessing EMR Portal, On Demand Care, Virtual Care	Accessing EMR Portal, PCP Booking, Bill Pay	On Demand Care, Accessing EMR Portal, Lab Orders
Retention	Monthly Retention Rate (Mobile App Only)	42%	49%	67%
	Top 3 Re-Engagement Use Cases (Mobile App Only)	Virtual On Demand Care, COVID-19 AI Assistant	On Demand Care, Primary Care Scheduling, Bill Pay	Care Gap Alerts, Bill Pay, Lab Orders
Value (Mobile App, Web, Portal)	Value Delivered	\$19M	\$29M	\$39M
	ROI	NA – Internal to Providence	NA – Internal to Providence	12:1
	Value / Annual Active User	\$6.50 per user	\$8.25 per user	\$11.15 per user



The flywheel effect can be seen in consistent new user growth, monthly active user growth, retention rates, the number of use cases deployed, and ultimately, the value delivered back to the system. With more digitally engaged patients and accessible use cases, the flywheel can spin even faster—connecting more patients to the right services while reducing the operational burden on care teams. With an increase in digital self service capabilities, care teams are now fielding fewer inbound calls, and patients can directly access the personalized care or internal administrative tools (billing, refills, follow-up questions, etc.) they need. Lastly, systems can proactively nudge patients at an increased churn risk with personalized recommendations, as the return likelihood decays across an 80–100-day window, rather than relying on engagement tied to the next care episode.



ATTRACT – REACH

- # Registered Users, EHR Activation Rate
- # Monthly Active Users
- # Account Creation
- % Self-Service (Password reset, Username recovery)



EXPERIENCES – ENGAGE

- # Use Case Engagement
- Notifications, Impressions, Clicks, % Conversions
- % Targeted vs. Non-Targeted
- Conversion Rate



LOYALTY – RETAIN

- Repeat Visits, Orders, Referrals
- # Consumer Index Score
- App Store Ratings
- Retention Rate (L30, 60, 90, 180 Days), Annual

Praia Intelligence Drives Consistent Engagement & Higher Conversion

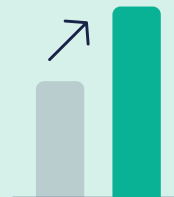
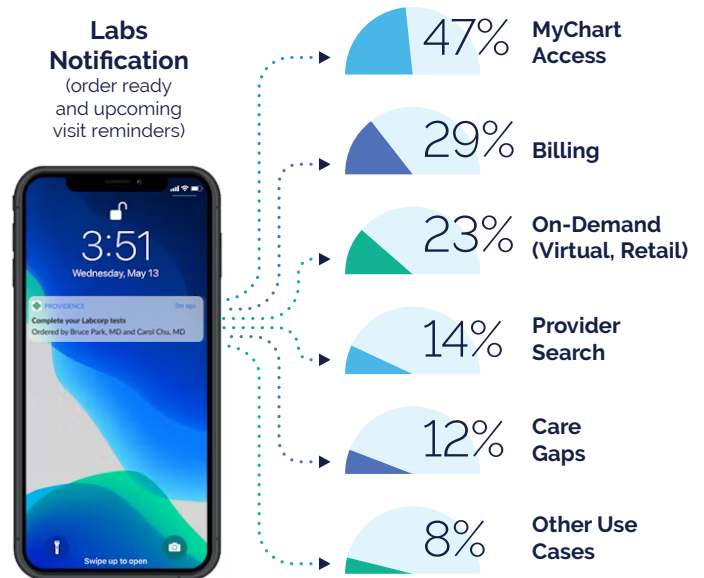
In 2024, Praia released the first iteration of Praia Intelligence—an AI driven personalization and nudging layer—powering the platform's outbound nudging and communications. Praia Intelligence utilizes AI and ML models to build unified patient profiles, optimize care services, and prompt re-engagement. The models incorporate deterministic n-of-1 data inputs such as demographics, historical and upcoming appointments, health alerts, geolocation, and previous engagements through dynamic nudges. These data points are not limited to just the EMR, but instead integrate third party sources to drive recommendations for billing, RPM, lab results, and more.

In their initial mobile SDK release, these personalized push notifications and outreaches, targeting patients actively engaged in a care journey, yielded a **49% net lift in the targeted action**.

Additionally, by engaging users who are active in a select part of their care journey (e.g. booking a PCP, reviewing lab results, virtual PT, etc.), a lift was seen across all other services and recommendations as a secondary effect.

This is a clear demonstration of the value of a personalized experience through increased digital activation rates across all services available to the patient.

ADDITIONAL ACTIONS TAKEN AFTER RECEIVING A LAB ORDER MOBILE PUSH NOTIFICATION



Over a 6-month period while issuing notifications to book lab appointments natively in the Labcorp booking platform, **Providence yielded a 52% increase in same-day bill payments**.



Timely Nudging
Has Widespread
Impacts Across the
Care Journey

- Manage operational tasks, such as bill payments or appointment check-ins
- Access health records through MyChart
- Seek on-demand care (virtual, retail)
- Monitor ongoing health status via MyChart
- Navigate to other features including provider and specialty searches
- Address and complete care gaps

USE CASE ACCELERATION

By utilizing a single platform with identity and data activation layers as core infrastructure, Praia can quickly integrate key third-party solutions (e.g. scheduling vendors, messaging solutions, virtual care solutions, ancillary services etc.). This significantly accelerates use case deployment timeframes and reduces health system integration costs of building one-off custom integrations that aren't supported in the patient portal. This was essential in allowing Providence to rapidly implement new cases in parity with evolving strategic priorities. Despite significantly reducing digital engineering resources and talent stemming from the spinout of Praia (from 30 to 5 people), Providence has accelerated the number

of use cases delivered per year—delivering **36 use cases in the first 12 months** post spin-out. Through better utilization of existing point solutions and technologies, Providence has increased the ROI of its investments in ecosystem and channel partners.

The impacts of Praia Intelligence are seen across an array of use cases as demonstrated through engagement and conversion lifts. This intelligence layer is used to engage patients who are in between episodes of care, and can also be targeted for individuals at a higher risk of churn.

Partners	Use Case	Mobile Reach	Intelligent Notifications	Personalized User Dashboards	Engagement
Kyruus	Provider Search and Match	Evergreen CTA			11%
DexCare	On Demand Virtual – Express Care	Evergreen CTA			17%
DexCare	Retail and Urgent Care	Evergreen CTA			8%
Epic	PCP and Low Acuity Appointments Management	Evergreen CTA > 1.3M			68%
Labcorp	Lab Orders	90K ¹	✓	✓	45% +47% Lift³
Cedar	Payment Collection	340K		✓	40% +53% Lift³
Providence	Financial Assistance Programs	1.6M		✓	12%
Epic Health Alerts & Open Scheduling	Care Gaps - Mammogram	202K	✓	✓	15%
	Care Gaps - Cervical Cancer	36K	✓	✓	17% +28% Lift³
	Care Gaps - Annual Wellness Visits	47K	✓	✓	12%
	Care Gaps - Colorectal Cancer	94K	✓	✓	11%
Walgreens, CVS	Immunizations (HPV, Flu, Zoster, Measles)	452K ²	✓	✓	32% +70% Lift³
Epic	Specialty Referrals Coordination	13K ¹		✓	35% +67% Lift³
TheraNow	Virtual Physical Therapy	1K ¹	✓	✓	25% +58% Lift³
Providence	Marketing Campaigns (Seasonal & Campaigns)	1.14M	✓	✓	8%
Unlock	Targeted Campaigns (HRAs, PACE, Telespiritual Health)	212K ²		✓	

¹ 2025 figures since release

² Total figures 2024 +2025 1H

³ Lift – Measured incremental engagement post-notification

LOYALTY & RETENTION

Preventing patient leakage and being able to target specific patient populations has become a strategic initiative for Providence with the evolving payor and reimbursement landscape. With Praia Intelligence, over **20%** of newly acquired patients completed at least one additional follow-up visit during the year, and the average user completed **3** subsequent appointments within a rolling 12 months.

Additionally, with accelerated use case deployments and feature availability we see consistent growth—from **42% to 67%**—in monthly retention rates reaching parity with other consumer industries.

Praia Intelligence gives health systems the tools to systematically drive retention of their patients instead of waiting for the next care episode to drive re-engagement.

Over **50%** of digital engagements and services in a health system live outside of the traditional EMR. Providing a unified digital experience that spans across all of a health system's services and departments is essential in meeting patient expectations while driving loyalty. By pairing the patient portal with all other care services (virtual care, ancillary services, etc.) and administrative tasks (bill pay, financial assistance, etc.), consistent co-occurrence patterns emerge, demonstrating the importance of an orchestrated digital experience.

Top user behaviors, in order of prevalence, include:

- 1) On Demand Care Scheduling (via DexCare) and Accessing the Patient Portal (MyChart)
- 2) Find a Provider or Specialist (via Kyruus) and Accessing the Patient Portal (MyChart)
- 3) Pay (via Cedar) and Accessing the Patient Portal (MyChart)
- 4) Lab Scheduling (via LabCorp) and Accessing the Patient Portal (MyChart)
- 5) Bill Pay (via Cedar) and On Demand Care Scheduling (via DexCare)



Driving digital engagement and keeping patients engaged between episodes of care has been a long-standing industry aspiration. Now, with an intelligent platform, we can track which actions and recommendations best re-engage patients in their care journey via personalized nudges vs. an episodic care event that organically brings a patient back in.



Following 30+ days of inactivity, the top areas driving re-engagement outside of an ongoing care episode are driven by personalized nudges to complete vaccinations, seasonal campaigns, care journey education, lab services, and pharmacy services.



Following 60+ days of inactivity, re-engagement often begins organically by initiating new care episodes with find a provider, appointment scheduling, specialist referrals, and portal access.



Bill pay often drives re-engagement approximately 80 days post activity as bills become available following processing periods.

Patients are being brought back to the health system after becoming dormant through personalized content and recommendations. They prefer a seamless digital care experience when needing care again.

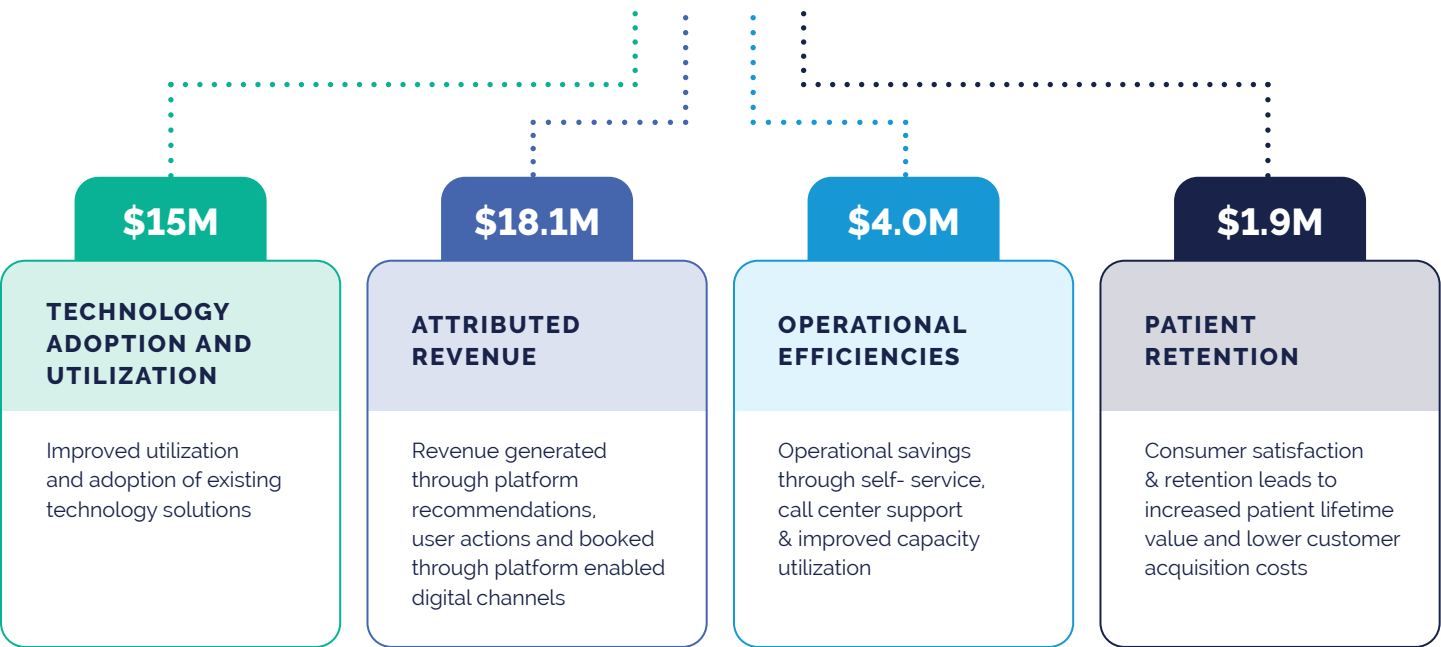
Platforms Provide Compounding Value

Digital transformation in healthcare is a journey, not a sprint. The common goals with our health system customers are to increase the number of digitally engaged patients, decrease operational costs, and drive meaningful retention, leading to increased revenue capture and patient loyalty. Praia's deployment at Providence clearly demonstrates the value of a platform with integrated ancillary service partners, scalability across the enterprise, and the significant reduction in tech debt that comes with customized solutions. With Praia, health systems are empowered to focus on accelerating the value of their existing digital assets rather than worrying about designing, coding, and deploying custom patient experiences.



Total Platform Value Delivered in CY2024

\$39.0M



See Appendix for Details

Conclusion

Praia Health has proven to be more than a platform—it is a compounding engine of value. In just three years, Providence realized over **\$87M** in measurable, attributable ROI, with annual returns accelerating each year as the digital flywheel gained momentum. What began with identity management has scaled into a unified infrastructure where every new feature, partner integration, and data signal drive greater engagement, conversion, retention, and operational efficiency.

At the core of this growth is Praia Intelligence, which transforms raw engagement into precision nudges, personalized experiences, and measurable behavior change. By continuously learning from patient interactions across clinical, financial, and operational journeys, the system doesn't

just support episodic care; it proactively builds loyalty, reduces leakage, and extends lifetime value.

For Providence, this means less energy spent maintaining fragmented tools and more capacity to deliver seamless, connected care, enabling the team to perform at the top of their license. For all health systems, it signals that the future of digital transformation is not one-off campaigns or portals, but a compounding, intelligent platform that strengthens with every interaction.



Ready to supercharge *your* consumer experiences and go further faster?

Visit www.PraiaHealth.com to learn more.

Appendix

\$15M	TECHNOLOGY ADOPTION AND UTILIZATION 10
\$18.1M	ATTRIBUTED REVENUE 11
\$4.0M	OPERATIONAL EFFICIENCIES 12
\$1.9M	PATIENT RETENTION 13



\$15M
In CY2024

TECHNOLOGY ADOPTION AND UTILIZATION

Praia improved the adoption and utilization of digital health solutions, with the greatest value seen in increasing registrations into MyChart, a patient portal for accessing medical records and managing clinical care needs. Praia drove over **545,000** new MyChart activations in CY2024 alone.

MyChart Adoption

Praia's patented Secure Patient Identity (SPI) services drove a **106%** increase in MyChart adoption by increasing successful self-service conversions into MyChart. Self-service sign-up conversion rates remained low and static for several years at Providence, presenting the initial foundational problem to be solved.

With Praia's SPI service, Providence was able to bring the conversion rate from **33%** to **over 68%** once implemented.

SPI utilizes a modern account creation and identity verification standard while also enabling account federation (single sign-on), two-factor authentication enhancing security and account synchronization with the EMR to avoid duplicate MPI record creation. SPI also supports auto instant activation flows.

System Uptime

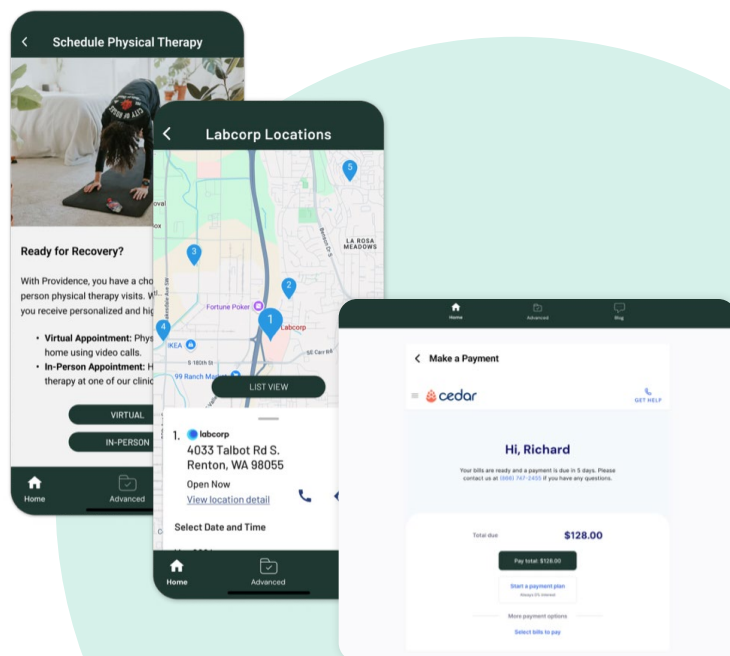
With **99.98%** Praia uptime over CY2024, Providence avoided costly support calls and lost opportunities to capture new patients.

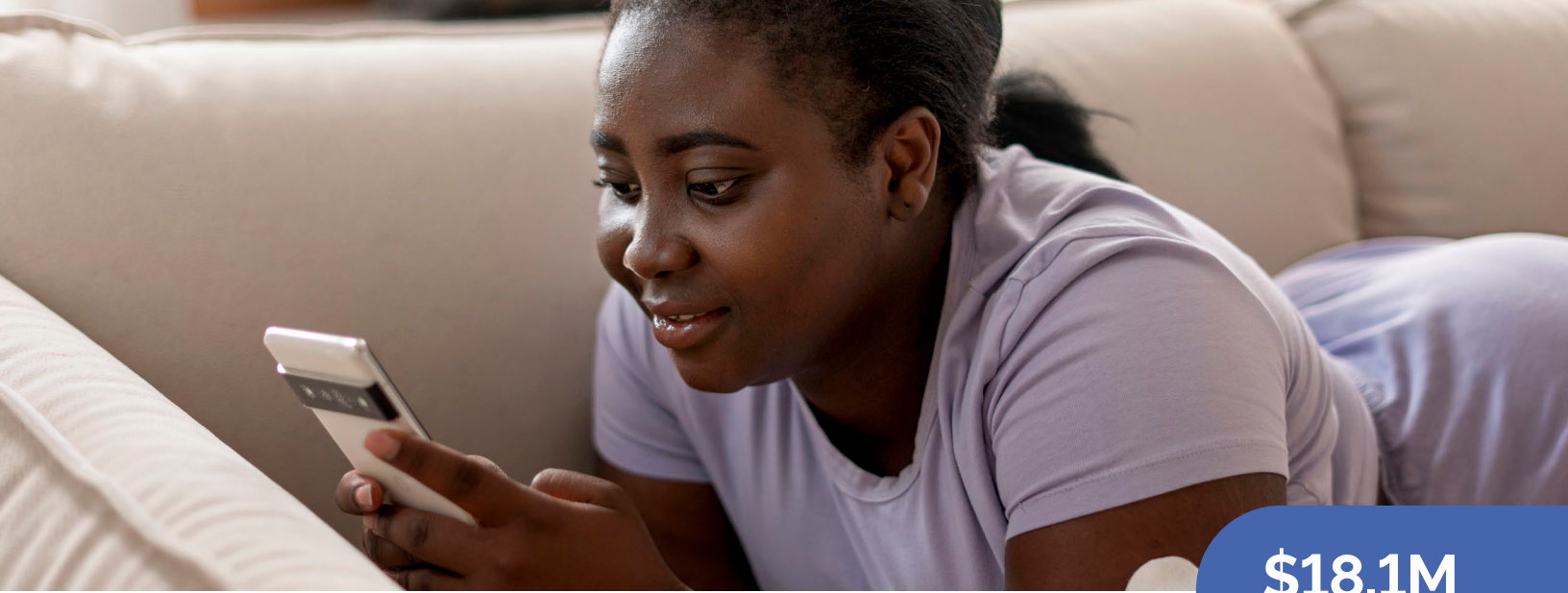
This reliability ensured that Providence avoided service disruptions, handling **200-300** logins per minute during peak times and creating a new account every **63** seconds

Ecosystem Adoption

Praia Health enables seamless integration with partner solutions, reducing direct integration costs and IS expenses. This is essential in allowing Providence to rapidly implement new cases in alignment with evolving strategic priorities.

Live partners at Providence support an array of use cases to meet consumer demand including DexCare, Cedar, Epic Open Scheduling, Labcorp TheraNow, Credena, Providence Genomics, Omada, and Circle.





\$18.1M
In CY2024

ATTRIBUTED REVENUE

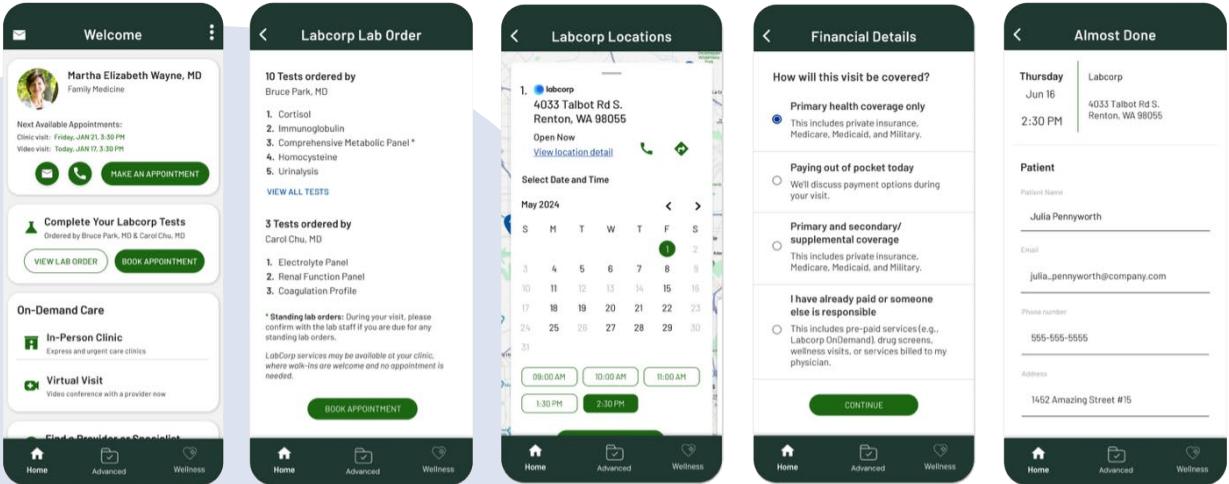
The Praia platform facilitates the generation of direct and indirect revenue through increased patient digital transactions, scheduling of health system or partner services, and the adoption of new business models.

Services and Appointments

In CY2024, the Praia SDK enabled over **128,000** completed services and appointments spanning retail care, on-demand virtual care, and urgent care scheduled through ecosystem partner DexCare. This also included primary care appointment booking for patients booked through Epic Open Scheduling. This case study focused only on the primary revenue generated by each completed appointment—any downstream referral or services revenue was out of scope for CY2024. Praia released the specialty referrals use case in the second half of CY2025, with promising initial results and ROI.⁴

For digitally engaged users, Praia is another channel for targeting and closing overdue care gaps to augment existing programs. As users are already logged in and authenticated to schedule an appointment, Praia Health saw over a **200% increase** in conversions over legacy SMS and phone channels.

Care gap closure reminders and direct scheduling represents a highly utilized feature set that is critical to providing necessary care and helps to drive quality ratings. Production care gap use cases include annual wellness visits, mammograms, cervical cancer screenings, colorectal cancer screenings, and depression screenings. Additionally, the following vaccine care gaps are currently supported: HPV, influenza, measles, meningococcal, pneumococcal, and zoster.



⁴ Incomplete data for Express Care Virtual, and Urgent Care for January and February of 2024. Additionally, Cervical Cancer and Colorectal Cancer Screening data was not available.



\$4.0M
In CY2024

OPERATIONAL EFFICIENCIES

Praia drove significant operational efficiencies by reducing inbound phone calls through self-service tools and capacity optimization, leading to overhead cost savings.

Phone Call Reductions

After Praia's SPI rollout offering modernized identity verifications and self-service password resets, the percentage of monthly active user (MAU) callers dropped from 1.5% MAU to 1.1% MAU—a **33% reduction**.

This allowed the call center team to serve a larger segment of active users without needing to increase staffing. Additionally, self-service appointment booking further avoided over **350,000** calls with significant savings per call. Praia supplies an admin portal for call center teams to use in managing questions about accounts.

Modality of Care Optimization

Praia's platform improved capacity and appointment optimization, with **9-15%** of patients switching service lines based on real-time availability to better meet preferences.

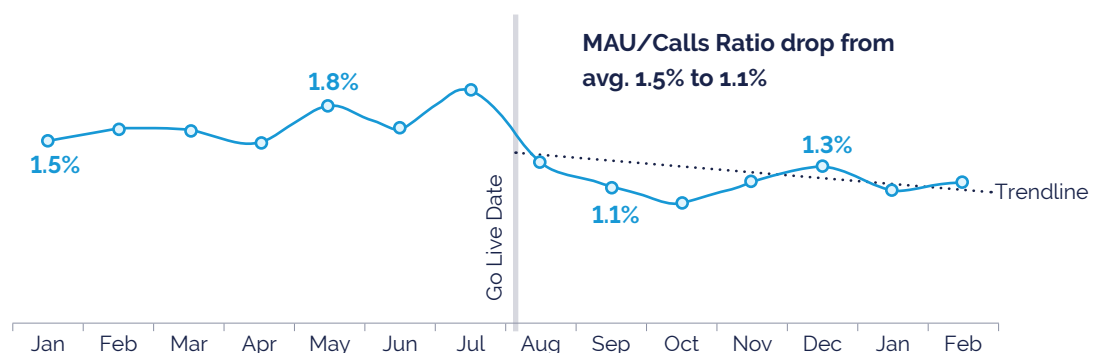
Administrative Time Savings

Automated digital enrollment and self-service tools allowed administrative staff to focus on higher-value tasks, reducing operational bottlenecks and turnover. While harder to measure and attribute value, these have a meaningful impact on employee satisfaction scores and caregiver retention.

Balance Due Collection

Nearly **\$29 million** digitally collected throughout CY2024, with 31% of payments being made in the first **10 days** of receiving the notification.

Monthly Active Users (MAU)⁵ to Calls Ratio⁶



⁵ Monthly Active users: Users with active session on Praia Identity Flows served via Praia SDK or MyChart

⁶ MAU/Calls Ratio: Monthly MyChart patient engagement center Call Volumes / Monthly Active Users



\$1.9M
In CY2024

PATIENT RETENTION

Praia played a critical role in increasing patient retention and lifetime value, with a focus on re-engaging acquired patients and reducing customer acquisition costs (CAC).

Patient Lifetime Value

5% of newly acquired patients—patients without a visit or digital activity in the last two years—completed a PCP appointment within 90 days.

Additionally, **20%** of new patients organically returned for retail or virtual visits within one year, increasing downstream referral capture that was not included in this calculation.

Reduced Customer Acquisition Costs (CAC)

Retained patients do not need to be re-acquired, resulting in a reduction in customer acquisition costs. Cost savings were out of scope for this calculation.

Consumer Satisfaction and NPS

Providence's mobile applications powered by Praia's SDK have achieved a **4.9**-star rating.

While very difficult to attribute to direct revenue impacts, NPS scores have been demonstrated to strongly correlate with loyalty and wallet share.

