

VHI X QUIZWIZARDS

Helping members find useful health services through participation.

QuizWizards helped Vhi turn useful health and wellbeing information into short, branded experiences that made it easier for members to engage with relevant content and discover the next step for them.



36,920

game starts across the programme in 2026

A repeatable participation approach that helped Vhi make health, wellbeing and service information easier for members to engage with inside its owned digital environment.

THE OPPORTUNITY

Make useful information something members choose to engage with.

Vhi wanted a flexible way to make health, wellbeing and service information feel more engaging inside its owned digital environment.

Information → interaction

Turn factual content into short, approachable experiences that are easy to complete.

Engagement → useful next step

Help members discover relevant information, support or services within Vhi's ecosystem.

HOW THE MEMBER JOURNEY WORKS

Short experiences. Clear value. Relevant action.

01

Participate

A short branded experience.

02

Discover

A useful topic or service.

03

Learn

Clear information in context.

04

Act

A relevant next step.

WHY THE MODEL WORKS

One platform. Many member moments.

01

Health education

Make important information easier to absorb through participation.

02

Service discovery

Bring relevant Vhi services and support into context when they are most useful.

03

Repeatable capability

Refresh the experience for different themes without a new technical build each time.

CLIENT PERSPECTIVE

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QuizWizards has become a valuable extension of our team. They consistently create engaging campaigns for us around key health and wellbeing initiatives, delivering strong participation rates while helping us gather valuable audience insights. The team is proactive, easy to work with and always quick to turn ideas into live experiences.

Sarah Breathnach
UX Research Manager / Vhi

