



RedBrick Health Integrates Advanced Well-Being Platform into Towers Watson's Private Exchange for Employers

RedBrick Health's engaging features help employees form healthier habits and earn contributions to their health accounts

MINNEAPOLIS, November 18, 2015 – [RedBrick Health](#), a leading provider of well-being solutions that empower individuals to improve their health behaviors and make smarter healthcare decisions, today announced it is expanding its relationship with Towers Watson's OneExchange. Towers Watson (NASDAQ: TW) is a leading global professional services company. The OneExchange solution for active employees includes RedBrick Health as an integrated engagement platform.

RedBrick Health began providing integrated well-being services for the OneExchange group solution in January 2015 and will serve an expanded group of employer clients across such industries as hotels, media, retail, healthcare, business services, manufacturing and more for 2016.

RedBrick provides a consistent well-being employee experience across all the group health plans offered on OneExchange. This means employees can choose a plan from any carrier and have a consistent well-being program that carries over year after year. The integrated rewards model provides flexible rewards that can fund employees' health accounts or reward them in other ways. Employees and their spouses or domestic partners are presented with a unique experience that helps them personally manage their health outcomes.

"Having a partner like RedBrick Health in a multi-carrier exchange model enables consumer empowerment and choice to create an optimal employee experience," said Ashok Subramanian, managing director with Exchange Solutions for Towers Watson. "Employers can tailor the incentive program to fit their organizational culture and employees get a high level of support while using their health coverage, including care management to optimize care for those with chronic or catastrophic illnesses."

"We applaud the commitment Towers Watson has made to innovation and leadership in private exchanges," said Dan Ryan, chief executive officer of RedBrick Health. "We are excited to collaborate in creating an exceptional experience for employees and a tightly integrated, cost-effective solution for employers looking to address the dual aims of improved benefit plan performance and stronger employee well-being."

The OneExchange solution for active employees helps employers create greater choice and value while leveraging the latest in today's digital health innovations and maintaining regulatory compliance in today's rapidly evolving environment. For more information about OneExchange, [visit the OneExchange Solutions page](#) on [towerswatson.com](#).

The RedBrick platform features web and mobile components including the NCQA-certified RedBrick Compass™, a dynamic health assessment, and award-winning RedBrick Journeys®,

an adaptive digital coaching solution combined with integrated phone coaching, as well as personalization and a flexible rewards engine. Both RedBrick's digital and telephone-delivered health coaching services have been demonstrated to produce clinically meaningful improvement in both health behaviors and biometric health indicators such as blood pressure, cholesterol and body mass index (BMI). RedBrick's integrative design enables the platform to sync with a wide variety of apps and devices, and connects an array of healthcare consumerism tools—including price transparency, expert medical opinion and telemedicine services.

About RedBrick Health

RedBrick Health provides technology-enabled enterprise solutions that empower individuals to improve their health behaviors and make smarter healthcare decisions. The company serves leading employers, health plans and healthcare delivery organizations focused on improving population health and reducing healthcare costs. Using its powerful behavior change model and dynamic health engagement platform, RedBrick delivers a personalized and engaging experience through online, mobile and live interactions with consumers. Visit RedBrick at [RedBrickHealth.com](https://redbrickhealth.com), read more at the [Health Innovation Blog](#), or follow the company on [Twitter](#) or [LinkedIn](#).

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