



Acquisition Overview

DUOS is the performance infrastructure for health plans. DUOS closes the follow-through gap: the distance between what a plan designs for members and how those members take action. It does this through an integrated system combining member activation, government program enrollment, care coordination, and medication safety to improve plan performance.

With the acquisition of Linkwell Health, DUOS deepens its AI-powered activation layer with predictive content intelligence, omnichannel delivery, and personalized engagement journeys that turn outreach into action. Linkwell's activation platform delivers targeted communications and member journeys designed to educate, motivate, and activate members into the benefits and care designed for them.

Following the acquisition, DUOS expands its footprint to more than 20 health plans nationwide and extends its reach to one in five U.S. adults.

Frequently Asked Questions

Q: What does DUOS' acquisition of Linkwell mean for health plans?

DUOS is the performance infrastructure health plans use to close the follow-through gap between plan investments and member actions. This acquisition deepens that infrastructure, strengthening the activation layer at the core of how the platform delivers results. By incorporating Linkwell's predictive content and personalized engagement journeys, DUOS is accelerating its ability to turn plan designs into realized outcomes.

Q: Why was this the right time for the acquisition?

Health plans are facing unprecedented pressure to do more with less. As Star Ratings tighten, retention drops, and government program economics compress, plans cannot afford to manage dozens of fragmented point solutions. Plans need to maximize the investments they have already made. By integrating Linkwell's predictive content engine into DUOS, we give plans a single infrastructure to close the follow-through gap, enhancing our capability to increase program participation, close care gaps, and improve quality at scale.

Q: How will this acquisition support health plan partners?

The acquisition specifically supercharges DUOS Activate with Linkwell's predictive content intelligence. This integrates directly into our existing performance infrastructure, delivering an unmatched suite of capabilities across our three core solutions:

DUOS Activate: Member Engagement & Activation

- Predictive outreach: Personalizes engagement by language, literacy level, and next-best action to educate, motivate, and move members to act.
- Care gap closure: End-to-end Annual Wellness Visit (AWV) workflows and targeted HEDIS campaigns (CBP, COL, mammogram, AIC) that drive visit completion.
- Appropriate utilization: AI-driven omnichannel activation that guides members toward high-value preventive care, closing the loop between initial engagement, scheduling, and completed care.

DUOS Enroll: Government Program Enrollment

- Embedded eligibility: Surfaces qualifications for Extra Help/LIS, MSP, Medicaid, and SNAP natively during routine member interactions.
- Frictionless submission: Nationwide program enrollment powered by predictive targeting, smart pre-fill, and digital signatures across all 50 states.
- Retention protection: Proactive Medicaid redetermination workflows that safeguard D-SNP alignment and preserve Stars performance.

DUOS Optimize: Care Coordination & Medication Safety

- Accuracy and timeliness risk adjustment: Member-level RxHCC targeting paired with direct prescriber outreach to capture coding opportunities at the PCP level.
- Medication therapy management: Provider-friendly documentation workflows that reduce adverse drug events and bolster Part D Stars performance.
- Audit defensibility: Robust compliance and documentation support across all HCC and RxHCC capture workflows.

Q: How will this acquisition benefit members?

Members will benefit from more coordinated, personalized support across the moments that matter most: scheduling preventive care, understanding their benefits, enrolling in assistance programs, and following through on the care their plan has designed for them. Integrating Linkwell's capabilities into DUOS means fewer handoffs, more consistent outreach, and smarter activation across the full member journey. There are no immediate changes to current member-facing programs. As Linkwell is integrated into the DUOS infrastructure, members will gain a deeper level of dedicated support, giving them the exact guidance they need to confidently take action on their care.

Q: How does this acquisition help health plans improve performance?

It empowers plans to generate more value from their existing investments without adding new point solutions. By supercharging DUOS's AI-powered platform with Linkwell's activation capabilities, health plans can use a single infrastructure to:

- Close care gaps proactively through highly personalized, member-level engagement.
- Optimize quality improvement across HEDIS, CAHPS, and Stars measures.
- Convert routine member interactions into direct government program enrollment value.
- Capture RxHCC and HCC opportunities through coordinated prescriber and member outreach.
- Reduce downstream costs by securing earlier preventive engagement.

Q: Will there be any immediate changes to Linkwell's services?

No. There will be no immediate changes to current services or contracts for Linkwell clients. Operating under the DUOS brand, the team will continue delivering the exact same high-quality activation services clients rely on today. As we thoughtfully integrate Linkwell into the DUOS infrastructure, we will introduce clients to a unified, enhanced platform that replaces fragmented outreach with end-to-end performance.

Q: How does this impact my current contract with DUOS or Linkwell?

There will be no immediate changes to existing contracts for either DUOS or Linkwell clients. You will continue working directly with your current dedicated account teams without interruption. As we integrate Linkwell's activation capabilities into the DUOS performance infrastructure, we will keep you informed on how you can leverage these expanded capabilities to drive even greater member action and measurable outcomes.

Q: Who can I contact for more information?

For any questions, or to see a demo, please reach out to your DUOS or Linkwell account representative, or email info@getduos.com and visit connect.getduos.com/duos-acquires-linkwell-health.