

# How Personify Health, a Gallagher client, made benefits AI real

**COMPANY SIZE**

2,000+ employees

**INDUSTRY**

Health &amp; Wellbeing

**LOCATION**

Global

**OVERVIEW**

## An AI benefits expert for employees and real-time intelligence for leaders

**Personify Health** helps other companies run better health programs — and holds its own benefits experience to the same bar. They brought Avante in to answer employee benefits questions instantly and show the HR team what employees actually need.

“Get on it. It’s easier than you think.”



**Brooke Cardarella**  
Chief People Officer,  
Personify Health

**IN 6 MONTHS:****4,632**

benefits questions answered

**43%**

of questions resolved after hours and on weekends

**2,460**

drafted as email replies (of the 4,632)

**~812 hrs**

HR time saved

**CHALLENGE**

## Half their benefits questions arrived when no one was working

Benefits questions never stop — not after open enrollment, and not even at off-hours. It’s a struggle every HR team faces, and Personify was no exception. Nearly half of their employee benefits questions came in during evenings and weekends. That’s exactly when people sit down and think about their coverage, and exactly when the team is off the clock.

## SOLUTION

# Start with one use case, expand as trust increases

Personify integrated Carly in the benefits inbox during open enrollment, when questions pile up fastest, where it auto-drafted responses that Benefits managers could review and send. Topics spanned benefits, payroll, leave and more. In January they gave every employee direct access via web app and Teams, and it has run year-round since. Later they brought their medical and pharmacy claims data into Ava, so the team could track utilization, analyze vendor ROI, and build a higher-impact program.

**OCT 2025** **Carly live for open enrollment** — Benefits team + email

**JAN 2026** **Full employee rollout** — Every employee gets Carly, on the web and in Microsoft Teams (year-round)

**APR 2026** **Ava live for claims** — Medical and pharmacy claims data for program intelligence

*You don't need the full power of the platform on day one. Personify started with one use case and kept going.*

## RESULTS — IN THE FIRST 6 MONTHS OF COMPANY-WIDE USE (JAN-JUN 2026):

# Employees got answers; team got its time back

## Impact on employees

Employees asked Carly 2,172 questions directly, on the web and in Teams, and many of them came after hours, when the team was offline. Instead of waiting for the next business day, they got clear answers in the moment a benefits decisions actually gets made. Brooke was impressed:

“Carly’s response, 10 out of 10 times, is way better than mine.”

## Impact on the HR team

Carly answered 4,632 benefits questions in all: the 2,172 employees asked directly, and 2,460 more that came into the benefits inbox, where Carly drafted the reply for the team to review and send. That saved an estimated 812 hours. And with Ava analyzing medical and pharmacy claims, the team now knows what’s working in real-time, instead of waiting for an annual report. The claims data changed what her team could see:

“Data that I’ve not had, and we can use that for steerage in a way that I’ve never been able to do in the past.”

# Avante is the AI-native benefits intelligence platform employers trust.

If you think Avante is right for you, reach out to your Gallagher team to learn more.

**avante**