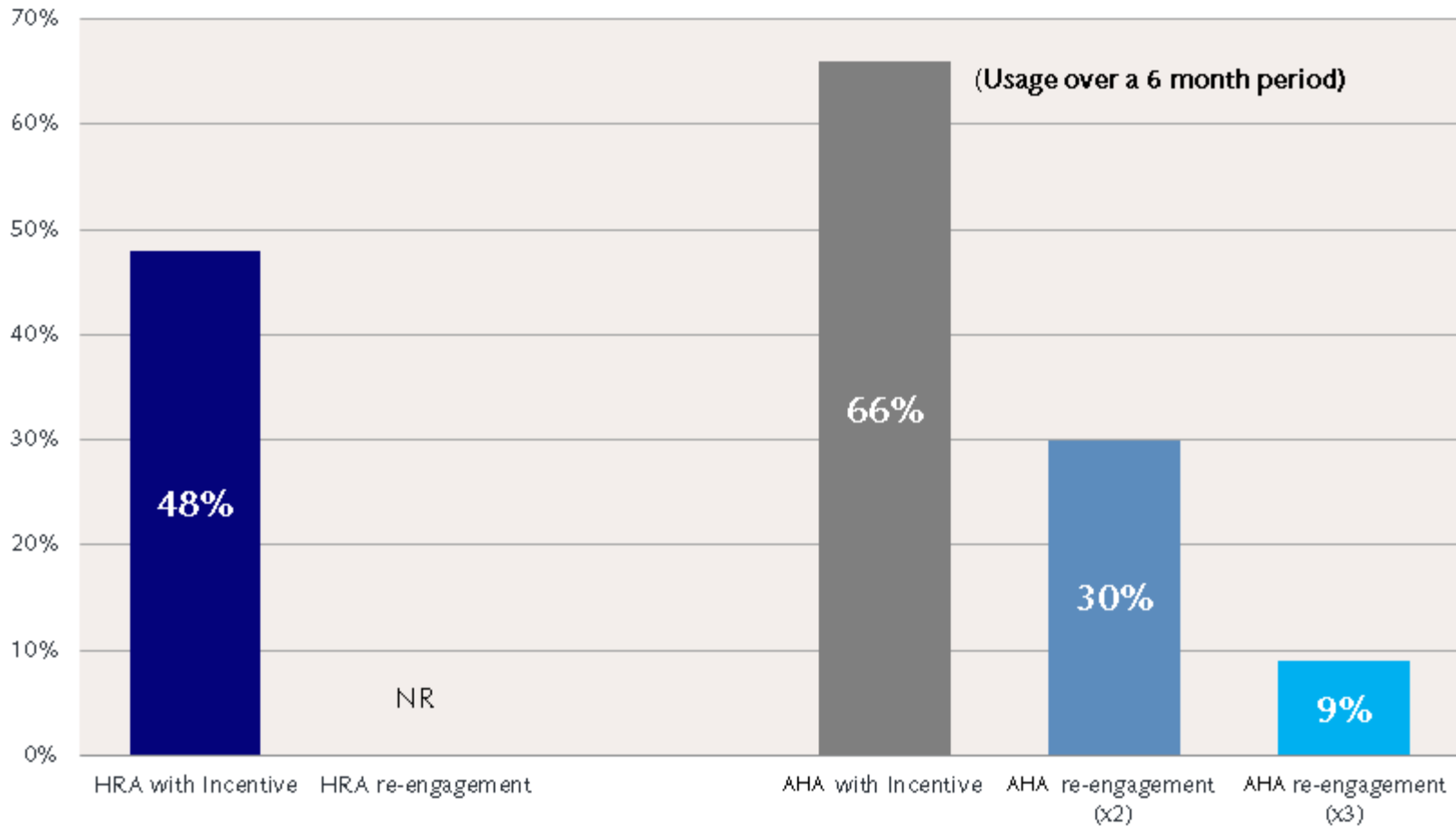


# Traditional HA vs. Advanced HA



Source:  
2012 Health & Well-Being Touchstone Survey Results PwC  
2013 Behavioral Change Results Simplicity Health Plans