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.kntrl AI ADOPTION + SPEND TRACKING

Wellness Program ROI Tracker

THE SITUATION

Renewal season arrives and the vendor brings a deck of participation numbers. Nobody in the room can connect any of it to a line the CFO recognizes, so the program gets renewed on faith — or cut on exactly the same evidence.

THE SOLUTION

KNTRL connects wellness spend to the outcomes leadership cares about — claims cost, retention, and engagement — in live dashboards. You can prove what's working and reallocate away from what isn't.

01 HOW KNTRL WORKS

01

Instrument every AI initiative and data source

02

Monitor impact against revenue and risk in real time

03

Govern with transparent, auditable controls

02 WHY IT MATTERS

- Wellness spend tied to claims and retention
- Reallocate budget to what actually works
- Real-time dashboards your CFO trusts
- Defensible ROI for every initiative

> *KNTRL delivers the intelligence layer connecting wellness spend to business outcomes.*

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.	◔	◑	●	◔	◕
ROI guarantee Who carries the risk if it underperforms.	○	◔	◔	○	●
On-the-ground integration Whether it fits your stack, data and workflow.	◕	◑	◔	◔	●
Gets smarter with use Whether run 50 beats run 1.	◔	◔	◔	○	●
Tells you where to start Scored opportunities, not a debate.	◔	◔	◑	◑	●
Change management Roles, trust and adoption designed in.	◑	○	◔	◑	●
You own it outright Code, prompts and data in your accounts.	●	●	○	◔	●

04 HEALTH & WELLNESS — THE OPPORTUNITY IN NUMBERS

30%[1]
fewer no-shows with predictive outreach

4 wks
to a prioritized AI activation roadmap

3×[2]
target ROI within 90 days

1. J Am Med Inform Assoc, 2023 — systematic review of RCTs; predictive-model-targeted reminder calls cut no-shows 25–51% across 3 trials (median RR 0.61)
2. AWSM LABS CRFT engagement guarantee — 3× ROI on the build fee by day 90, or we keep working at no charge

Explore this for Health & Wellness.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.

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