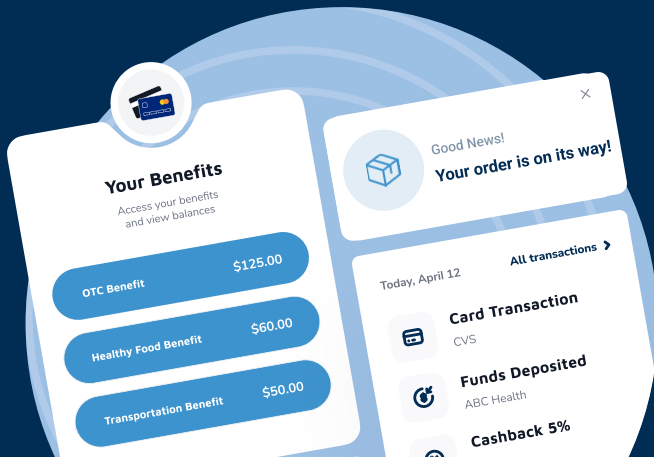




Build Your Embedded Program In Weeks

Modernize Offerings

Drive New Revenue

Engage Members

Reduce Costs

About Lynx

Lynx is an all-in-one fintech platform that's changing the way consumers engage with their health plans and benefits. By easily integrating Lynx with your user-facing touch points, your customers or members will be able to save, pay, invest, redeem, and/or purchase approved healthcare products and services more seamlessly than ever before.

Lynx Benefits



Own the Experience

Whether you embed Lynx into your own apps or white-label ours, your users always engage with your brand.



One-Stop Shop

Seamlessly manage multiple health account types within one portal, equipped with a complete marketplace of services.



Flexibility & Control

Easily implement advanced payment controls, real-time updates, and mid-year program changes as needed.



Complete Visibility

Leverage data such as member behavior analytics and SKU-level product reporting to inform key program strategies.

Who Uses Lynx?

A wide variety of organizations across the healthcare and financial services industries are using Lynx to improve the way consumers access their important healthcare accounts and benefits.



Health Plans



Healthcare Providers



Digital Health Companies



Benefit Administrators



Financial Institutions



Payroll Companies

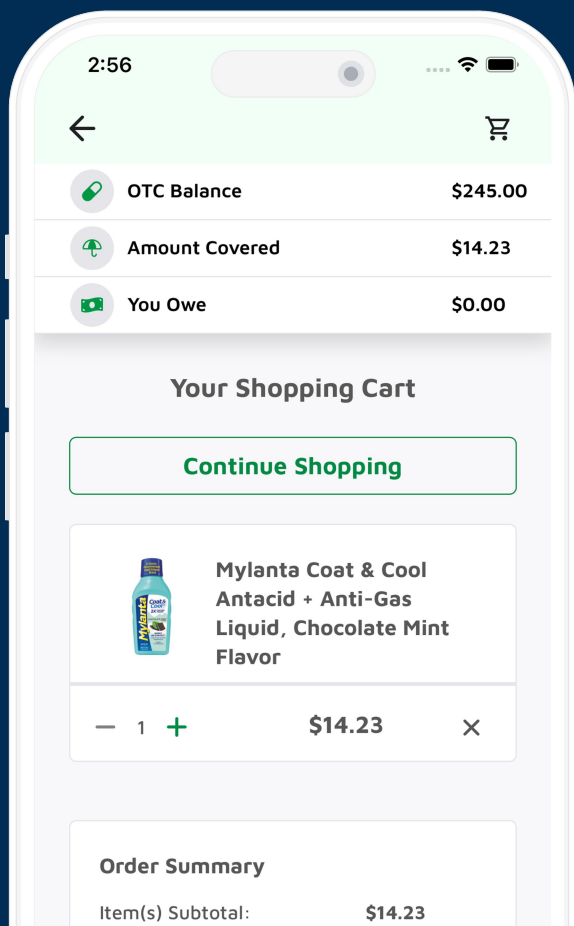
Use Case Examples

Health Plans: Issue flex cards to simplify supplemental benefit and reward redemption for Medicare Advantage and Medicaid members

Digital Health Companies: Embed an e-commerce experience into consumer apps, unlocking access to thousands of qualified healthcare products

Financial Institutions: Display customer CDH accounts alongside checking/savings accounts

Benefit Administrators: Streamline ICHRA administration for employers and their staff



Case Study: Simplifying OTC Product Access with Lynx

A leading healthcare organization with over 215,000 Medicare Advantage members partnered with Lynx to streamline access to essential OTC products included in their supplemental benefits. By launching a fully customized, white-labeled member app powered by Lynx's payment and e-commerce technology, they achieved:

- A **branded experience that strengthens member loyalty**, replacing generic solutions
- A **90% OTC product approval rate** and significantly faster order fulfillment—cut from weeks to just days
- An average of **25% lower product costs**, saving ~\$2M annually
- Higher overall **program satisfaction** and improved member retention

How It Works



API or White Label:

Embed fintech capabilities into existing experiences with Lynx programmatic APIs or let us build you a custom solution



Manage and Adjust:

Use our intuitive admin portal to manage your program and identify optimization opportunities based on real-time data



Support and Grow:

We're always available to help you with implementation, marketing, member onboarding, and customer support

Why Choose Lynx?

Our modern fintech platform has been built with top-tier security and reliability in mind. Here's what makes Lynx a partner you can trust:

- **Expert team of developers and advisors with vast healthcare and financial services experience**, across companies such as United Healthcare, Optum Financial Services, Anthem, Fidelity Investments, Ameriprise Financial, Athena Health, and more
- **Health-grade data security protocols**, ensuring user privacy and transaction safety
- **Consistently up-to-date on all compliance requirements** and regulatory complexities within the healthcare and financial services industries