

Better Together

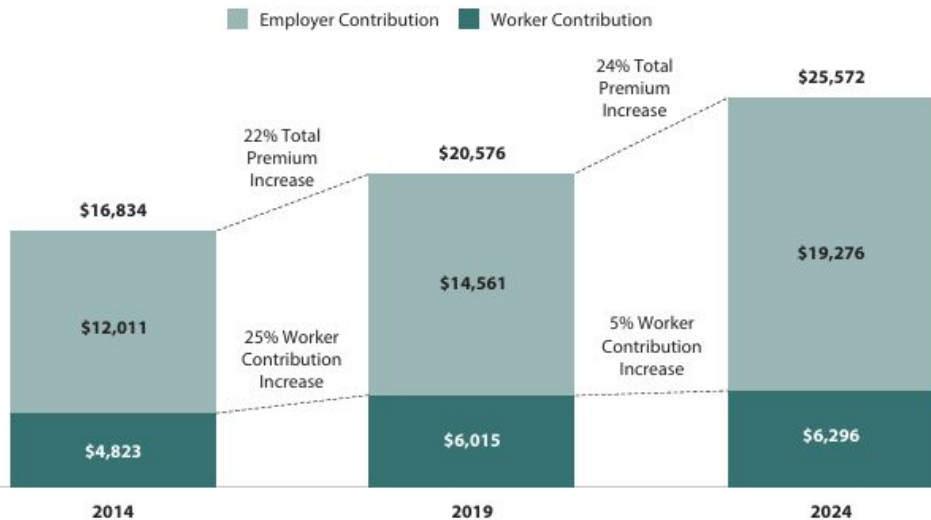
Nayya + Workday

The Challenge

\$3 TRILLION

is spent on the U.S. health and wealth landscape every year.

Employee benefits also represent most companies' second-largest expense after payroll, and premiums continue climbing year over year.



Source: KFF Employer Health Benefits Survey, 2019 and 2024;
Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 2024.

The Challenge

Yet, the people it's meant to support are left confused, disengaged, and underserved.

40%

of people don't recognize medical insurance as part of their compensation

70%

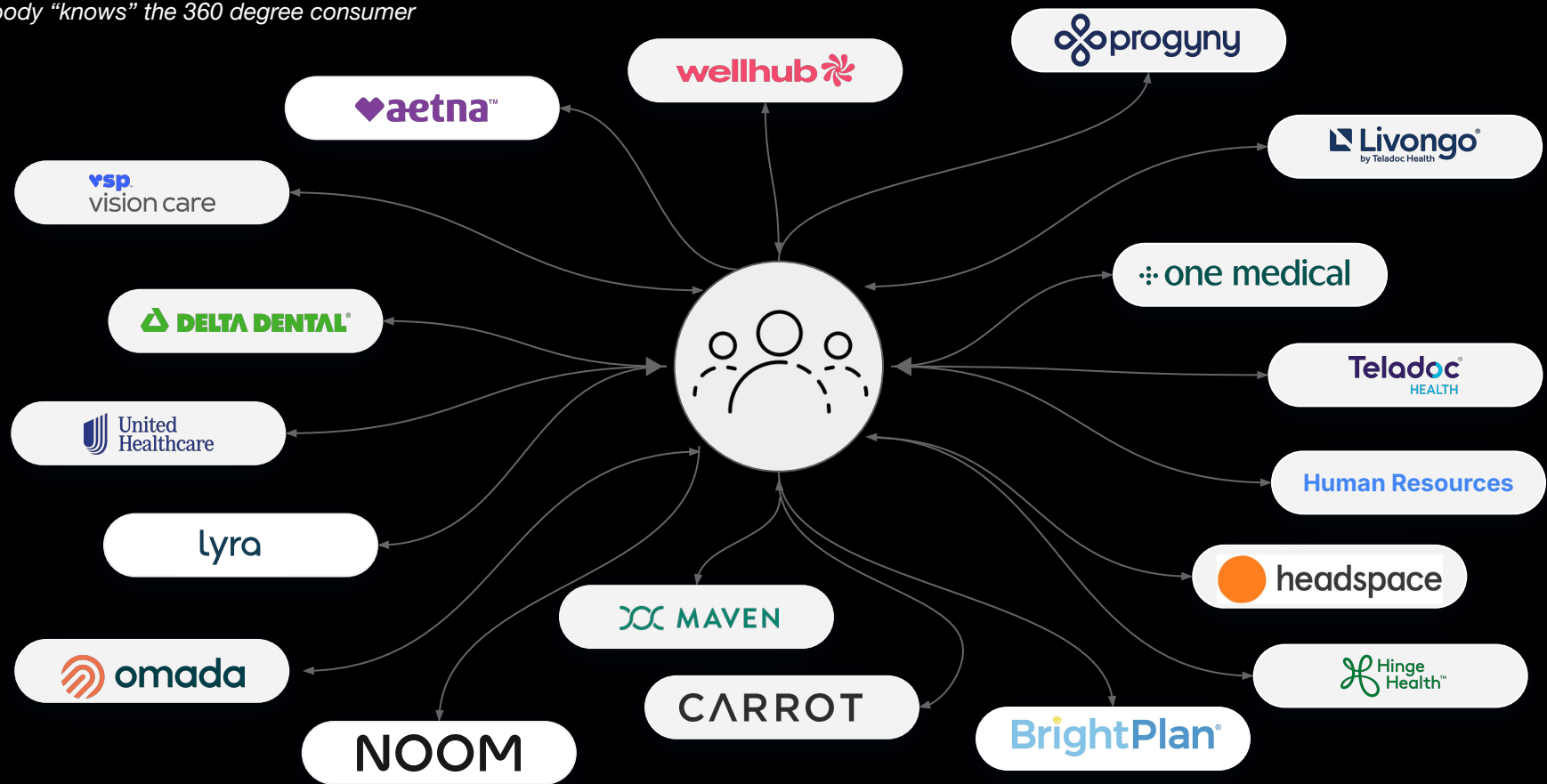
struggle to understand hospital indemnity, accident, and critical illness insurance—core protection for financial security.

50%

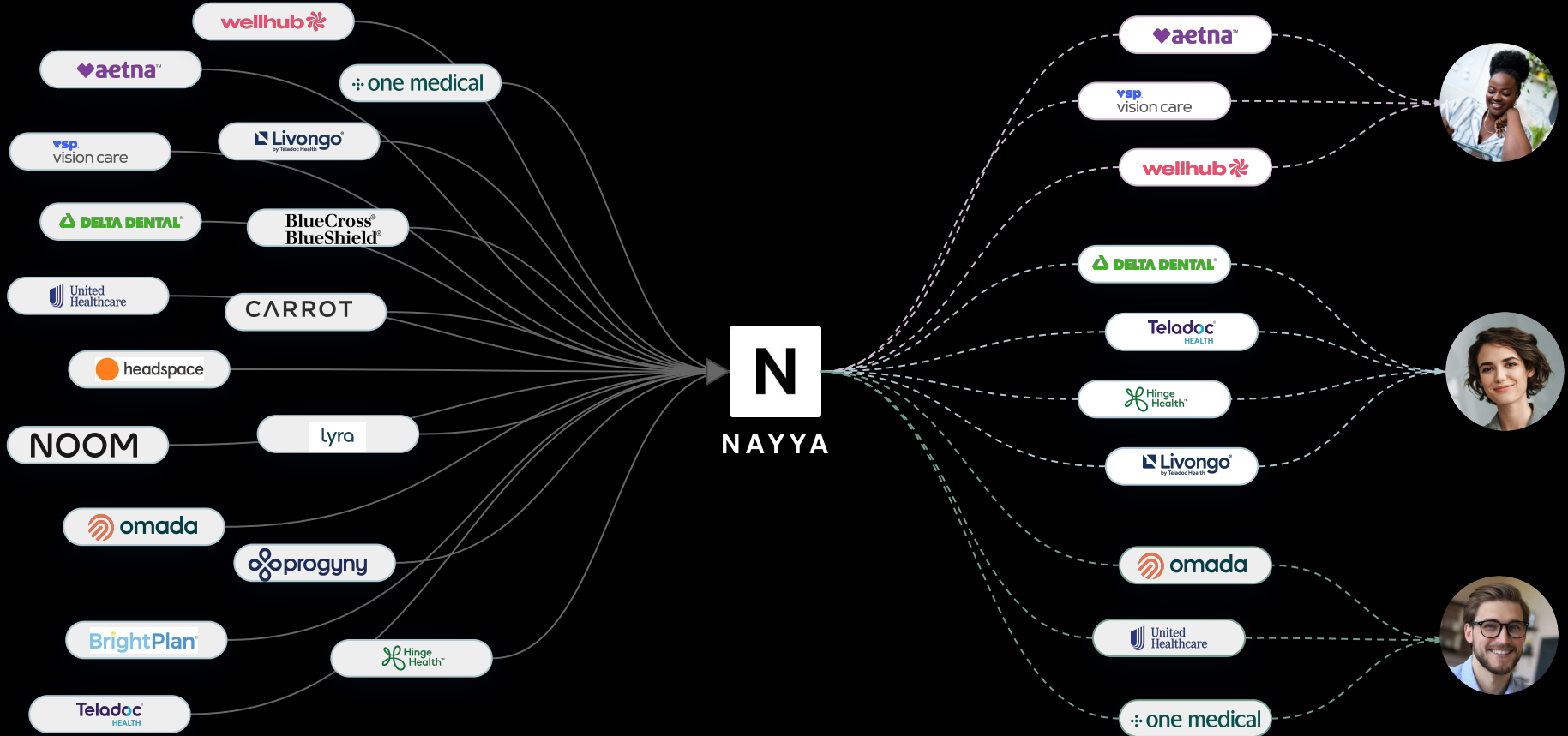
cannot confidently explain HSAs, FSAs, or 401(k)s

The problem: The Benefits space is fragmented, noisy and impossible to navigate

Nobody "knows" the 360 degree consumer



The solution: Nayya connects an employee's health and wealth data, empowering them to make choices that matter to them



NAYYA

The Mission

Nayya is on a mission to connect people's most important information, so they can thrive across health and wealth.

The Progress

4M+

Humans served

300+

Data sources and counting

\$130M+

Funding raised



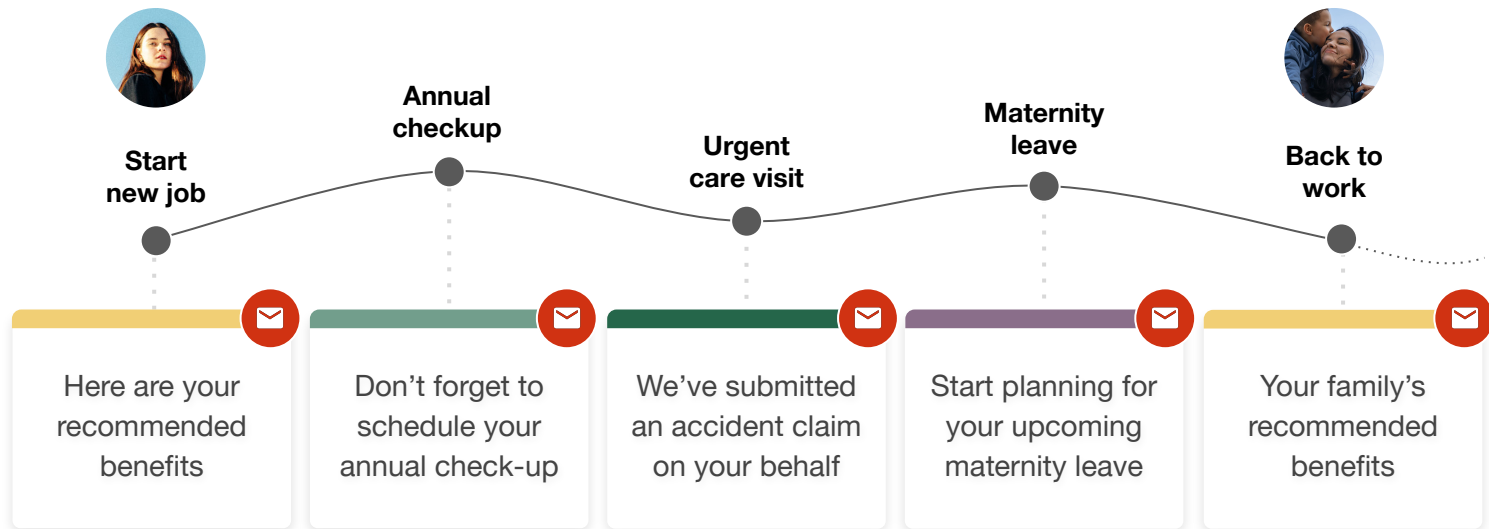
Awards won

The Company We Keep



A personal health and wealth adviser for each employee

From choosing the right plans to using them effectively and navigating life's critical moments, every interaction is powered by unified data and a trusted advisor that delivers timely, relevant guidance.



The Nayya Platform

Improved outcomes driven by a better employee experience

How Nayya helps employers win

Unlock more value for employees

Give employees the intelligence that empowers them to take the best actions for their health and wealth leading to a happier, more productive workforce.

87% of employees understand their benefits better after using Nayya

Streamline HR operations

Free the HR team from answering repetitive benefits questions, allowing them to refocus on strategic priorities that drive your business forward.

46% reduction in benefits-related HR questions after Nayya is implemented

Optimize health plan enrollment

Nayya helps you lower healthcare costs without reducing satisfaction. By guiding smarter choices and promoting preventive care, we cut high-cost claims and improve outcomes, boosting ROI and plan performance.

33% increase in voluntary benefits participation on average

How it works

Streamlined implementation

Clients access Nayya via the Built on Workday Marketplace

Integration is seamless

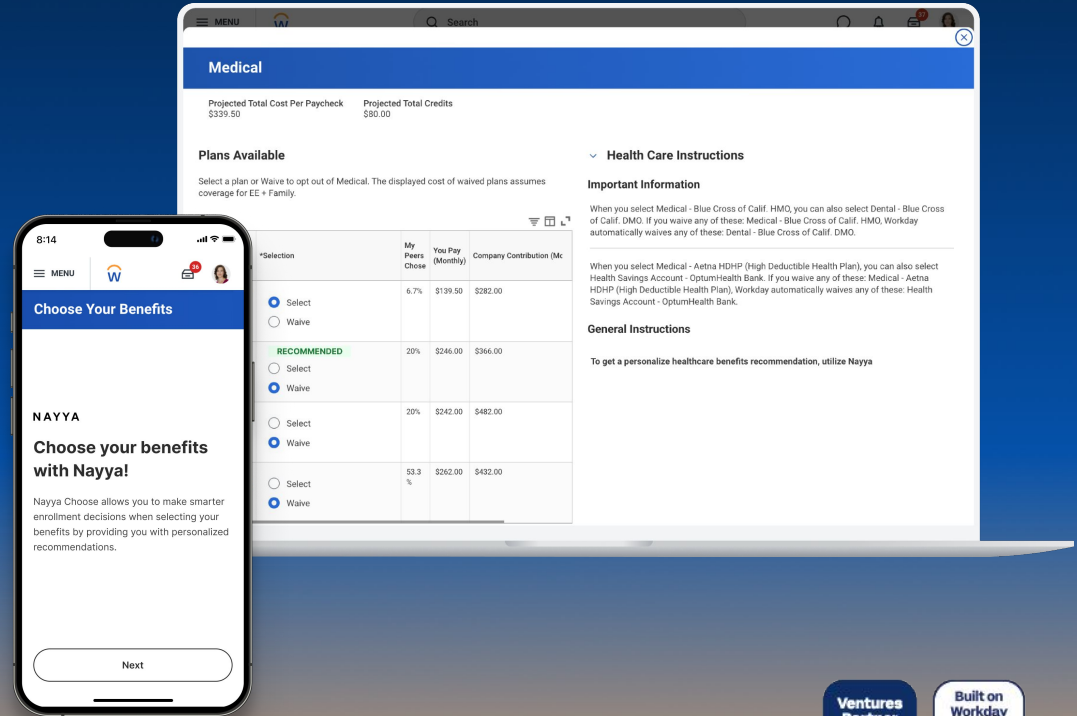
Integration through API-based data transfers and automatic, real-time updates. No need to send files back and forth.

Pricing

Nayya may be available to you at no cost through your insurance carrier

Otherwise, employers can purchase for \$6 per employee annually

Built on Workday



Security & Data Governance

Compliance

Nayya is SOC2+HITRUST certified and HIPAA compliant, ensuring sensitive data is handled securely.



Secure, anonymized data

Employee data provided to Nayya is collected with their consent and is completely confidential. Employee data is protected securely using industry standard TLS and AES encryption. Nayya does not sell or monetize user data.

Built on Workday Certified

Certification awarded to partner-built apps to assure Nayya's ability to support and maintain the app and meet Workday's security requirements on an ongoing basis



Demo

Discovery questions

To discuss:

- Current benefits offerings?
- Goals for this year's OE?
- How are you educating your employees about this year's offerings?
- Current insurance providers?
- OE schedule and next milestone dates?
- Benefits tech stack?

Appendix

No heavy lifting required

Streamlined setup in less than two business days

Process

1

Request Nayya Choose in the Workday Marketplace

Click “Get Information” via the [Workday Marketplace](#). A Nayya team member will contact you within 24 hours to schedule a Setup call within the week.

If Nayya is funded by your carrier, reach out to the carrier directly—they’ll coordinate with Nayya.

2

App deployment and documentation.

Nayya Choose will be deployed to your Workday tenant via App Manager. Your Nayya partner will also provide the Nayya Choose Deployment Guide, which outlines end-to-end app configuration.

The app requires basic setup before it becomes accessible.

3

Setup meeting.

Meet with your Nayya partner to walk through app configuration and best practices. Your Workday Admin will complete hands-on setup with Nayya’s support.

If you’re using Workday Journeys, Nayya will also help configure this experience. Journeys is supported but not required.

4

[Optional] Customer review.

Nayya will conduct basic testing during the Setup meeting. You’re encouraged to test the full enrollment experience—your Nayya partner will be available for support.

Configurations

App configurations

- Updating App Attributes
- Workday task creation
- Allow Model Components (*Business Objects*)
- Nayya SSO connection
- External IDP configuration
- Workday IDP configuration
- Security Domain App configuration

Optional configurations

- Workday Journeys
- Security Group Employee Assignment (*adding a Benefit Administrator Role*)

Plan detail configurations

The Nayya Workday app needs basic plan information in order to make personalized enrollment recommendations to your employees. Your Workday Admin will configure core plan attributes by network type within the Nayya Workday app. This is a templated update that we expect to take about 10 minutes per plan to configure.

Choose

Optimal and affordable benefits decisions

Nayya makes it easy for employees to figure out which benefits are right for them.

- Data driven guidance personalization
- Bundled recommendations across health and wealth
- Targeted point solution highlights based on relevance

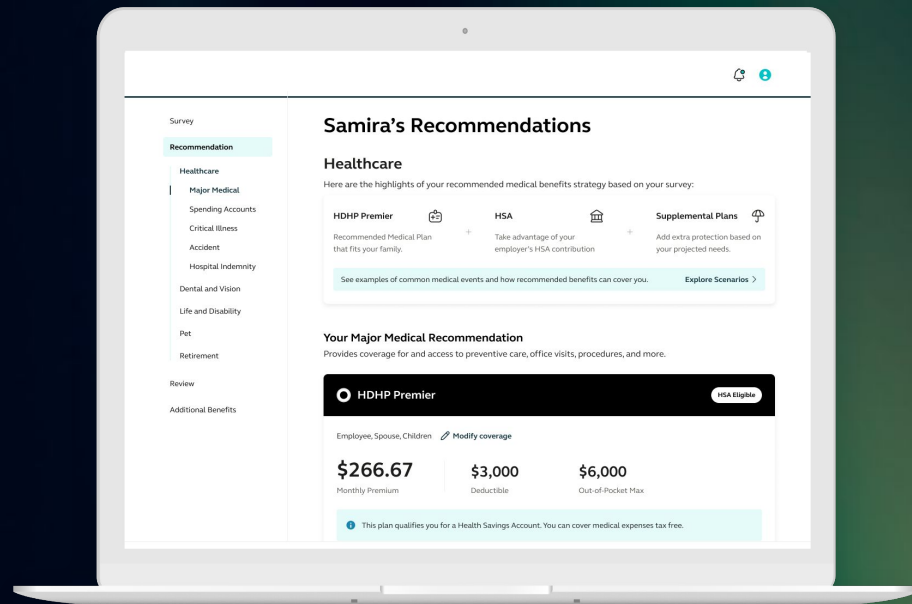
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employees who used Choose said it helped them balance benefits cost and coverage.¹

46%

reduction in benefits-related questions to HR teams when employees have access to Choose.²

Source: [1] Nayya NPS Survey, 2024. [2] Nayya Partner Impact Reporting, 2023.



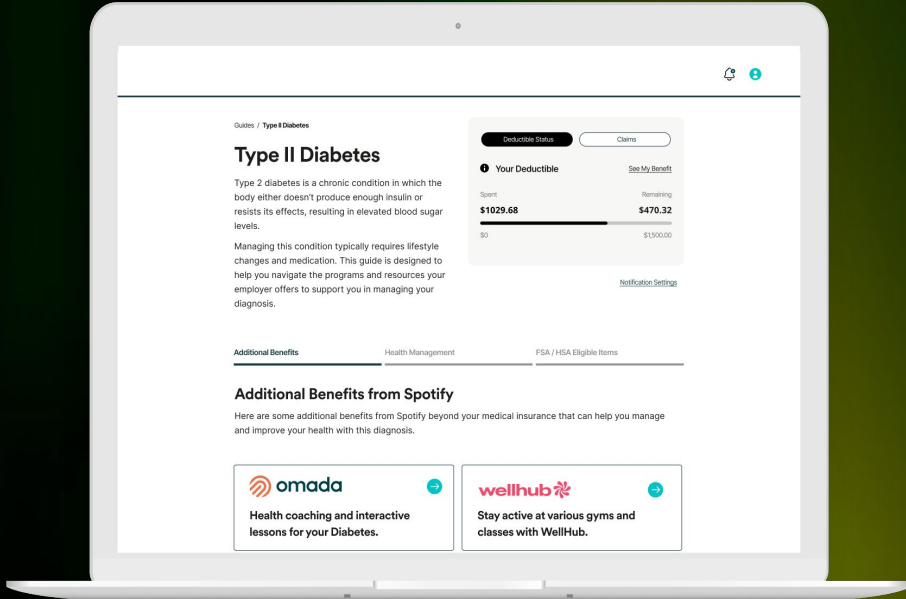
Use

Intelligent and actionable benefits engagement

Nayya make it easy for employees to get the most from their benefits with year round engagement that's relevant to their daily lives.

- Proactive and data driven wellness notifications
- Condition specific Guides provide personalized health journeys
- Rx Savings offers actionable savings insights

15% increase in benefits utilization for users on average



Claims

Robust and automated reimbursements

Nayya removes the burden of manual claims filing, allowing employees to focus on their health and recovery.

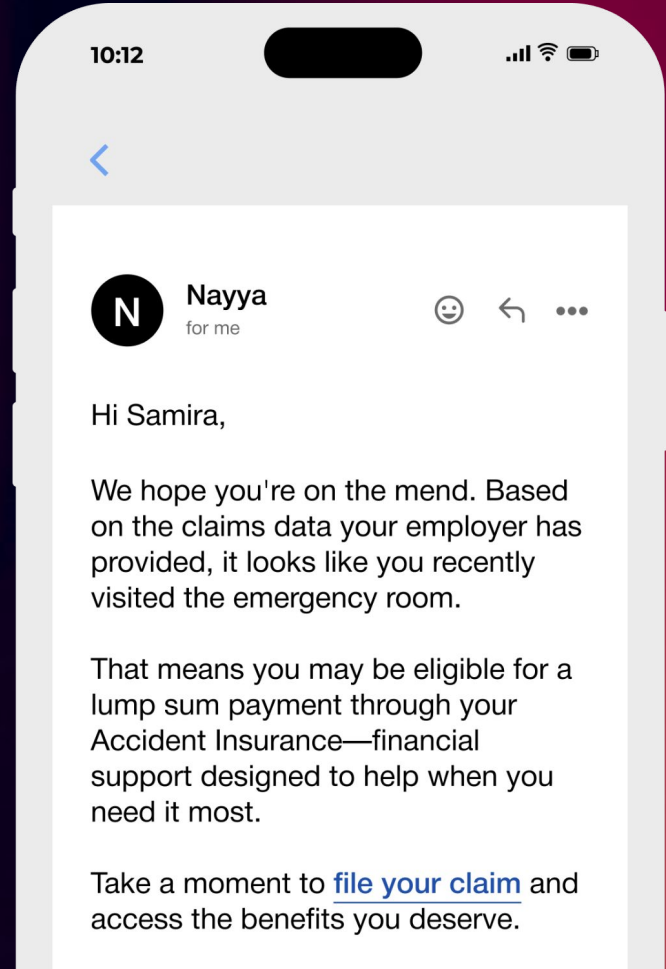
- Identifies reimbursement opportunities
- Streamlines the claims filing process
- Increases benefit utilization and satisfaction

\$900

average payment per eligible employee received with Nayya Claims each year.¹

>70%

of reimbursements come from Health Screening Benefits, boosting well-being and lowering future healthcare costs.¹



Leave

Comprehensive and personalized leave guidance

Nayya provides personalized leave guidance that brings employees and employers peace of mind—while lightening the operational load.

- **Confidence in leave decisions:** Employees input their needs and preferences to instantly see how different options impact their pay, benefits, and job protection.
- **Clarity on leave coverage:** Federal, state, and local regulations and employer policies are intelligently integrated into a week-by-week timeline view.
- **Simplified leave transitions:** Smart to-do lists and timely reminders make it easy for employees to complete requirements.

