

FOR IMMEDIATE RELEASE

**Life.io Announces Partnership with University of Connecticut’s School of Business’ Center for the Advancement of Business Analytics**

PHILADELPHIA, PA, Aug. 29, 2017 – Life.io announces the launch of a research project with the University of Connecticut's new Center for the Advancement of Business Analytics.  The research will be supported by students completing their Master's Degree in Business Analytics and Project Management (MS-BAPM) during the 2017 fall semester. The goal of the partnership is to identify insights regarding the relationship between personal wellness and the future state of insurance distribution drawn from Life.io’s robust consumer engagement data library.

This partnership is in alignment with Life.io’s Elite Strategic Partnership with LIMRA – a worldwide research, consulting and professional development organization for the insurance and financial industry.

John Wilson, an instructor of the program offered “Life.io is an innovative company that is truly data driven and we are looking forward to providing analytics support to help them advance their strategy.” According to UConn, the greater mission is to enhance analytics driven research, thought leadership, and executive development for their student programs. He continued, “collaboration between forward thinking companies such as Life.io is at the core of CABA’s mission.”

CABA will aid in the substantial task of mining big data and producing actionable insights for product enhancements. The hope is for the program to boost Life.io’s analytics capabilities and in turn, provide business experience for the students.

Munir Pathak, Senior Data Scientist at Life.io stated, “the partnership gives Life.io an opportunity to derive important insights from our data while providing an engaging, real-world experience to talented students enrolled in the Business Analytics program at UConn. I look forward to our relationship growing over time, and seeing the direct impact to our organization through additional project sponsorship and talent development opportunities.”

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**About Life.io**

Life.io is a leading customer engagement platform enabling policyholders to live healthier, happier lives with their life insurance carriers. Built on a foundation of science, Life.io uses behavioral economics, social psychology, and personalized content to curate a community of highly engaged consumers ready for change. By capturing these insights, carriers have the ability to build meaningful relationships, increase brand loyalty, minimize policy risk, and streamline the underwriting process.

**About CABA**

CABA supports the University and School of Business’ academic mission to serve area

businesses, national organizations, students in our rapidly expanding MS-BAPM and BS-Business Analytics program, and faculty in their research centering on innovative application and extension of analytics methods.