

Quizzify

Customized Questions Communicate *Your* Priorities



As an organization, you want your employees to know about their benefits and the programs you provide. It's not easy, because no matter how compelling, simple or helpful your information is, some special sauce is needed to embed the information into your employees' consciousness.

Quizzify takes your learning material and turns it into engaging content. Here's how:

STEP 1: You provide us with your first draft.

ACME corporation requested to add this question to an upcoming quiz.

The co-pay for a generic drug is:

- A. \$3
- B. \$10
- C. \$20
- D. \$40

ACME was justifiably pleased with their \$3 generic co-pay, and wanted to communicate this benefit. Yet, their correct answer was simply: "A"

STEP 2: We re-create the question, adding our signature design and flair.

Custom Question: As an employee of [Company Name], you save on generic prescriptions because you only pay:

[Insert the company-specific answer, like "\$10".]



CORRECT. Our employees get a great deal on generics! The exact same drug, with a brand name, would cost you [amount]. So it's important to ask, 'Is a generic available?', when someone is writing you a prescription. **+100 points. This question is now complete. Review or keep going.**

\$25



INCORRECT.

\$40



INCORRECT.

[Insert the price for a brand name with a generic equivalent here]



This is what you would pay for the same drug, if it's advertised on TV. But both drugs have the same active ingredient. You're just paying extra for the brand.

Whatever you can negotiate with the pharmacist, perhaps by threatening to take your business elsewhere.



However, if this works for you, let us know, and we'll make sure to give you credit for this answer.

What did we do?

- "The co-pay is..." made it sound like the generic co-pay was the same everywhere. Not true! If you offer great benefits like this one, you should get credit. We changed the lead-in to clarify that employees get a \$3 co-pay *because* they work at this particular company.
- We expanded the correct answer so that employees can better appreciate their benefit plan. Plus, we added some education on generics. Now your employees are above-average users of generic drugs.
- The incorrect answers drive home the \$37 price savings and add a little humor. Putting a smile on an employee's face is one of the best ways an employer can increase both employee engagement and retention of the material. Quizzify is a good, fast, and inexpensive way to do that.