

Large Group | CO, CT, GA, IN, KY, ME, MO, NV, NH, NY, OH, VA, WI

Tech Talk: The power of personalization and customization with Sydney Preferred

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[SydneySM Preferred](#) is a seamless and fully integrated benefit-engagement solution delivering a single, trusted digital experience through our Sydney Health app. Its proactive personalized guidance is designed to drive engagement for a better overall healthcare experience, while improving outcomes and lowering costs for your clients' entire population – not just our members.

This innovative tool empowers employees to take charge of their whole health with predictive analytics and customization. It helps them develop smarter habits and reach their goals. Sydney Preferred encourages engagement by evolving and adapting in response to the user's activity, encouraging greater engagement.

Integrated benefit information shows users a complete view of their physical, emotional, and financial well-being in one place.

Responsive features include:

- Through AI and data analytics, the app can direct members to cost-effective, high-quality providers, including virtual care – members can assess symptoms, connect with a doctor via Virtual Text or Virtual Video visit, all for low or no cost.
- The AI-enabled chatbot supports members with live chat, resources, and insights about their health. Its ability to handle multi-step conversations and dialog makes complex healthcare decisions easier to understand.
- Data helps identify at-risk members, and they can receive incentives for reaching health goals.

Custom Messaging:

- Your clients can engage all employees or selected groups with custom messaging – promote prioritized programs and services, integrate partner experiences, send information about back-to-work policies, and more.
- App messaging capabilities also include reminders to complete healthy actions, like scheduling an annual physical, notices about certain program eligibility, and plan details.

Contact your sales representative to learn more.