



Optum Engage Member Experience

A loyalty-centric approach to
driving member engagement



Our vision for 2026

Starting in 2025, Optum is launching our enhanced health rewards and engagement platform to bring together consumer loyalty capabilities with member care, condition management and benefits navigation.

To reflect our evolution, Rally will become **Optum Engage** in 2026



Core capabilities to drive member engagement

- Employer-sponsored incentive programs
- Personalized member dashboard
- Health profile
- Health survey
- Missions
- Challenges
- Device integration
- Marketplace



Illustrative purposes only.

2025 Reward Design

Year	UHC Employees	Non UHC Employees	UHC Spouse/Domestic Partner
Health Actions	Complete Health Survey – 50% Complete an Annual or Preventive Screening – 50% •Annual physical, prenatal, mammogram, cervical and colorectal, Dilated Eye, 2nd A1C, Creatine or Urine Protein BONUS: Complete one of the following-\$50 3 Rally Missions Quit for Life Real Appeal (9 sessions) City Walk or Challenge 3 Missions Personal or Online Coaching	Complete Health Survey – \$5 Complete one of the following-\$45 3 Rally Missions Quit for Life Real Appeal (9 sessions) City Walk Challenge 3 Missions	Complete Health Survey – 50% Complete an Annual or Preventive Screening – 50% •Annual physical, prenatal, mammogram, cervical and colorectal, Dilated Eye, 2nd A1C, Creatine or Urine Protein
Incentive Earning Period	Reward Plan Year 1/1 – 08/31 (Look back to 09/01/24)	Reward Plan Year 1/1/ – 8/31	Reward Plan Year 1/1 – 08/31 (Look back to 09/01/24)
Fulfillment Type	UHC EE Client-fulfilled: Premium Reduction + \$50 gift card for Bonus activity	Non UHC EE Rally Engage \$50 gift card	UHC SP DP Client-fulfilled: Premium Reduction

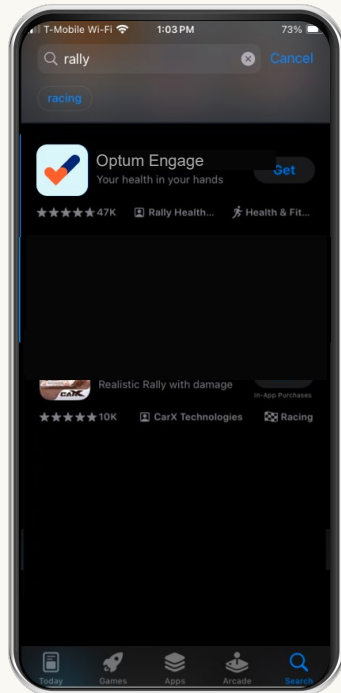
Optum Engage

Let's get started!

Optum Engage has a new Mobile App

Optum Engage Members will need to download the new Optum Engage App

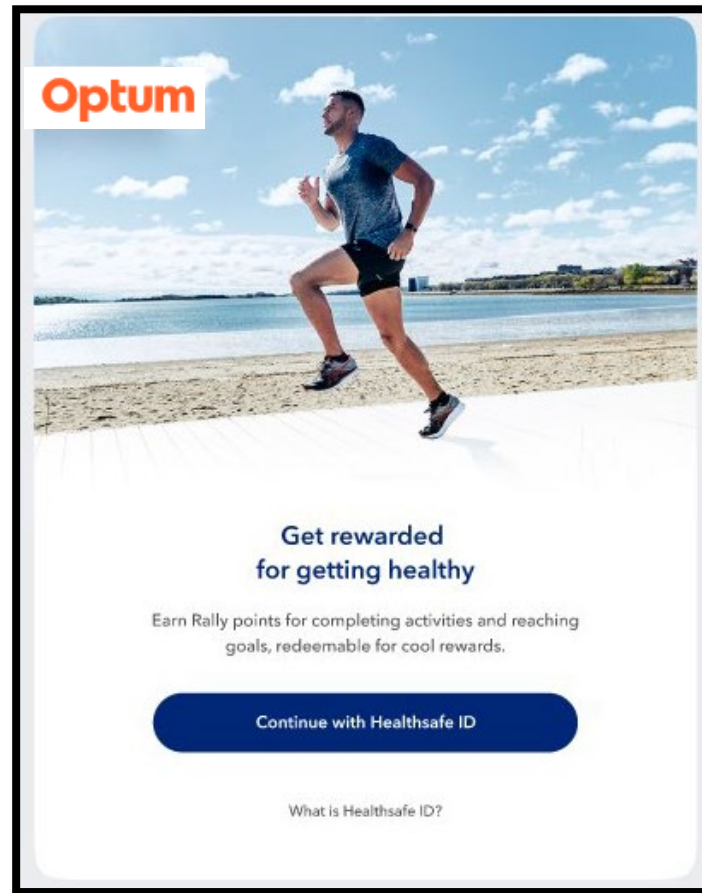
2026: Optum Engage



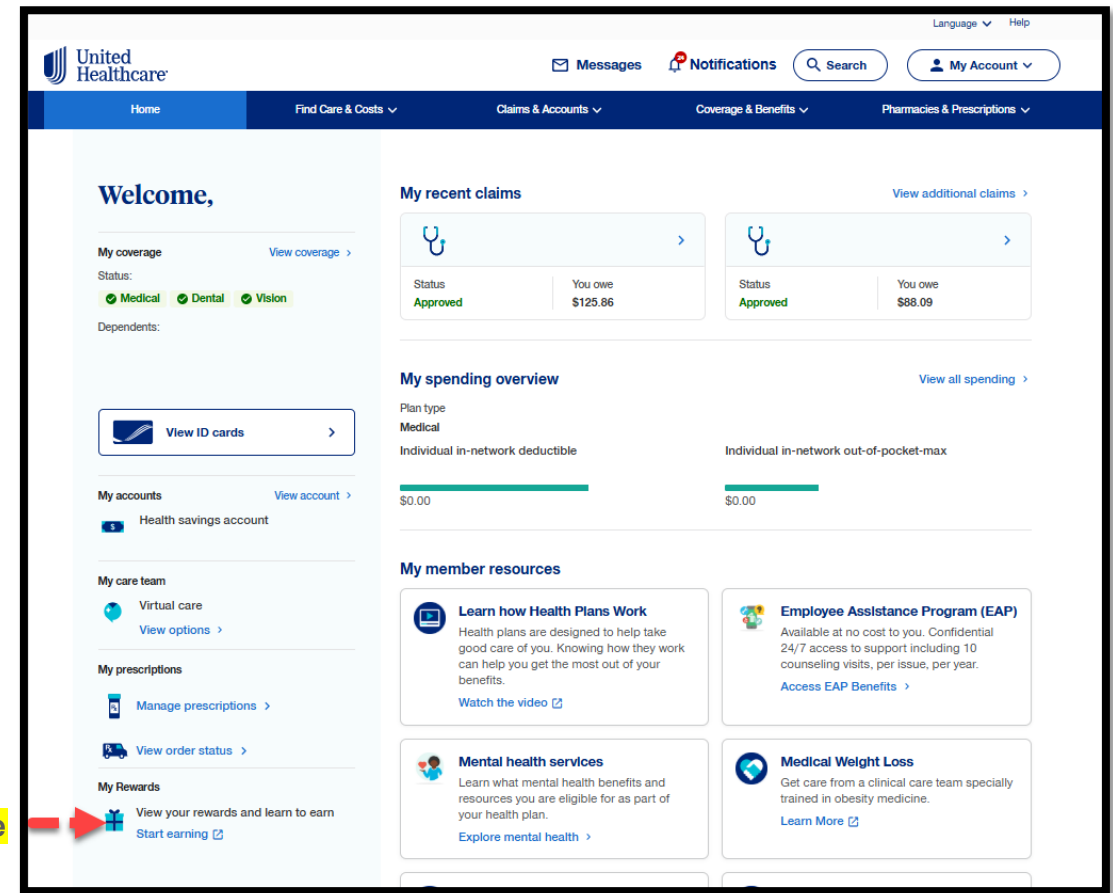
**Download Optum Engage and
sign in with your HealthSafe
ID using the QR Code**



Step 1: Navigate to Site



Optum Engage



Direct Registration URL- <https://dtcc.optumengage.com>

My UHC members can SSO from [myuhc - Member Login | UnitedHealthcare](#)

Step 2: Continue with HealthSafe ID

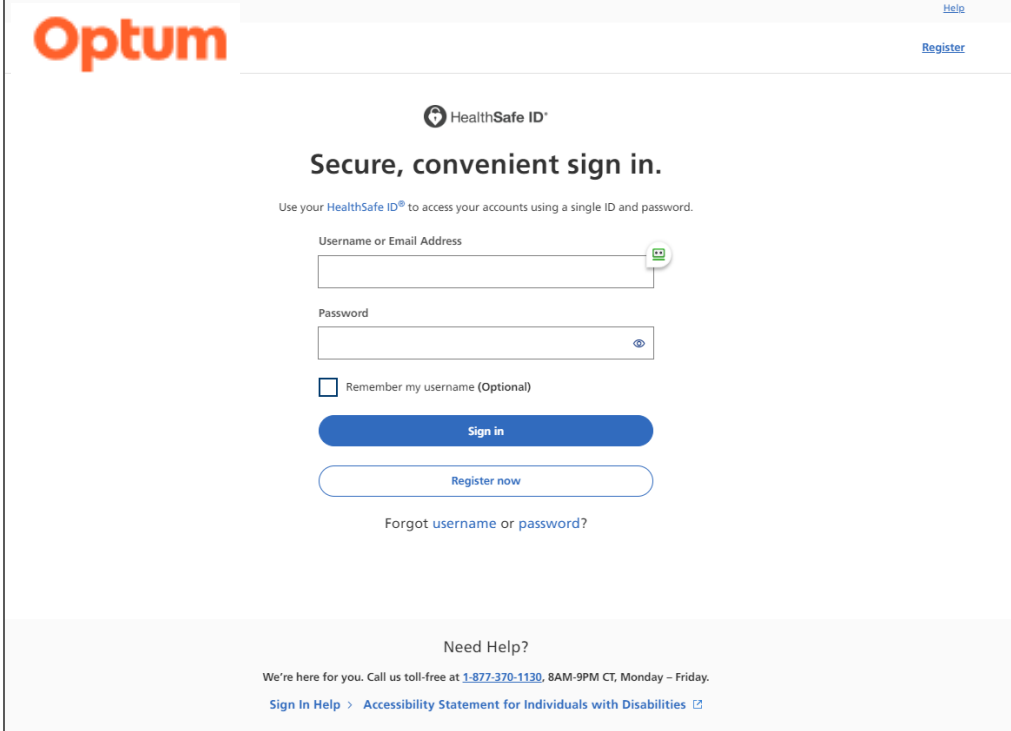
- Associate uses a HealthSafe (HSID) to login to the platform.
- If associate does not have a HSID, opt in to 'Register now'

To create an account, members need to register with HSID.

Members will need to provide:

- First and last name
- Date of birth
- Employer Assigned ID (Workday Employee ID), Health Plan Member ID (on medical ID card) or Social Security number

One username and password for all UnitedHealth Group products.



The screenshot shows the Optum HealthSafe ID login and registration interface. At the top left is the Optum logo, and at the top right are links for 'Help' and 'Register'. The main heading is 'HealthSafe ID' with a shield icon, followed by the text 'Secure, convenient sign in.' Below this, a subtext states: 'Use your HealthSafe ID® to access your accounts using a single ID and password.' The form contains two input fields: 'Username or Email Address' and 'Password'. The password field has an eye icon for toggling visibility. Below the password field is a checkbox labeled 'Remember my username (Optional)'. There are two buttons: a blue 'Sign in' button and a white 'Register now' button with a blue outline. A link 'Forgot username or password?' is located below the 'Register now' button. At the bottom, there is a 'Need Help?' section with the text 'We're here for you. Call us toll-free at 1-877-370-1130, 8AM-9PM CT, Monday - Friday.' and links for 'Sign In Help' and 'Accessibility Statement for Individuals with Disabilities'.

HealthSafe ID (HSID) uses dual-factor authentication to safeguard member account information.

Step 3: Register for a HealthSafe ID Account

If the member does not have a HSID, they opt to 'Register now' and fill in the required fields

HealthSafe ID®
Let's get you registered
Create your HealthSafe ID® to help protect the security of your personal health information.
All fields are required unless marked as optional.

First Name
[Text Field]

Last Name
[Text Field]

Date of Birth (mm/dd/yyyy)
[Text Field]

Identification Type [Help](#)

☒ Health Plan ID
☐ Social Security Number

Member ID
Member ID must contain all digits, with no special characters or spaces.
[Text Field]

Group or Policy Number
[Text Field]

[Continue](#)

HealthSafe ID®
Set up your account
Create your HealthSafe ID® account by completing the fields below
All fields are required unless marked as optional.

Username
[Text Field: Create Username]

Password
[Text Field: Create Password]

Email Address
Must be unique per account.
[Text Field: name@domain.com]

☐ Remember my username on this [trusted device](#). (Optional)

☐ By selecting this checkbox, I have reviewed and agree to the [Terms of Use](#), [Privacy Policy](#) and [Consumer Communications Notice](#).

[Continue](#)

HealthSafe ID®
Keep your account safe
Step 2 of 2

Verification Type
[Dropdown: Text Message]

Phone Number
[Text Field: +1 () -]

[Text me](#)

An automated text message will be sent to the phone number above for account confirmation and recovery purposes, and as required by [Communications Notice](#). Message, data rates, and other restrictions apply.

Check your text messages!
Please enter the confirmation code that has been sent to the phone number below. The code will expire after 10 minutes.

Phone Number
[Text Field: () -]

Confirmation Code
[Text Field]

[Create account](#)

[Text me again](#) [Call me instead](#)

HealthSafe ID®
Your account has been created
You can change your account information anytime in Account Settings.

[Continue to Account](#)

- Eligibility checks
- Call to EIMP golden record
- Name / DOB / Unique Identifiers by portal

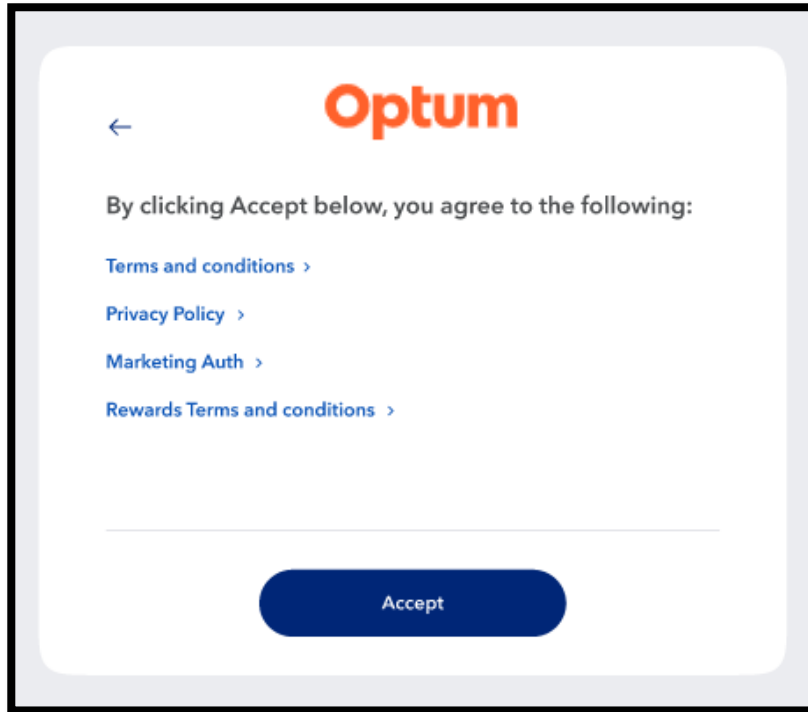
- Username, password and email
- Terms of use
- Privacy policy

- Multi-Factor authentication setup plus verification on device

- Account created

Step 5: Create a new account

- Eligibility is verified through HSID login
- All member must accept terms and conditions, creates a username and avatar, and completes onboarding steps



← **Optum**

By clicking Accept below, you agree to the following:

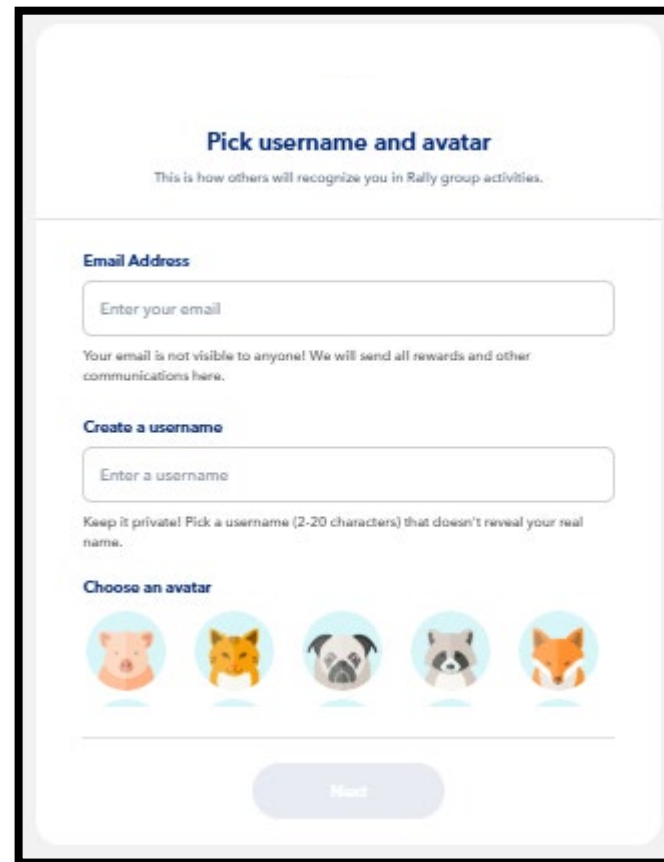
[Terms and conditions](#) >

[Privacy Policy](#) >

[Marketing Auth](#) >

[Rewards Terms and conditions](#) >

Accept



Pick username and avatar
This is how others will recognize you in Rally group activities.

Email Address

Enter your email

Your email is not visible to anyone! We will send all rewards and other communications here.

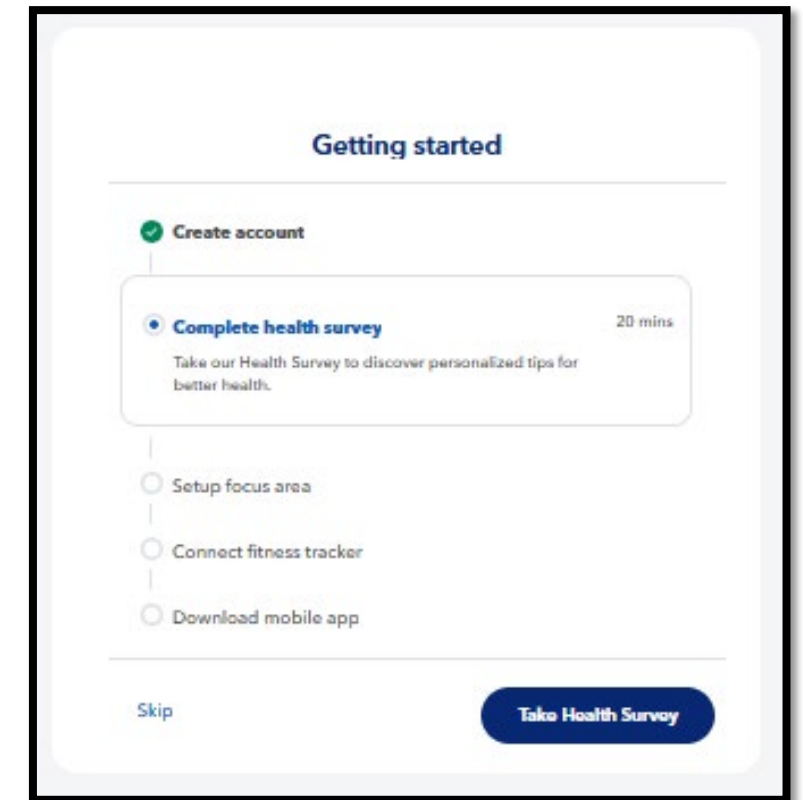
Create a username

Enter a username

Keep it private! Pick a username (2-20 characters) that doesn't reveal your real name.

Choose an avatar

Next



Getting started

✓ Create account

• **Complete health survey** 20 mins
Take our Health Survey to discover personalized tips for better health.

○ Setup focus area

○ Connect fitness tracker

○ Download mobile app

Skip **Take Health Survey**

Accepting Terms and Conditions and other authorizations

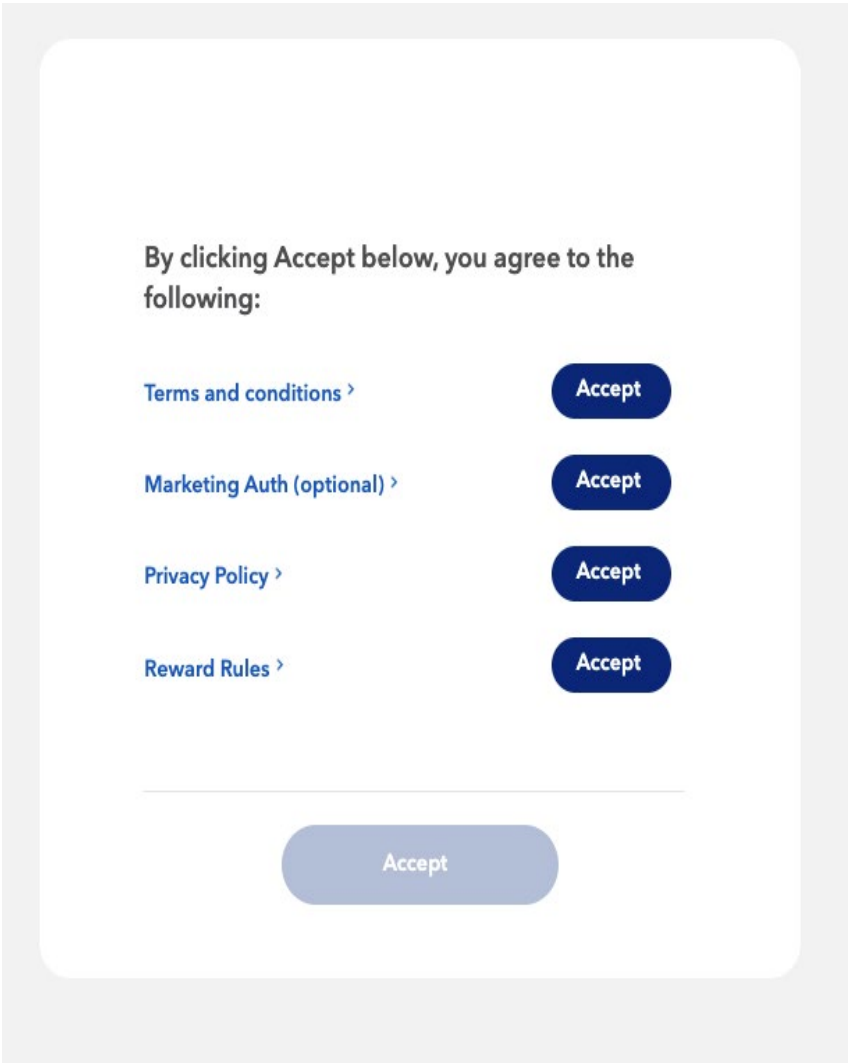
Where that happens in the onboarding journey and why it is required

When do members accept terms and rules?

The onboarding journey is a series of pre-determined steps to help members with their initial set-up. Once members have signed in/created their HSID they will be prompted to review and accept.

Why must a member accept terms?

- **Terms and Conditions** These Terms of Use (“Terms”) govern the use of Rally Health, Inc.’s online and mobile websites, platforms, services, and applications (“Online Services”). By accessing or using the Online Services, you agree to comply with these Terms, which also apply to services provided by our parent company, Optum, Inc., and its affiliates (entities that control, are controlled by, or are under common control with a named party). In these Terms, “we,” “us,” “our,” and “Company” refer collectively to Rally Health, Optum, and their affiliates.
- **Marketing Auth** (optional) pertains to the use of the marketplace, which a member may opt out of by not accepting
- **Privacy Policy** This Privacy Policy explains how we collect, use, and protect information through our online and mobile websites, platforms, services, and applications. These include any digital properties we own or operate that link to this Privacy Policy (collectively referred to as "Online Services").
- **Reward Rules and participation requirements: To receive rewards, participants must first register and accept the Terms and Conditions and Reward Rules.** These terms and conditions (the "Program Rules") govern the Rally Rewards Program, including all of its components, and define the relationship between the Company and program participants. By participating in the program, users agree to abide by these Program Rules, which apply universally unless stated otherwise. These rules supersede all previous terms and conditions related to Rally Rewards, except for the Terms of Service.



Step 6: Complete the Health Survey

Complete your Health Survey

0% completed

×

Complete the survey and learn how your health factors and lifestyle affect your overall health.

♥

About You

Not started

Start

♥

Life

Not started

♥

Habits

Not started

♥

Health

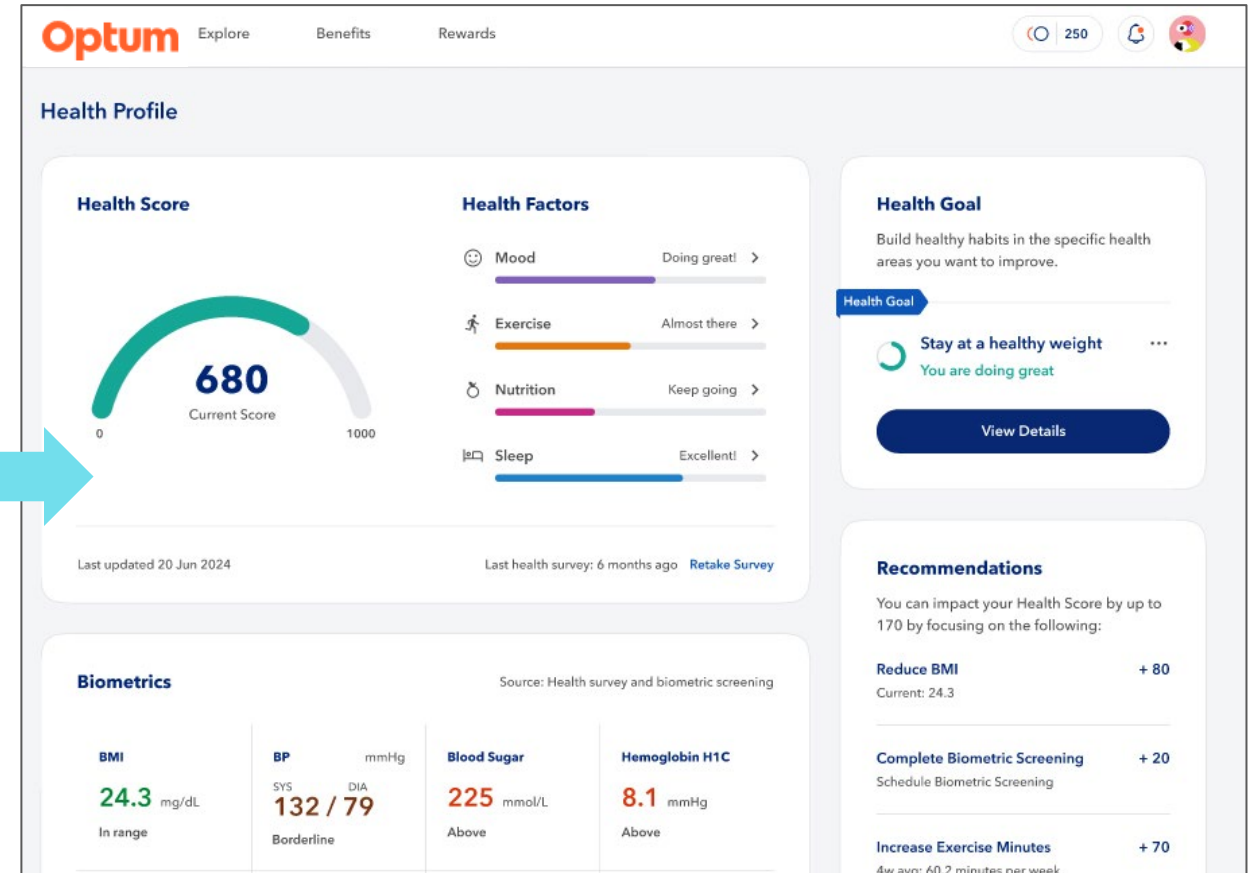
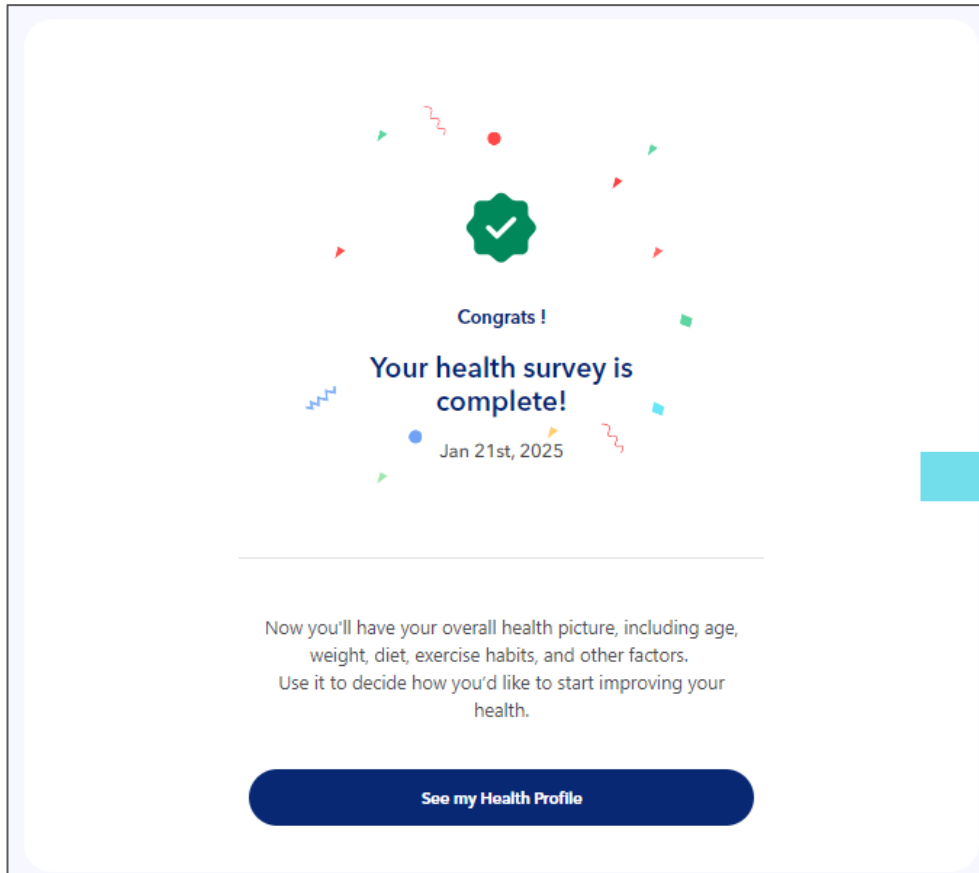
Not started

🌐

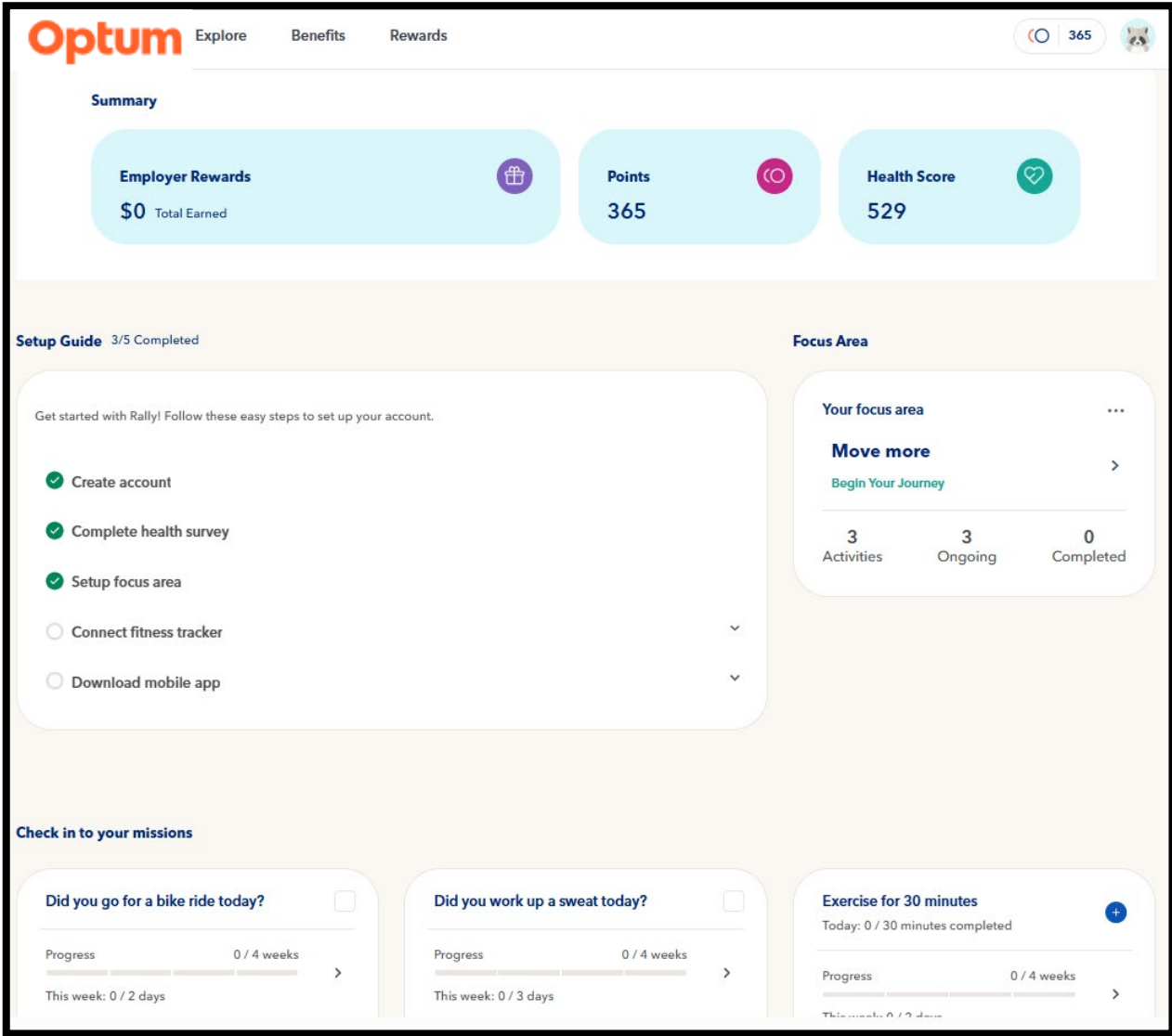
English

Español

Step 7: View Health Profile



Home Page



Explore Tab: Employer Rewards (tabs below are illustrative only and do not reflect DTCC rewards design)

ExploreBenefitsRewards

385

Rewardable Activities

View All

01 Nov 24 - 31 Oct 25

Get an Annual Physical or Preventive Screening

Complete your annual physical, mammogram, cervical, or colon cancer screening to stay proactive about your health and detect any potential issues early.

\$ 50

Reward

400

Points

Learn more

21 Apr 25 - 31 Oct 25

Nutrition Missions

Support your body by completing 2 missions to earn Nutrition Missions. Each mission brings you closer to better health and wellness!

\$ 30

Reward

Choose your mission

16 Apr 25 - 31 Oct 25

Intro to Fitness Missions

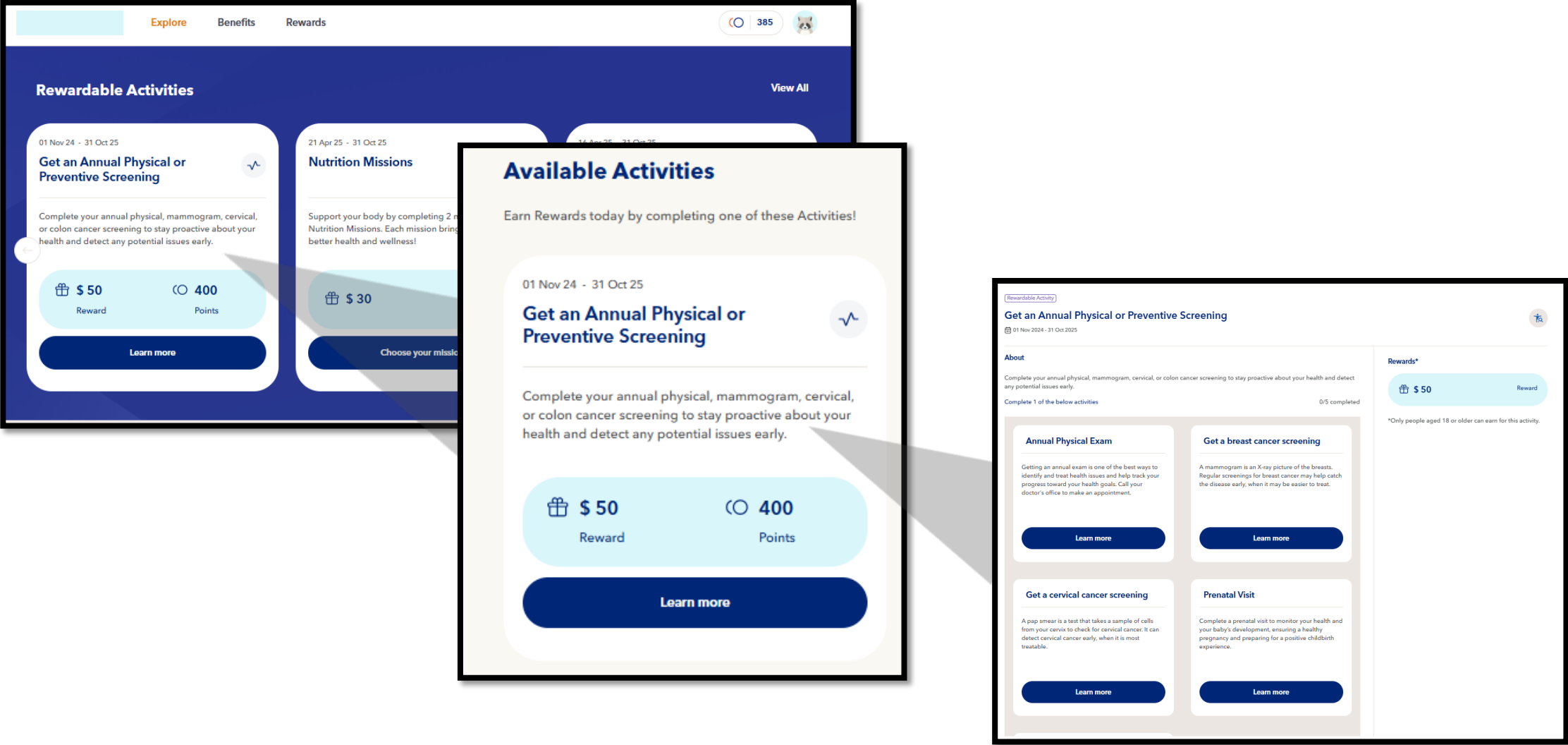
at your body moving. Remember to stand up, stretch, or get some light walking in throughout the day to elevate your heart rate and burn some calories.

\$ 30

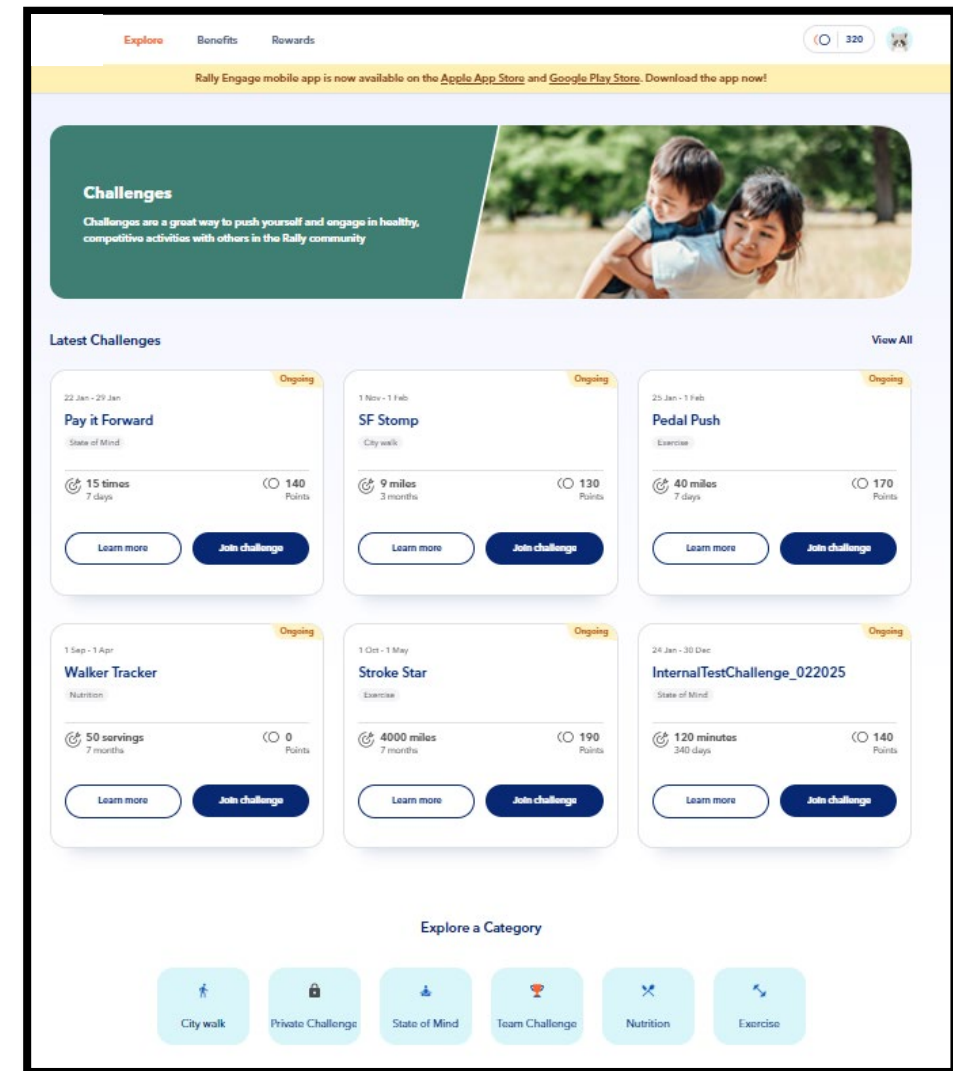
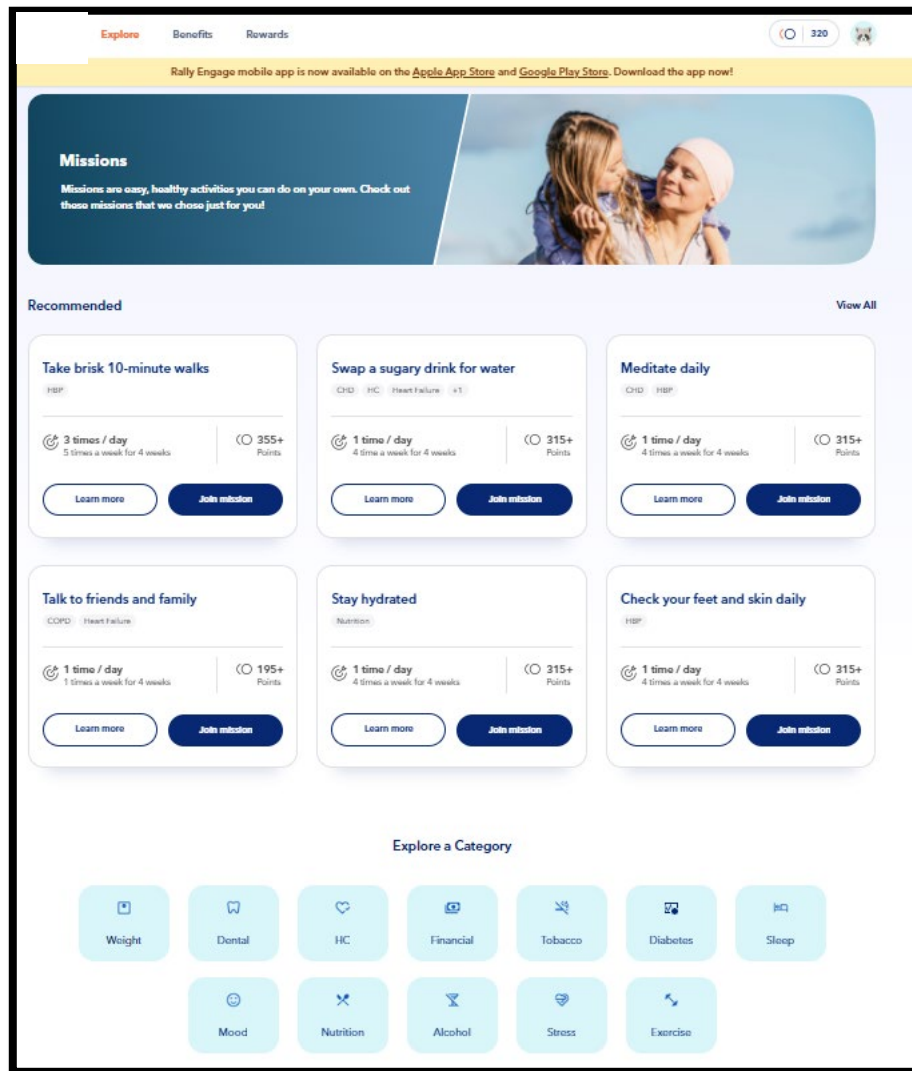
Reward

Learn more

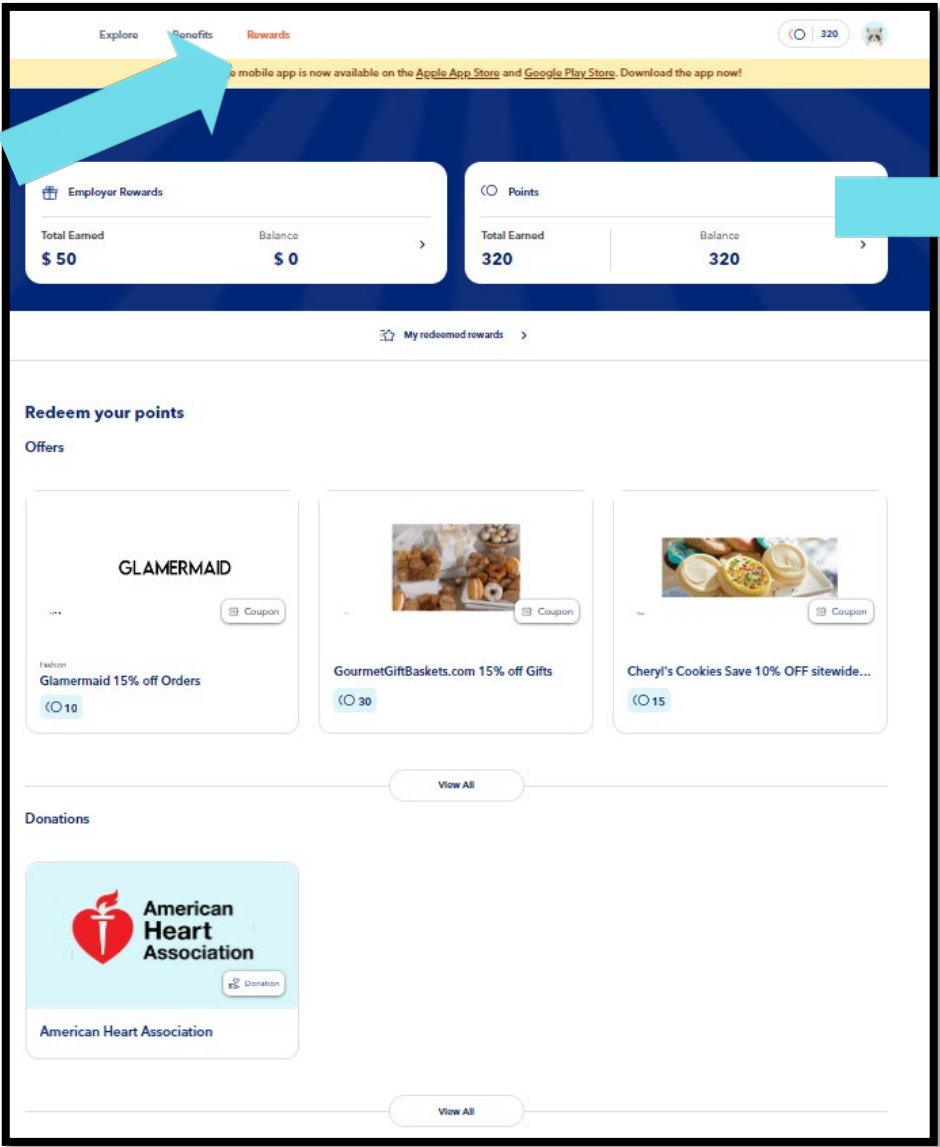
Explore Tab: Complete an Employer Rewards activity



Explore Tab: Missions and Challenges



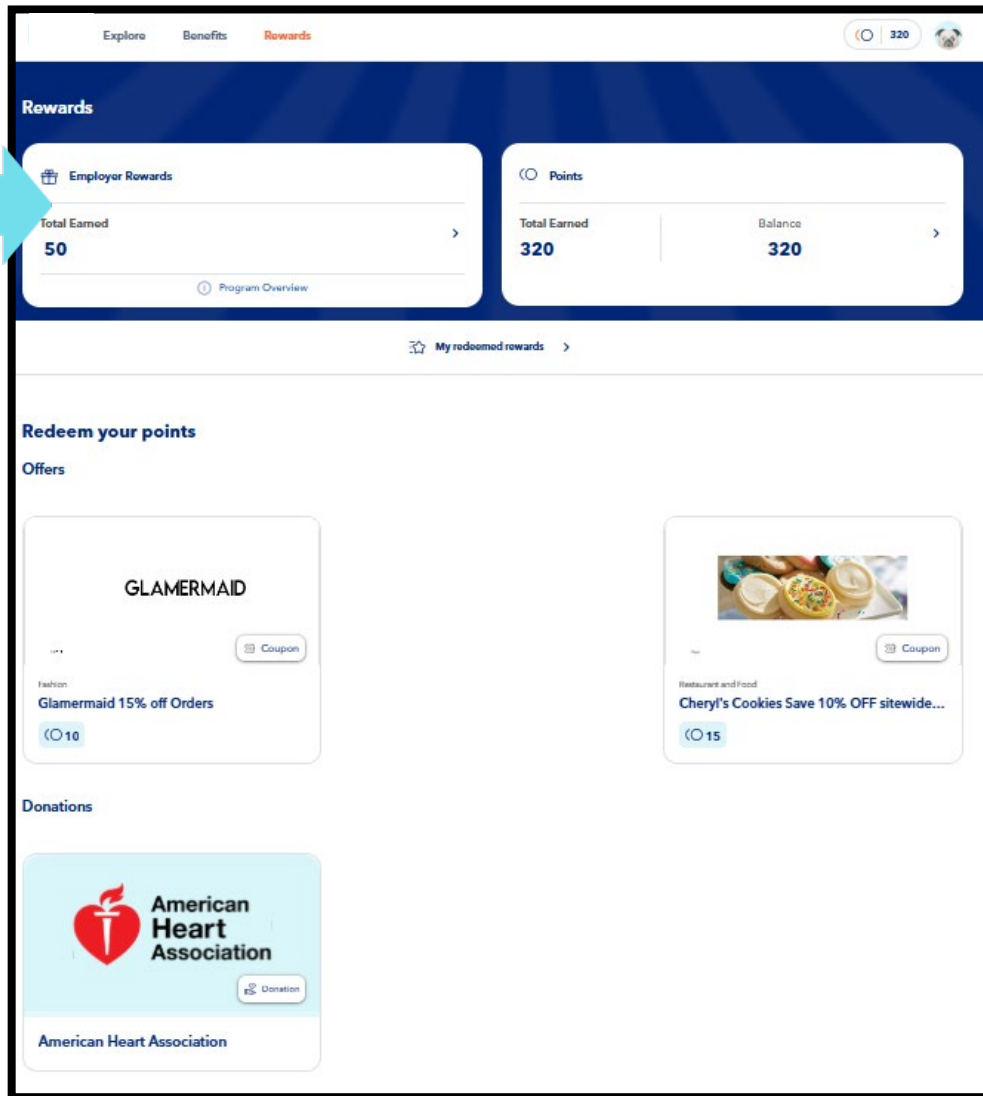
Rewards: Optum Engage Points



The screenshot shows the 'My Points' page. At the top, the 'Rewards' tab is selected. A yellow banner reads: 'Rally Engage mobile app is now available on the [Apple App Store](#) and [Google Play Store](#). Download the app now!'. Below the banner, the 'My Points' section shows a 'Summary' with 'Total Earned' as 320 and 'Balance' as 320. Below the summary, there is a 'History' section with tabs for 'All', 'Earned', and 'Redeemed'. The 'All' tab is selected. The history table shows the following transactions:

Item	Amount	Balance
Health Survey Health Survey - Completed Date : 29 Jan 2025	125	320
Health Survey Health Survey - Module Completed Date : 29 Jan 2025	25	195
Health Survey Health Survey - Module Completed Date : 29 Jan 2025	25	170
Health Survey Health Survey - Module Completed Date : 29 Jan 2025	25	145
User Action Registration Date : 29 Jan 2025	100	120
User Action Accepted all Terms Date : 29 Jan 2025	20	20

Rewards: Marketplace Gift Cards



The screenshot shows the 'Rewards' page with a blue header and navigation tabs: Explore, Benefits, and Rewards. A blue arrow points to the 'Employer Rewards' section. Below this, there are two main cards: 'Total Earned 50' and 'Points' (Total Earned 320, Balance 320). Below these are sections for 'Redeem your points' with 'Offers' (Glamermid 15% off Orders, Cheryl's Cookies Save 10% OFF sitewide...) and 'Donations' (American Heart Association).

Explore Benefits **Rewards** 320

Rewards

Employer Rewards

Total Earned **50**

Points

Total Earned **320** Balance **320**

Program Overview

My redeemed rewards

Redeem your points

Offers

GLAMERMAID

Coupon

Fashion

Glamermid 15% off Orders

10

Cheryl's Cookies

Coupon

Restaurant and food

Cheryl's Cookies Save 10% OFF sitewide...

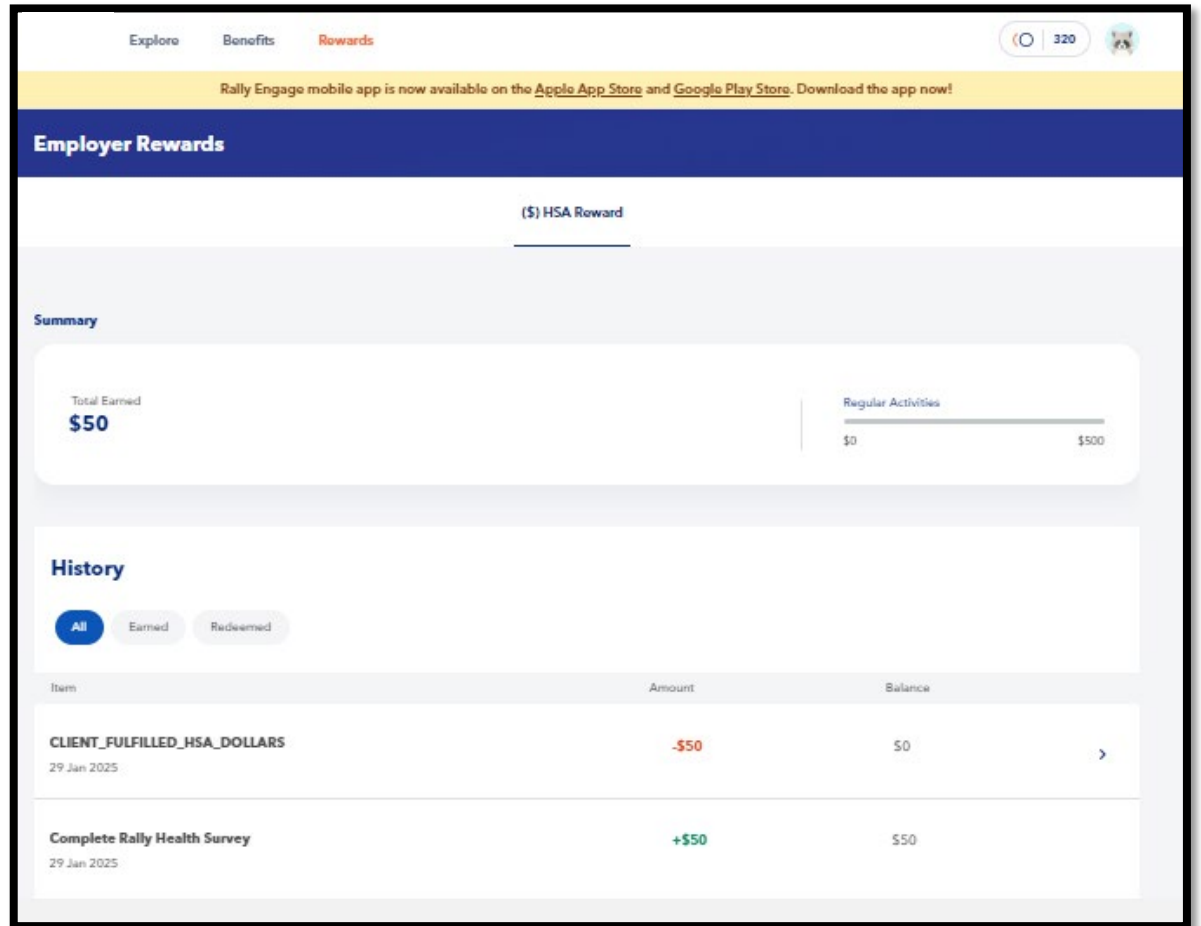
15

Donations

American Heart Association

Donation

American Heart Association



The screenshot shows the 'Employer Rewards' page with a blue header and navigation tabs: Explore, Benefits, and Rewards. A yellow banner at the top promotes the Rally Engage mobile app. Below this, there is a 'Summary' section showing 'Total Earned \$50' and 'Regular Activities' (\$0 to \$500). Below the summary is a 'History' section with a table of transactions.

Explore Benefits **Rewards** 320

Rally Engage mobile app is now available on the [Apple App Store](#) and [Google Play Store](#). Download the app now!

Employer Rewards

(\$ HSA Reward)

Summary

Total Earned **\$50**

Regular Activities

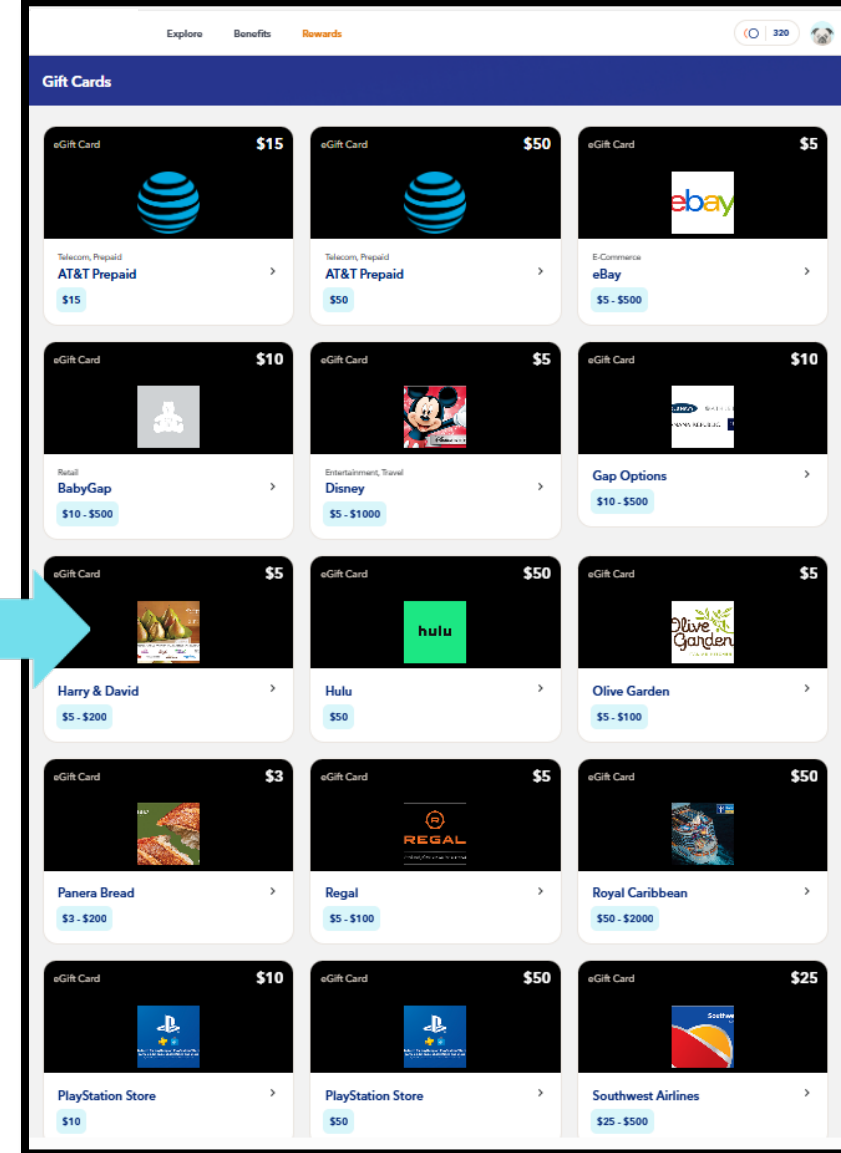
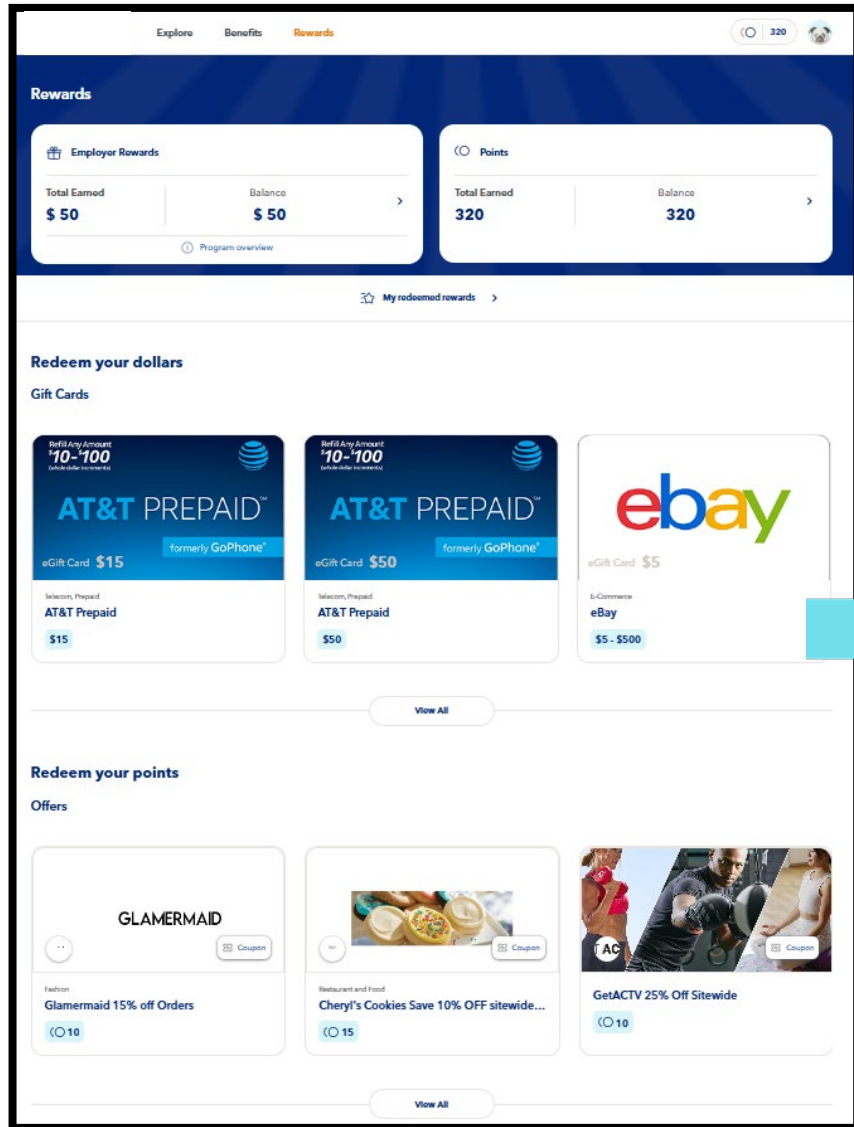
\$0 \$500

History

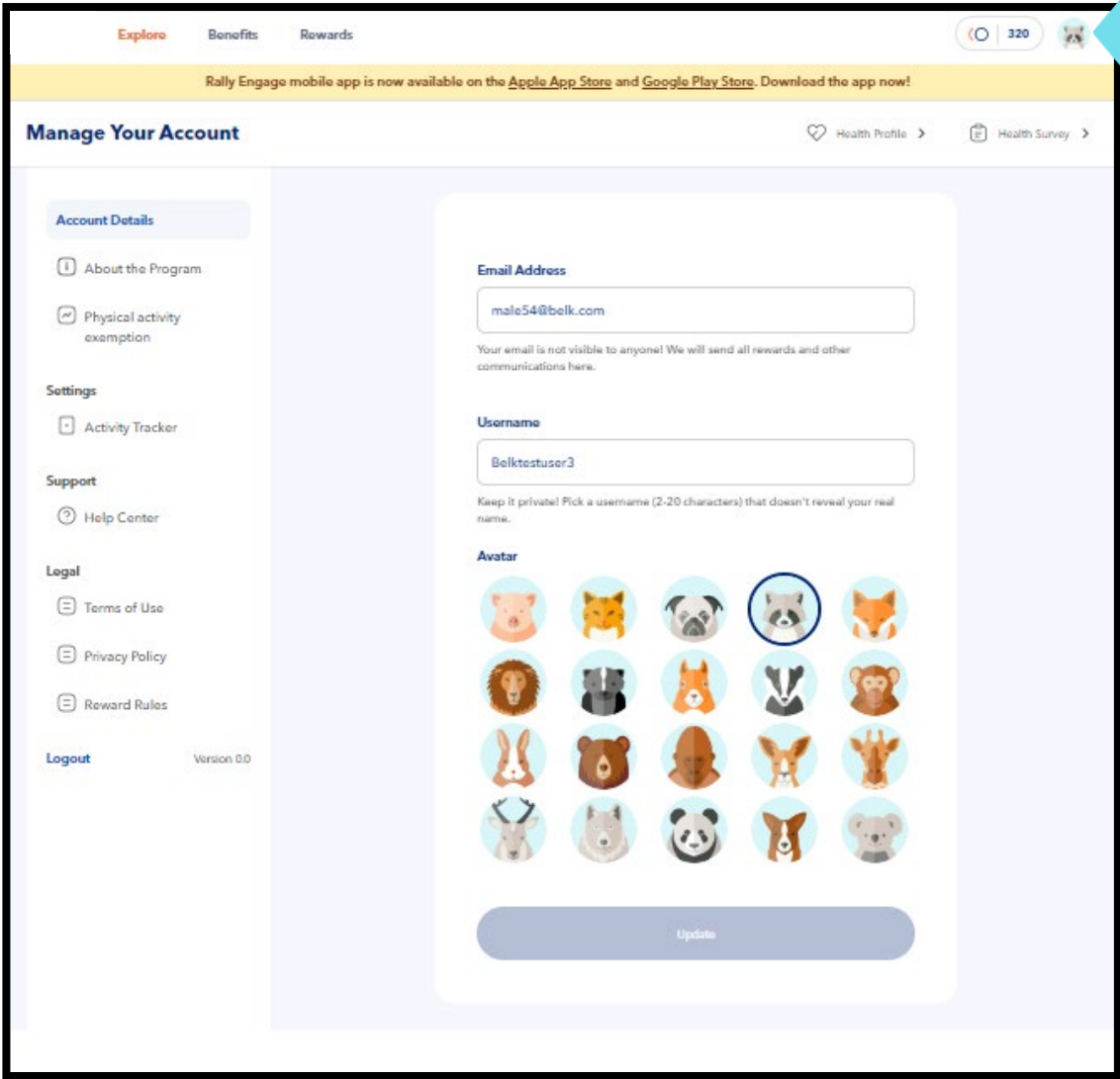
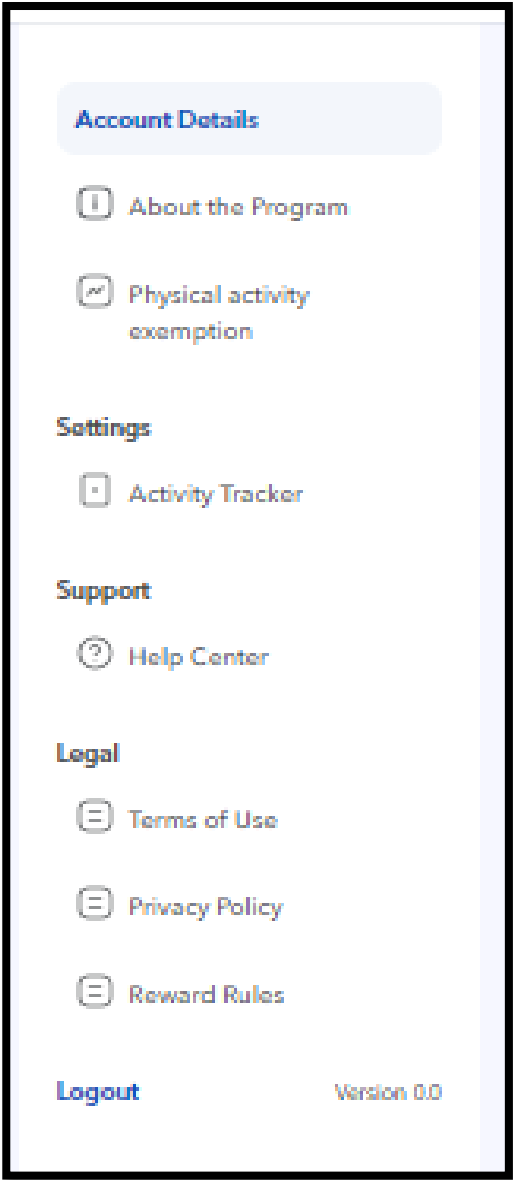
All Earned Redeemed

Item	Amount	Balance
CLIENT_FULFILLED_HSA_DOLLARS	-\$50	\$0
29 Jan 2025		
Complete Rally Health Survey	+\$50	\$50
29 Jan 2025		

Rewards: Marketplace Gift Cards



Account Page



Optum

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