



Press Contact:

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## Evive Fact Sheet

### Company Overview:

Evive changes the way companies communicate.

As the market leader in data-driven, personalized engagement, Evive helps large and midsize companies optimize the employee experience across their diverse populations.

Starting with rich healthcare and HR data sources, Evive uses proprietary predictive analytics and behavioral science to deliver highly segmented, multi-modal messaging (e.g., text, email, push notification) that connects the right person to the right resource at the right time across the entire employee journey.

Each personalized message drives individual action and provides measurable outcomes, from health and well-being recommendations around specific care to financial recommendations for health savings accounts or retirement savings.

### History:

Evive was founded in 2007 when Peter Saravis and Prashant Srivastava recognized two problems

1. Healthcare was moving toward a consumer model, but there wasn't anything consumer-friendly about healthcare benefits.
2. Employers spent significant capital on competitive benefits to attract top talent, but employees weren't utilizing their benefits.

Saravis and Srivastava started Evive, leveraging big data and predictive analytics to transform the employee benefits experience. Today, Evive's solutions empower millions of employees to take advantage of their employee benefits.

**Mission and Vision:** Evive's mission is to free up valuable time so HR departments can focus on strategy instead of execution.

### Leadership Team:

Prashant Srivastava, Co-Founder, President and Chief Executive Officer  
Peter Saravis, Co-Founder and Executive Chairman  
Adam Kanouse, Chief Technology Officer  
John McDonnell, Chief Operating Officer  
Justin Raniszkeski, Chief Revenue Officer  
Daya Kori, Managing Director and Software R&D Center

### **Number of Employees:**

200

### **Key Differentiators:**

- The Evive platform collects information from numerous data sources, analyzes the data using behavioral science and predictive analytics to deliver timely, relevant, personalized messaging to employees and their spouses, using their elected mode of communication (text message, email, push notification).
- The platform can micro-segment audiences based on health and Rx claims, daily habits and behavioral data, firmographic and demographic information, to deliver personalized and timely outreach, instead of mass campaigns.
- All messages are hyper-personalized to inspire action and engagement, freeing up time so HR departments can focus on strategy, not execution.
- If an employee, spouse or dependent takes action, the prompt is turned off as soon as response data shows action and a new recommendation is delivered using the same personalized data information.
- However, if the message doesn't drive engagement, Evive analyzes, optimizes, reprioritizes and uses machine learning to surface new communication recommendations that reminds employees to take action.

### **Company Milestones:**

- 2007 – Evive is founded to make healthcare more consumer-friendly.
- 2016 – 54% annualized growth and doubles the size of its office.
- 2017 – Celebrates 10th anniversary and expands leadership team.
- 2018 – Susquehanna Growth Equity, LLC invests \$43 million to help Evive expand.
- 2020 – Evive acquires WiserTogether, a tool that helps people quickly find the right treatment based on the user's symptoms, preexisting conditions, and claims data.

### **Clients:**

Gap, ATM, Sanofi, Boeing, AVON and Walgreens, among others.

### **Events, Accolades, Volunteerism and Coverage:**

- Evive speaks, sponsors and participates in industry conferences and events – The Business Group on Health Annual Summit, Benefits Forum & Expo and Health & Benefits Leadership Conference.
- Evive has won awards by several organizations - 2021 Built in Chicago's "Best Places to Work in Chicago" and "Best Midsize Places to Work"; 2020 Built in Chicago's lists of

“Best Midsize Companies to Work for” and “Companies with the Best Benefits” and best tech for good by the Chicago tech community in the 2020 Timmy Awards.

- Evive is often featured in various mainstream and trade media - Forbes, Diversity Inc., HR Drive and HR Technologist.
- Evive supports multiple charities and nonprofit organizations through volunteerism and donations - Greater Chicago Food Depository, ChiCat Academy, The Posse Foundation, IMD Guest House and Girls Who Code.
- Evive employees started a green initiative to reduce their ecological footprints as an office and in their personal lives.

**Website:**

<https://goevive.com>

**Headquarters:**

Evive

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Chicago, Illinois 60607

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**Social:**

- Twitter: <https://twitter.com/goevive>
- Facebook: <https://www.facebook.com/goevive/>
- LinkedIn: <https://www.linkedin.com/company/evive-/>
- Instagram: <https://www.instagram.com/goevive/>

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