

Diabetes Telehealth Reduction Program

Guaranteed to save you money, and get superior clinical outcomes...
or your money back

Overview of Diabetes & Health Plan

- ▶ What is your company's goal for addressing the growing incidence of diabetes & related increasing costs?
- ▶ What have you done to date?

A Tidal Wave of Costs



- ◆ **52% of the US population already has diabetes or prediabetes***

*Prevalence of and Trends in Diabetes Among Adults in the United States, 1988-2012
JAMA. 2015;314(10):1021-1029. doi:10.1001/jama.2015.10029.

-
- ◆ Up to **30% of prediabetes becomes diabetes in 5-years** due to *disease progression*
~Centers for Disease Control

Pioneering New Diabetes Healing Program

- ▶ This program helps participants reduce and reverse diabetes and metabolic syndrome...they guarantee it!
- ▶ Have optimal results with trackable clinical effectiveness and ROI guarantees
- ▶ Adds value to health plans by reversing top chronic disease cost drivers
- ▶ Creates a multiple win-win situation for many stakeholders involved

Diabetes and Metabolic Healing Program

The program is a combination of:

- ▶ Web-based video education software
- ▶ Hi-touch telehealth coaching
- ▶ Evidence-based lifestyle change
- ▶ Stress reduction (mind-body practices)
- ▶ They collaborate with PCPs, they don't replace them

Diabetes and Metabolic Healing Program

The program helps participants create substantial lasting changes and powerful results

1. Reduces High Blood Sugar
 - ▶ By reversing the disease process, and reducing inflammation
2. Reduces Obesity
 - 1. By normalizing blood sugar & switching the body into fat burning mode
3. Reduces High Blood Pressure
 - 1. By teaching natural stress reduction tools and reducing inflammation
4. Optimizes Blood Lipids
 - 1. Helps to normalize entire lipid panel (ex. triglycerides, cholesterol, etc.)

Health Plan Costs

- ▶ Diabetes & metabolic syndrome is related to most of the **Top 10 cost drivers** on a health plan including:
 - ▶ **Heart Disease**
 - ▶ High Blood Pressure
 - ▶ Unhealthy Lipid Panel (ex. Triglycerides, etc.)
 - ▶ **Cancer**
 - ▶ Direct relationship between high blood sugar and cancer growth
 - ▶ **Diabetes**
 - ▶ Expensive complications from the disease (ex. amputations, kidney failure/dialysis, blindness, etc.)
 - ▶ Diabetes is usually in the **Top 3 cost drivers** on a health plan
 - ▶ **Pain/Inflammation**

Ideal diabetes & pre diabetes screening
uses:

Hemoglobin A1C

Tests 3-month blood sugar average



Heart Attack Risk

- ▶ When A1C goes up one point, (ex. from 7.0 to 8.0) your **overall risk of death goes up by almost 25%***
- ▶ Also there is a **direct relationship** between A1C and costly complications (higher the sugar levels, the faster

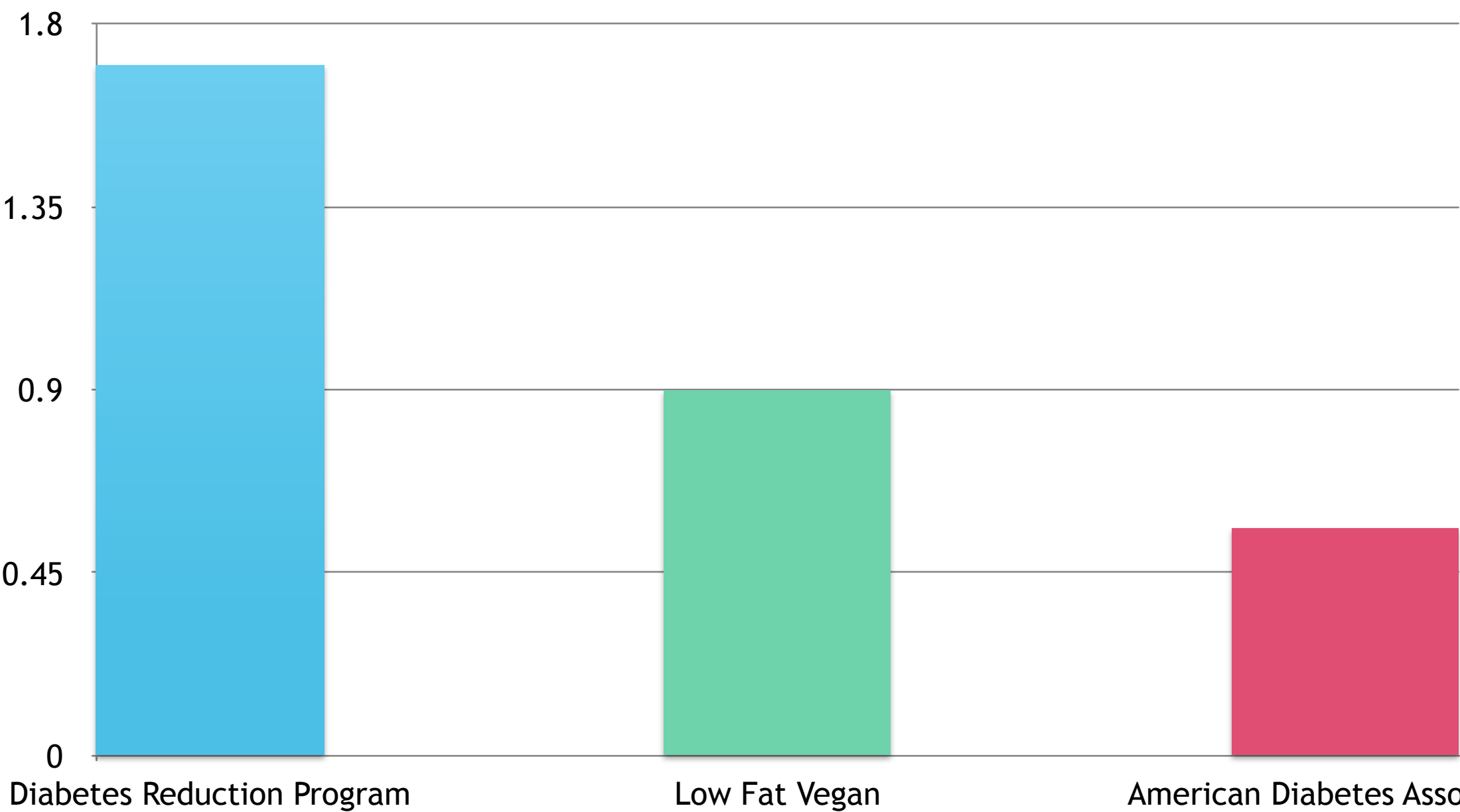
Annals of Internal Medicine

*Association of Hemoglobin A1c with Cardiovascular Disease and Mortality in Adults [Ann Intern Med.](#) 2004 Sep 21;141(6):413-20.



Diabetes Reduction Program Clinical Outcomes

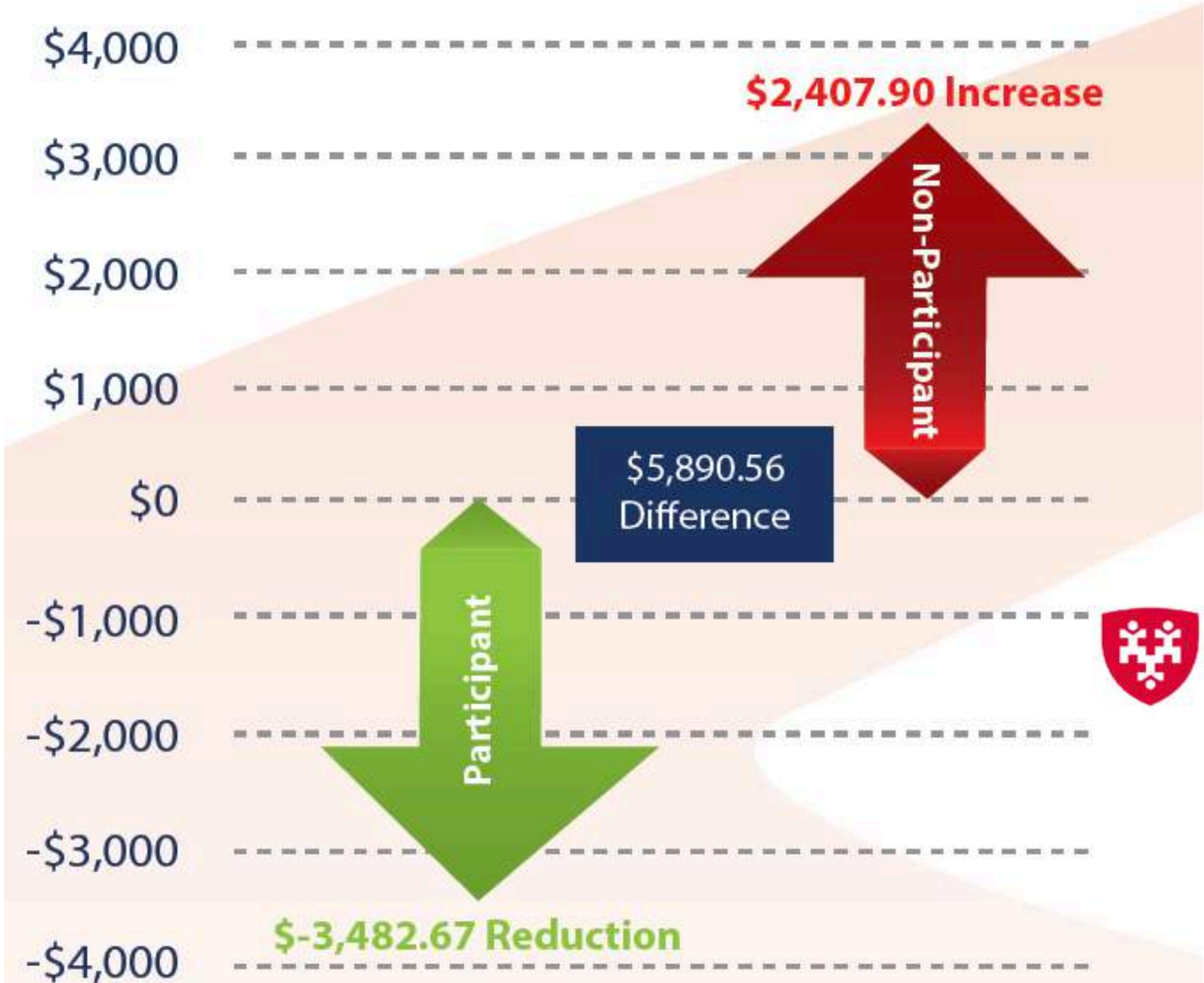
A1C Blood Sugar Reduction



The program achieved these results in almost half the time of the others!

Change in cost after only 12 months

Arrows display the change in cost



NOTE: Savings are AFTER adjusting for “participation bias” \$1,504 per participant for difference in diagnosed diabetic participants and non-participants before beginning program.

Claims Data Tracked By



Harvard Pilgrim
Health Care

America's highest rated health plan.

Guaranteed Clinical Effectiveness & ROI

1. **Clinical Effectiveness Guarantee** that the program will be **MORE effective than *The American Diabetes Association* program** at lowering blood sugar (i.e. A1C levels/3-month blood sugar average) for Type 2 diabetics or we pay you back.
2. **ROI Guarantee** -The program offers a 1:1 ROI guarantee for the Type 2 diabetics costs or we pay you back. The plan has a guaranteed minimum of a 1:1 ROI (it is usually 2:1 or 3:1 ROI) after the first 18 months of fully incurred claims.*

* See guarantee terms for full description of terms and conditions

Participant Experience Creates Lasting Results

Our Program is Based On **Behavioral Science Research**

Self Determination Theory- Uses intrinsic motivation

1. **AUTONOMY**- Participant is in the driver's seat (*i.e. participant's vision & goals*)
2. **SUPPORT & MASTERY**- Help build healthcare confidence and empowerment to reach goals in a “fun & easy” way.
3. **PURPOSE**- Feeling confident helps participants sustain lasting changes using small steady steps

Why Our Coaches Are Better

1. They are all healthcare professionals (ex. RN, NPs, DNP, RD, PA, DC, Lic.Ac, MD, DO, ND)
2. All use a **whole-person healing approach**
3. Have the experience of using a time tested tools over 25 years of successful coaching model
4. Different ways of knowing
 1. Tune into 5 things (to make decisions)
 1. Thoughts, feelings, **imagery, body sensation, sense of purpose**
 1. **Decide on a treatment method- use these to decide what's your next best step**
 2. **"What's fun & easy?"**
5. Certified coaches tested by an organization that sets coaching standards

Multi Channel Communication & Messaging

▶ To all plan members:

- ▶ **Emails with link to landing page with video** explaining the program and ways to enroll and get more info and speak to their staff privately
- ▶ **MMS text messages** with links to landing page and (optional) short <30 sec video from CEO announcing the new program for plan members. Theme is that Company is providing better care for members.
- ▶ **Company specific communications** (i.e. company website, newsletters, team meetings, lunch & learns, etc.)

▶ To diagnosed diabetics only:

- ▶ **Paper Booklet** sent to home address with benefits of the program and how to privately speak to their staff healthcare professional to learn more and enroll.
- ▶ **Real person phone outreach** educating them about the new program available, and unique diabetes reversal benefits of the program

Diabetes Reversal Program

1

**Program
Awareness,
Education and
Onboarding**



Receive educational
material about program
from health plan



Sign up & log in

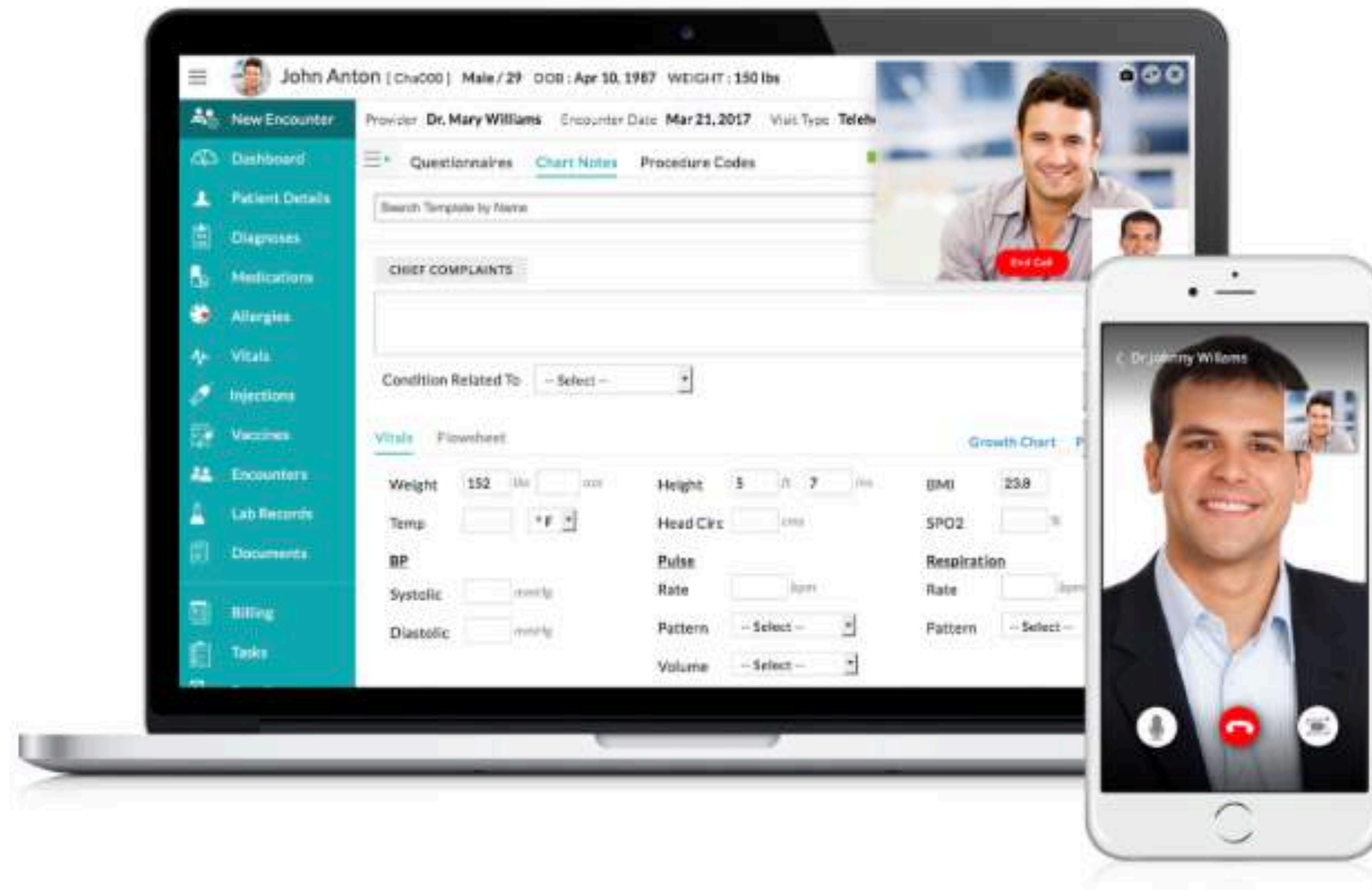
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PARTICIPANT EXPERIENCE OVERVIEW



Member Experience

► Phone or Video Conversations



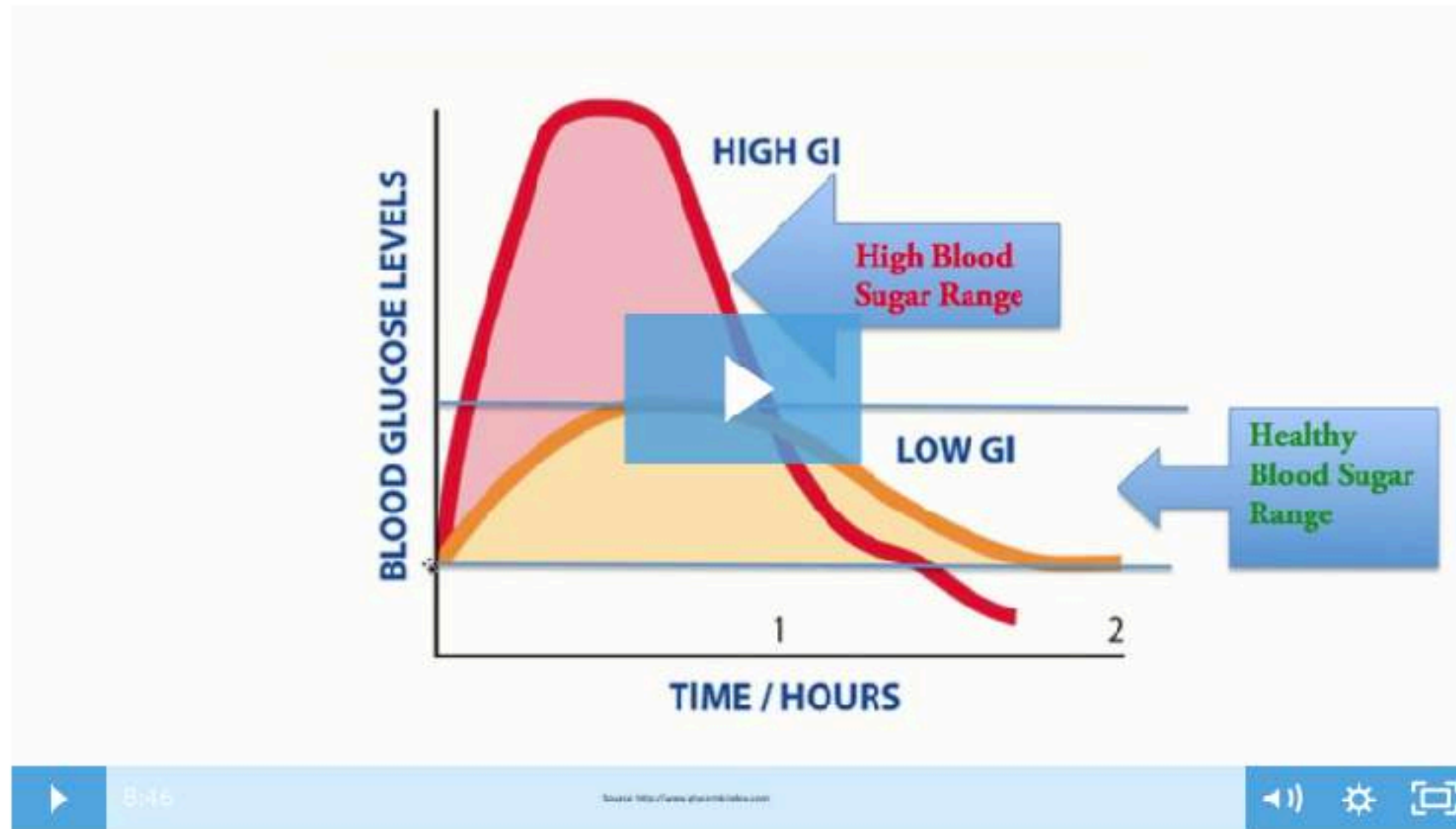
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PARTICIPANT'S INTERACTIONS



Member Experience

- ▶ Deep Understanding of Diabetes and How to Reverse it

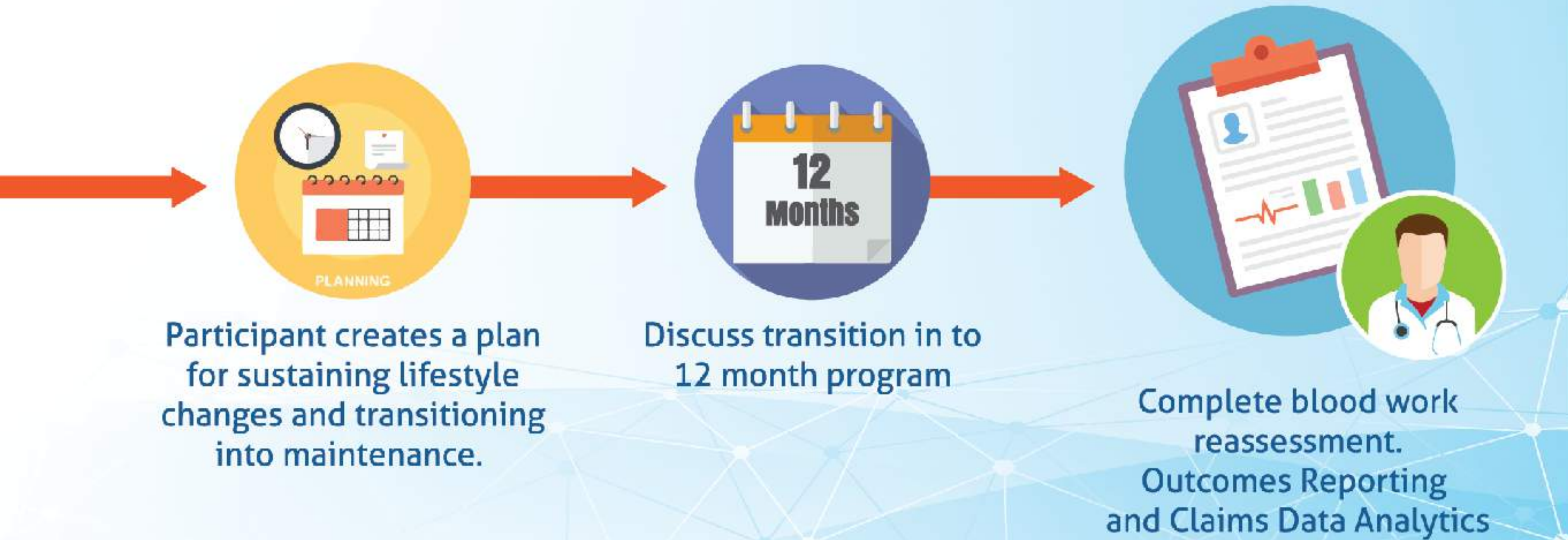


Glycemic Index & Glycemic Load

For a more in-depth look at how carbohydrates influence fat burning and blood sugar balance, view this video. These are important concepts for metabolic health and healing. This video is 8 minutes and 46 seconds in length.

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PARTICIPANT'S ACTIONS & INTERACTIONS



Security, Privacy & HIPAA

- ▶ We use **only HIPAA secure Electronic Health Records (EHR)** (same as a physician's office) for all patient Personal Health Information (PHI) or HIPAA secure and 256-bit encryption only for all sensitive PHI file storage
- ▶ We use **only use HIPAA secure and 256-bit encryption** for storing all PHI
- ▶ **All of the team is trained and certified in HIPAA** procedures, and are sensitive to privacy of their clients and their members.
- ▶ We don't store any PHI on the educational platform.

Questions & Next Steps

▶ How can we help?

▶ **Possibilities:**

1. Schedule a “deeper dive” with the diabetes reduction company team.
2. Review your organization’s diabetes claims and biometric data, to determine opportunities for savings and better member care
3. Create a customized proposal for your organization