newtopia

TSXV: NEWU
OTC: NEWUF

Healthy Habits for Life™

Corporate Overview

November 2024 – Q3



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Investment Highlights

- **Third-Party Validation:** the only tech-enabled habit change provider with Full-Plus CDC accreditation, incorporating genetic data, leveraging HIPAA-compliant technology
- **Marquee Partners:** partnering with a growing list of innovative US Fortune 500 employers, health plans & value-based providers
- **Skyrocketing GLP-1 Drugs for Obesity & Diabetes:** GLP-1 drugs require effective habit change for sustained weight loss and economic viability for insurers
- **Valuable Health AI Data:** large and deep anonymized longitudinal genetic and phenotypic data enabling real-time analytics, research & development and clinical discovery for applied data intelligence
- **Proven Clinical & Financial Outcomes:** scalable, virtual coaching, digital tools, connected devices and actionable data science that deliver high engagement and sustainable clinical and financial outcomes
- **Recurring Revenue Model:** monthly subscription fees provide predictability and visibility while success fees offer additional opportunity for top-line growth
- **Industry Leading Engagement:** 70% engagement at 12 months; 58% engagement at 24 months
- **Massive & Growing Addressable Market:** 320M+ people at risk in North America, 80% of population with a least one physical or mental chronic disease risk factor
- **Highly Experienced Management Team:** strong leadership with industry expertise and a passion to scale the platform

MEET NEWTOPIA

Making Healthy Living a Habit

Tech-enabled habit change company – with or without medication - for disease prevention

Reducing cost of care and optimizing revenues for risk-bearing payers

HIPAA COMPLIANT

FORTUNE 500

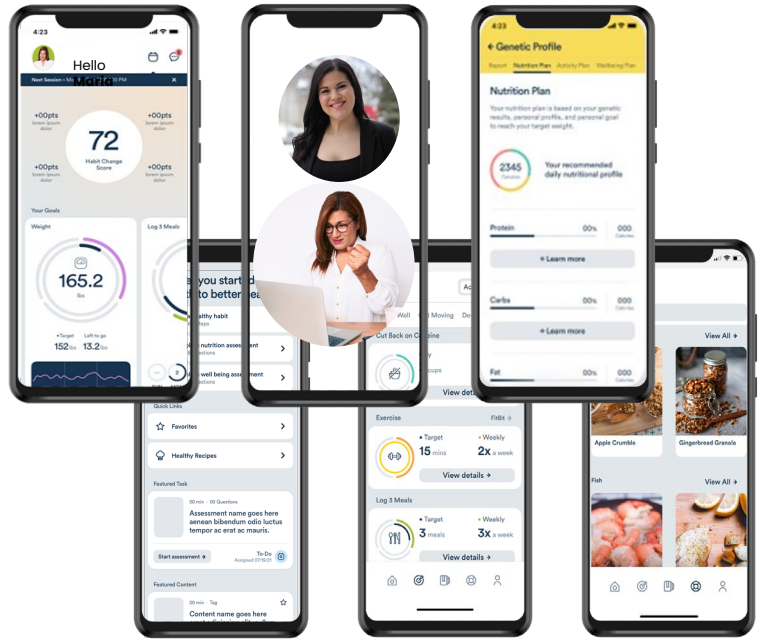
ARTIFICIAL INTELLIGENCE HEALTH



The only **tech-enabled habit change provider** with **Full-Plus CDC recognition**, with **industry leading engagement and value-based outcomes**

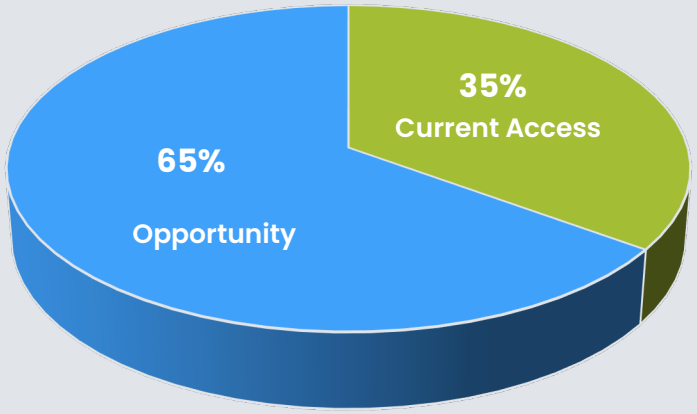
Growing **partnerships with innovative employers, health plans and providers** generating a **large longitudinal health AI dataset** for clinical discovery

Skyrocketing GLP-1 drugs for obesity and diabetes require effective habit change for sustained clinical and economic results



Clients = Innovative Employers, Health Plans & Providers

Population Access amongst Current Client Base



Amongst the client base listed to the right, Newtopia has provided **access to roughly 35% of their population**, providing **significant** opportunities for **expansion** and **profitable growth**.

JPMorganChase

Heartland Whole Health Institute

ARVEST BANK

Levi's

ROSS DRESS FOR LESS

Canon

Vestas

communityclinic

NL Health Services

GRIFFIN HEALTH

What Problem is Newtopia Solving

1. Health systems do not adequately support primary prevention, leaving payers intervening too late.
2. GLP-1 Drugs for Obesity and Diabetes require habit change to deliver an ROI for insurers.
3. Health AI Requires High Quality Longitudinal Datasets for applied data intelligence

CHRONIC DISEASE IS PREVALENT AND EXPENSIVE. PREVENT DAMANGING BEHAVIORS REDUCES COSTS



of America's $4.2T in annual health care costs are for people with chronic and mental health conditions.[1]



heart disease, stroke, type 2 diabetes, MSK, depression, anxiety

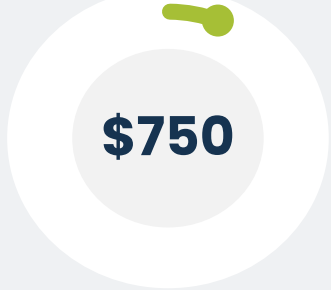


cancer

DELIVERING AN ROI FOR PAYERS FOR GLP-1 DRUGS



Average annual cost per user of a US GLP-1 prescription - required for life. Users who experience results typically plateau after 12 months.



Average annual cost per participant in Newtopia for GLP-1 Sustain

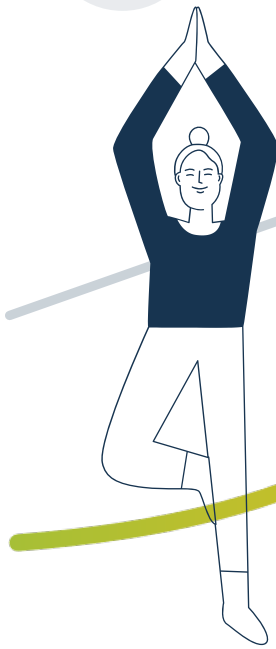


Average annual cost savings per GLP-1 user post plateau for payers

1. "Health and Economic Costs of Chronic Diseases," Centers for Disease Control.
2. "Widespread Misunderstandings About Chronic Disease and the Reality," World Health Organization.

Costs of Chronic Disease Risk to Health Insurers

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INDIRECT COSTS/ MENTAL HEALTH

DIRECT COST/ PHYSICAL HEALTH

80% of the US population has at least one risk factor

20% of the US population has diabetes, heart disease or has suffered a stroke

Healthy	1-2 Risk Factors	3+ Risk Factors	Diabetes, Heart Disease, Stroke, NASH
$3,400/year	**$4,400/year**	**$5,400/year**	**$15,000-20,000/year**
Average medical spend per member	Average medical spend per member	Average medical spend per member	Average medical spend per member

Source: Aetna Innovation Lab.

Skyrocketing Demand for GLP-1s = No ROI for Payers

Predicted to be the largest and fastest growing new drug class in history with $100B+ market

DIRECT COST/ PHYSICAL HEALTH



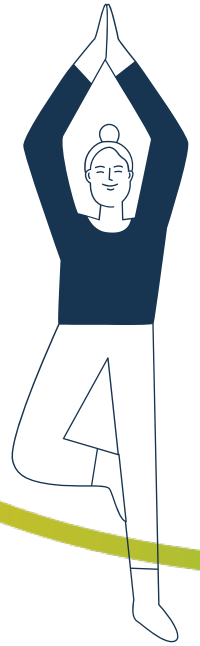
Ozempic, Wegovy, Mounjaro, Zepbound

$12,000-15,000/year

Average US GLP-1 spend per user

Average 15%-25% Body Weight Loss

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Newtopia

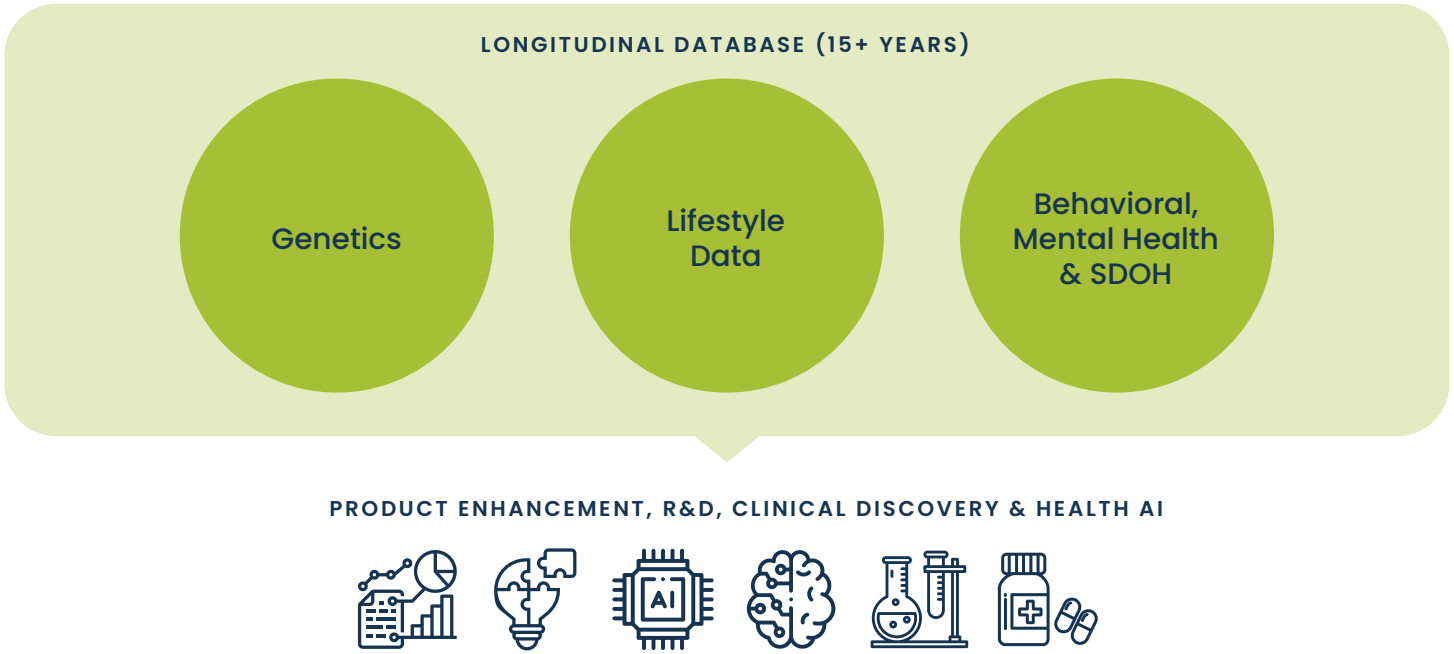
$750/year

Average value-based spend per participant

Average 5%-10% Body Weight Loss

Health AI & Applied Data Intelligence

Collecting Longitudinal Anonymized Genetic & Phenotypic data is novel to Newtopia



Newtopia has a large longitudinal data set for applied data intelligence

- ❑ **Real-Time Analytics**
- ❑ **Health AI**
- ❑ **Clinical Discovery & Trials**
- ❑ **Pharma & Drug Discovery Partnership**

How Does Newtopia Work?



ONBOARDING

PROGRAM

Employer, Health Plan, or Provider

Risk eligibility Identified* and Registration

Initial Invitation

Data Collected
(personality, baseline health, readiness to change, SDOH**)

Receive Welcome Kit and Genetic Test

Inspirator Matching & Initial Coaching Session

Coaching Sessions
(Inspirator frequency depends on month in program)

Tracking
(steps, weight and compliancy)

Newtopia App
Scheduling, videos, worksheets, goal tracking, snap n' track

Challenges

Social Community

Referrals

Timing varies based on Individual needs and client requirements.

* Eligibility risk is identified through biometrics, lab data, insurance medical & pharmaceutical claims or alternate risk screener information.

** SDOH stands for Social Determinants of Health.

Newtopia Value Based Revenue & ROI

PARTICIPANT WELCOME KIT

Initial Onboarding



One-time Fee, Lower Margins [1]

SUBSCRIPTION FEE

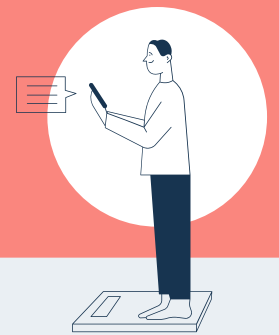
Per Contracted Engaged Participant Criteria



Recurring Revenue, Higher Margins [2]

OUTCOME MILESTONE

Target: 5% Body Weight Reduction or A1c Reduction



Success Fee, 100% Margins

Average Recurring Revenue per Participant (3+ years) = C$1,800 with Potential for Growth Over Time

Return On Investment (ROI)

Medicare Advantage:
Santa Barbara Actuaries 65+ Study ($USD)

5.5%	**$1,700**	**$10.8M**
Anticipated average body weight reduction	Cost savings per MA member	Estimated one-year savings for plan with 100,000 members

Commercial:
Aetna-Sponsored Randomized Control Trial ($USD)

4.3%	**$1,464**	**2X**
Average body weight reduction	Demonstrated cost savings per enrolled member Year 1	Average savings reflect 2x annual average cost of Newtopia (~$725/enrolled Year 1)

1. ($230/kit) + ($7 average monthly fees for Wholesale/Direct over three year estimated participant lifetime.
2. Certain client contracts contain clauses that trigger success fees or outcome guarantees paid upon completion of target metrics and billed on a monthly basis.

Creating ROI for GLP-1s: Newtopia Ally & Sustain



MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
		3.5% WL					24% WL			18% WL (maintained)	

Maria introduces healthier eating & increased physical activity into her lifestyle

Maria develops increased awareness of her emotional eating triggers & builds healthier habits

Healthy habits around nutrition, exercise and mental/emotional wellbeing are now embedded in Maria and her family's lifestyle

GLP-1 Ally

GLP-1 Not yet Prescribed

Payer may not approve medication for BMI ≤30, unless a habit change or weight loss program has been attempted for set duration of time.

GLP-1 Ally

GLP-1 Prescribed

GLP-1 prescribed in parallel to coaching can enhance weight loss outcomes and lock in sustainable change. Coaching will focus on how to eat the right balance of foods, counteract side effect of medication which can include constipation and dehydration, and help with managing 'food noise' and cravings.

GLP-1 Sustain

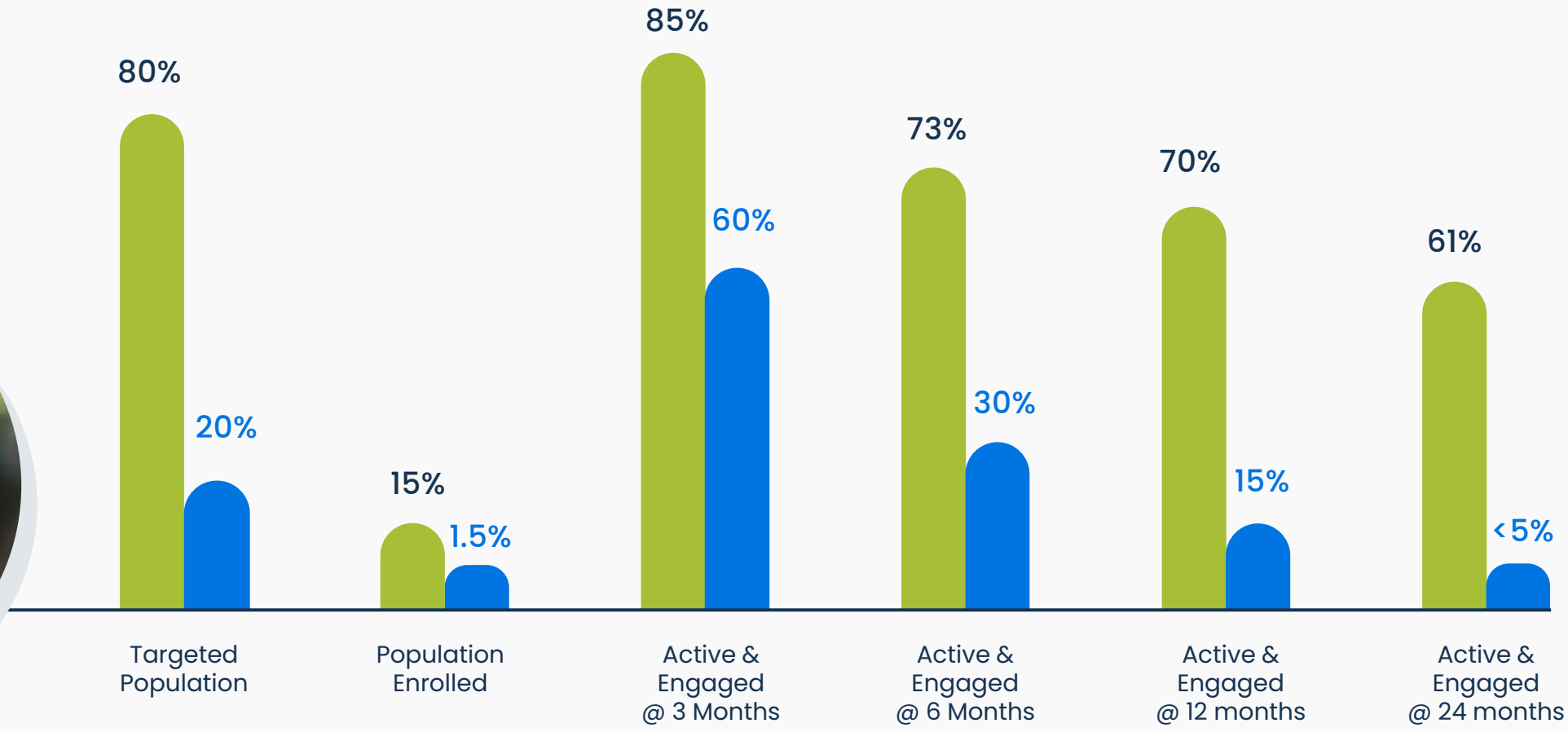
De-Prescribing GLP-1 / Weaning

Many payers will only approve medication for a period, or a weight loss goal is achieved. Relapse remains a serious concern without proactive healthy habit change in place.

Newtopia Delivers Industry Leading Engagement

36% of Newtopians Achieve Clinically-Significant Outcomes vs. <20% for Chronic Care Vendors





1. Participant & employee data as of 12/31/2021 & 2022
2. https://www.alchemer.com/resources/blog/healthcare-apps-mobile-customer-engagement-benchmarks/

Sustained Engagement Drives Validated Outcomes

Slow Progression of Chronic Disease and Improve Mental Health

↓ 14.5%	Metabolic Severity Risk Score[1]
35%	Lost over 5% body weight by 12th month
77%	Enrolled Population lost weight
22%	BMI Category Improvement
75%	Dropped full A1c level, by 6th month (severe type 2 cohort)

Cost Reduction and ROI

↓ $1,464

In-Year[2]

Newtopia Enriching Mental Health and Well-Being

~50%

Improvements for the most severe Participants
(Average overall score improvements ranged from 13% to 19%)

PROMIS® Recurring mental health survey measuring anxiety, mood, sleep, resilience, energy

Average Newtopia Engagement[1]

70%	Year 1 engagement
56%	Year 2 engagement

Health Equity

0 – 2%

Minimal Disparity in weight loss between races

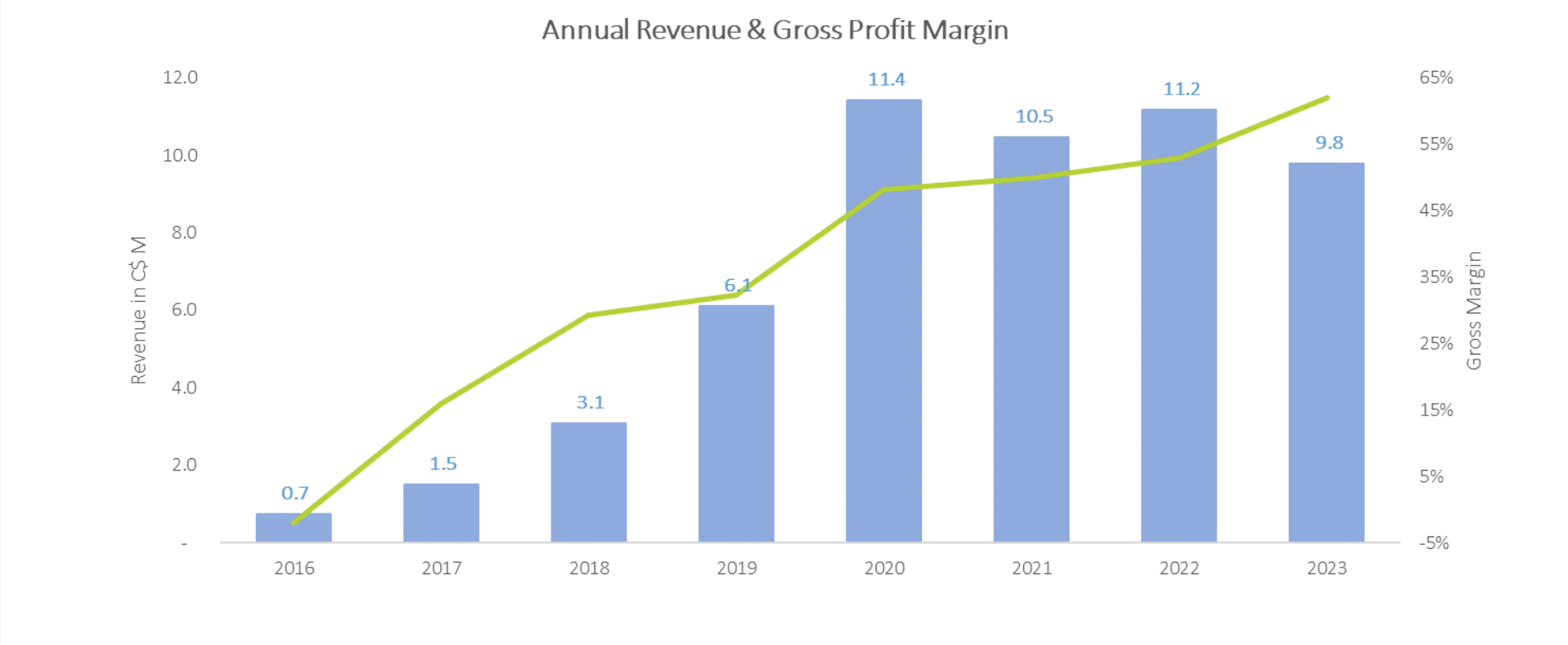
Participants in rural locations doing equivalent to metro area participants

Inspirator (Coach) Impact

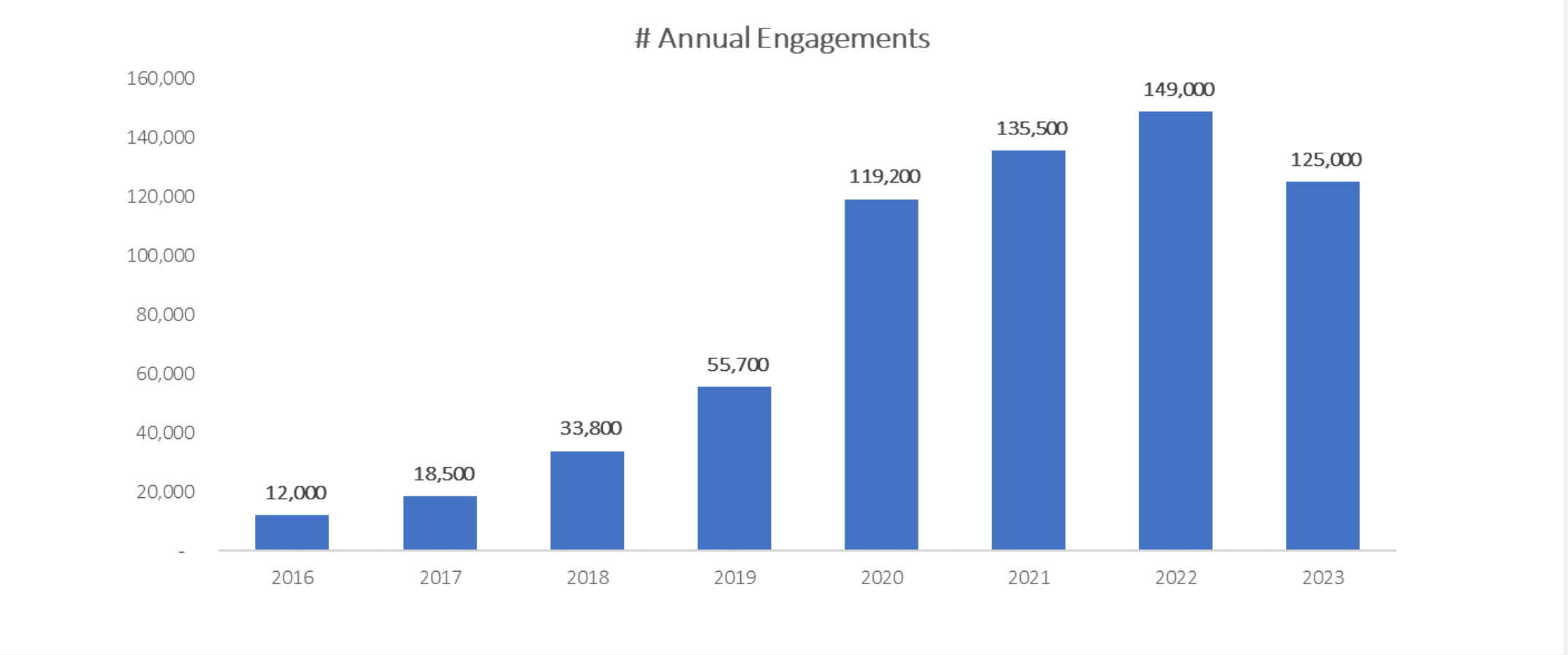
94%	Coaching Stickiness for Engagement
9/10	Experience Score (Participant Satisfaction and Inspirator Rating)

1. Fensterheim L., Bennie R., The Metabolic Risk Impact from Personalized Lifestyle and Habit Change Coaching (Presented at the 2021 Annual Meeting of The Obesity Society November 1-4 https://www.newtopia.com/wp-content/uploads/2021/11/ObesityWeek-AbstractPoster_2021_v4.pdf
2. Steinberg, Gregory MB, BCh; Scott, Adam MBA; Honcz, Joseph MBA; Spettell, Claire PhD; Pradhan, Susil MS Reducing Metabolic Syndrome Risk Using a Personalized Wellness Program, Journal of Occupational and Environmental Medicine: December 2015 - Volume 57 - Issue 12 - p 1269-1274 doi: 10.1097/JOM.0000000000000582
- All else: Newtopia Book of Business

Annual Revenue and Gross Profit Margin

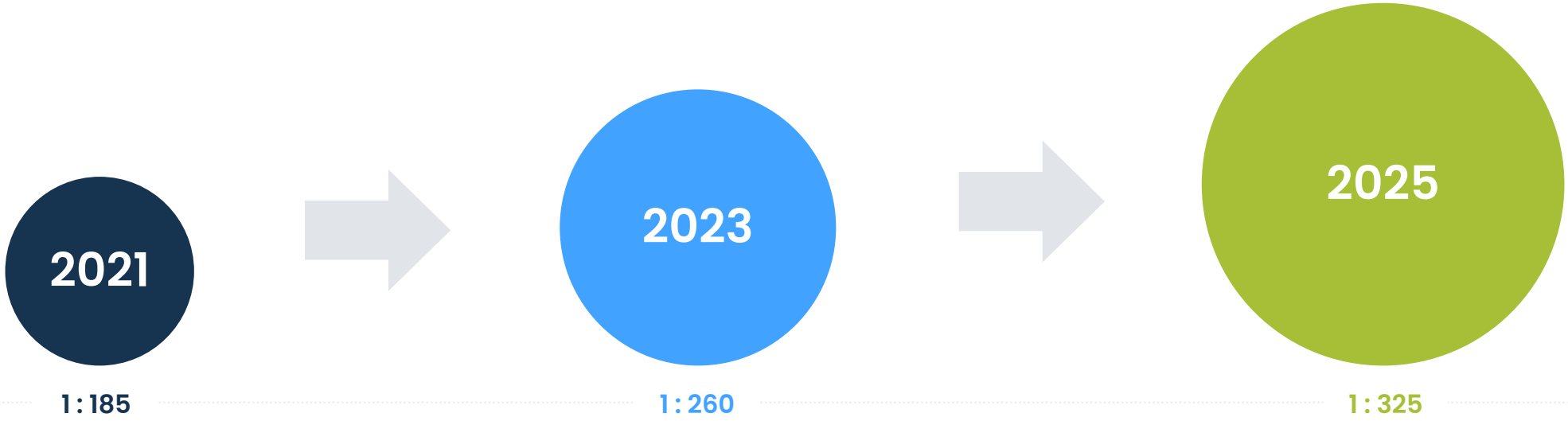


Participant Engagements



Deep Understanding of Habit Signals to Build Scale

Inspirator to Participant Service Ratio Initiatives



Path to Scale 1 : 350

Streaming

Leverage data science to tier participants based on their preferences and outcome trending to either a classic 1:1 experience, versus hybrid group, or a fully digital journey

Group sessions

Increase group formats for onboarding new participant, delivering enhanced specialized coaching Group

Technology

Automation of operational and administrative protocols will create coaching capacity within current headcount, and with AI, trigger and deliver time-sensitive nudges and communications, yielding higher engagements

Making Health Care About Keeping People Healthy

The only tech-enabled habit change provider with **Full-Plus CDC recognition**, incorporating genetic data and leveraging **HIPAA-compliant** technology with industry leading engagement.

A growing list of partnerships with **innovative US Fortune 500 employers, health plans & value-based providers**

80% of the North American population has at least one physical or mental chronic disease risk factor,
Skyrocketing GLP-1 obesity and diabetes drugs require habit change for sustained clinical and economic outcomes

Health AI requires novel **genetic + phenotypic longitudinal datasets** to generate clinical insights and discovery

Industry-leading engagement rates - 70% after 12 months and 58% after 24 months – **clinical outcomes and a proven ROI**

Improving operational efficiency and margins to drive **profitable and accretive growth as a tech-enabled service**

Appendix



Highly Experienced, Driven Management Team



Jeff Ruby

Founder & Chief Executive Officer

Co-founded Cleveland Clinic Canada, Life Screening Centres, and Genetic Diagnostics Inc.



Lara Dodo

Chief Growth & Operations Officer

CEO of TimePlay and Co-Founder of Bedrock Affect



Collin Swenson

Chief Financial Officer

Valeo, SelectHealth, GE Capital and GE Healthcare



Peter Seider

Chief Information, Privacy, & Security Officer

Aviva Canada and Aviva North America, and Information Security Executive at Nedbank



Mark Jackson

SVP, Commercial & Client Success

Nanthealth, Teladoc, Cigna and Aetna



Rikki Bennie

SVP Experience & Operations

Cineplex and Employee #1 at Newtopia

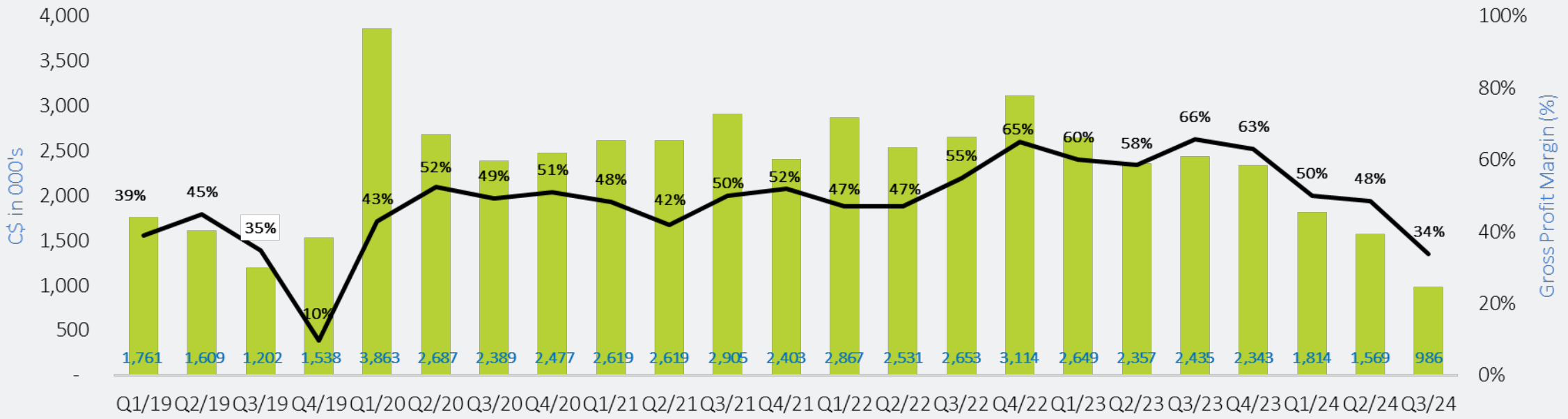


Bill Van Wyck

Advisor: Technology & Product

Founder, CEO and CIO Zillion, President Redroller, Inc.

Quarterly Revenue & Gross Profit Margin



Risk Factors that Contribute to Chronic Conditions



1. Waist circumference or BMI
2. Elevated blood glucose / A1C
3. Elevated blood pressure
4. Elevated triglycerides
5. Low HDL cholesterol

5x as likely to develop **type 2 diabetes**

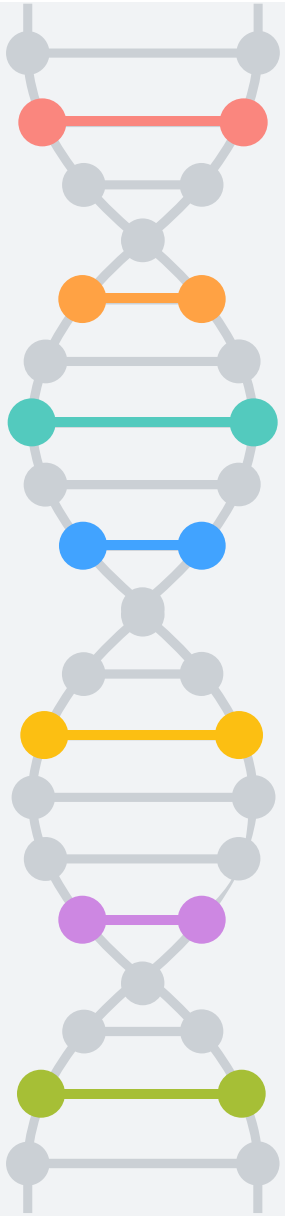
2x as likely to develop **heart disease**

3x as likely to have a **stroke**

- Untimely death
- Kidney disease
- Vision disability
- Liver damage
- Heart problems
- Weakness or paralysis
- Coma
- Deteriorating mental health
- Decreased productivity
- Increased societal and household challenges

Source: International Diabetes Foundation, Highlight Health, CMS.gov, CDC.com.

Genetic Insights. Actionable Recommendations.



Body Fat Gene (FTO)
Determines how body breaks down fat

How easily do you gain weight?

Eating Behavior Gene (DRD2)
Regulates dopamine

Do you eat when you're stressed?

Appetite Gene (MC4R)
Regulates how quickly someone feels full when eating

Do you eat until you're too full?

Resilience to Stress Gene (BDNF)
Suppresses appetite and promotes energy expenditure

Does exercise help you manage your stress?

Caffeine Gene (CYP1A2)
Determines how quickly we metabolize caffeine

Is caffeine impacting your sleep, stress or anxiety levels?

Clock Gene
Regulates circadian rhythm

Are you sleeping enough?

Exercise Gene (CADM2)
Speaks to your motivation to exercise

What keeps you engaged in regular exercise?

Third Party Validations: Clinically Significant Outcomes

Evidence Based & Grounded in Science

Full-Plus **CDC recognition**: The Full-Plus 5-yr. distinction is reserved for diabetes programs that effectively deliver quality evidence-based components meeting all CDC standards.

U.S. Patent 9,554,754 weight, lifestyle and/or disease management integrating tailored nutrition, exercise and behavioral management

Aetna **sponsored Randomized Control Trial Published** in the **Journal of Occupational and Environmental Medicine** (2X ROI) and validated in **Society of Actuary Magazine**

Case Study: Strategic Incentive & Medical Plan Pilot Fortune 100 Institution

Santa Barbara Actuaries Research Report: Newtopia **Over-65 Population Savings Estimate $1,700 PMPY**

Abstract Presentation: Weight Loss During the **COVID-19 Pandemic** with a Virtual Habit Change Provider in an Employer Population

Abstract Presentation: The Metabolic Risk Impact from Personalized Lifestyle and Habit Change Coaching

Abstract Presentation: The Effect of **Genetic Testing** as part of Personalized Lifestyle and Habit Change Coaching

More details on third-party validations can be found on slide 25

Clinically Significant Outcomes: Detailed Version

Accredited by the Centers of Disease Control (CDC) and US Patent for "Hyper Personalized Disease Prevention Platform"

1 Aetna Randomized Control Trial Published in the Journal of Occupational and Environmental Medicine

- 25% Adopted
- 70% Engaged year 1
- 50% remained engaged after 12 months
- $1,464 in-year
- Cost of care reduction per member (2X ROI)
- 76% lost more than 10 lbs.

2 Abstract: Weight Loss During the Covid-19 Pandemic with a Virtual Habit Change Provider in an Employer Population

- 77% lost weight
- 44% of participants had a weight loss of ≥4.3%
- 22% of obese participants dropped a BMI category

3 Strategic Incentive & Medical Plan Pilot Fortune 100 Institution

- 71% Adopted (7,753)
- 84% Engaged year 1
- 94% Engaged with 1:1 Inspirator coaching
- 33% lost ≥ 5%
- 12% lost ≥ 10%
- 21.4% dropped a BMI category
- 35,853 lbs. lost
- 9/10 Inspirator approval rating
- Strong mental health and resilience ratings

4 Santa Barbara Actuaries Research Report: Newtopia Over-65 Population Savings Estimate

- Anticipated 5.5% average body weight reduction
- $1,700 cost savings per MA member
- $10.8 million estimated one-year savings for plan with 100,000 members

5 Abstract: The Metabolic Risk Impact from Personalized Lifestyle and Habit Change Coaching

- A1C, HDL, Triglycerides, Systolic blood pressure and waist circumference all significantly improved
- Metabolic Severity Risk Score decreased by 14.5%

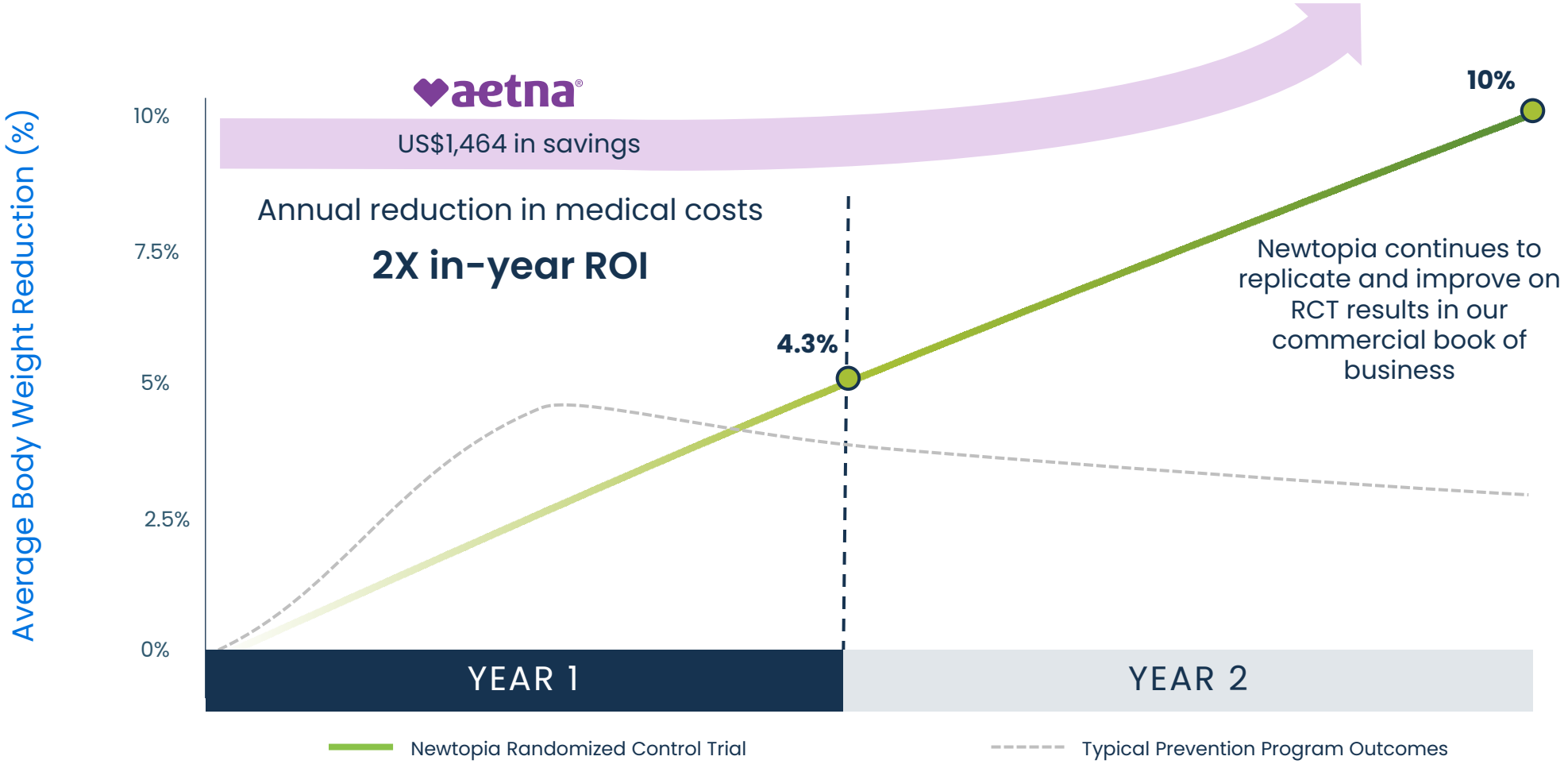
6 Abstract: The Effect of Genetic Testing as Part of Personalized Lifestyle and Habit Change Coaching

- Weight loss was significantly higher for participants who took a genetic test compared to those who did not (4% vs 3.2%)
- The likelihood of achieving 5% WL12 had 1.3 times higher odds for participants who took the genetic test vs. those who did not.

aetna · JOEM · SOCIETY OF ACTUARIES · ICOCD-2021 Obesity & Chronic Diseases June 21-23 | Virtual · FORTUNE 500 · sbactuaries · THE OBESITY SOCIETY · ASHG American Society of Human Genetics

Aetna Randomized Controlled Trial

Randomized Controlled Study (RCT) shows material savings for clients.



Source Year 1: "Reducing Metabolic Syndrome Risk Using a Personalized Wellness Program." Journal of Occupational and Environmental Medicine, December 2015.

Source Year 2: Newtopia and Aetna Inc.; Typical Prevention Program Outcomes – based on anecdotal feedback from clients and industry peers.

Behavioral Economic Trial - 24 Month Outcomes

ENGAGEMENT*

Over 12 and 24 months

88% & 83%

Population engaged on average month far exceeding the RCT average of 50%

94% & 92%

Engaged participants have a coaching session in a given month

WEIGHT LOSS

~48k LB

** Total weight loss since inception

39%

Continuously engaged participants achieved > 5% weight loss by month 12 (vs. 33% for full pop.)

14%

Continuously engaged participants achieved > 10% weight loss by month 12 (vs. 12% for full pop.)

4.2% (9.5 lb)

Average weight loss by month 12 achieved by continuously engaged participants (n=1,727) (vs. 3.2% for full pop.)

22%

Continuously engaged participants dropped from 30 BMI (n=1,324) (vs. 18% for full pop.)

Benefit Eligible Population: **Total ~26,500**

All-time Enrolled Population: **Total 9,719*** (57%)**

* Completion of 1 activity per month = Engagement. Activity choices: coaching, 12 instances of nutrition tracking, 8 weigh ins, 12 mobile app log ins, 1 Newtopia Challenge

** Total weight loss includes all incentivized participants

*** Total enrollment are all participants who enrolled since launch, including terminations

Medicare Advantage Study

Santa Barbara Actuaries Research Report: Newtopia Over-65 Population Savings Estimate.

Report Highlights



5.5%

Anticipated average body weight reduction



$1,700

Cost savings per MA member



$10.8M

Estimated one-year savings for plan with 100,000 members

Source: "Newtopia Over-65 Population Savings Estimate," Santa Barbara Actuaries, November 2020.

Huge US Health Plans - 100M Private Insured Lives

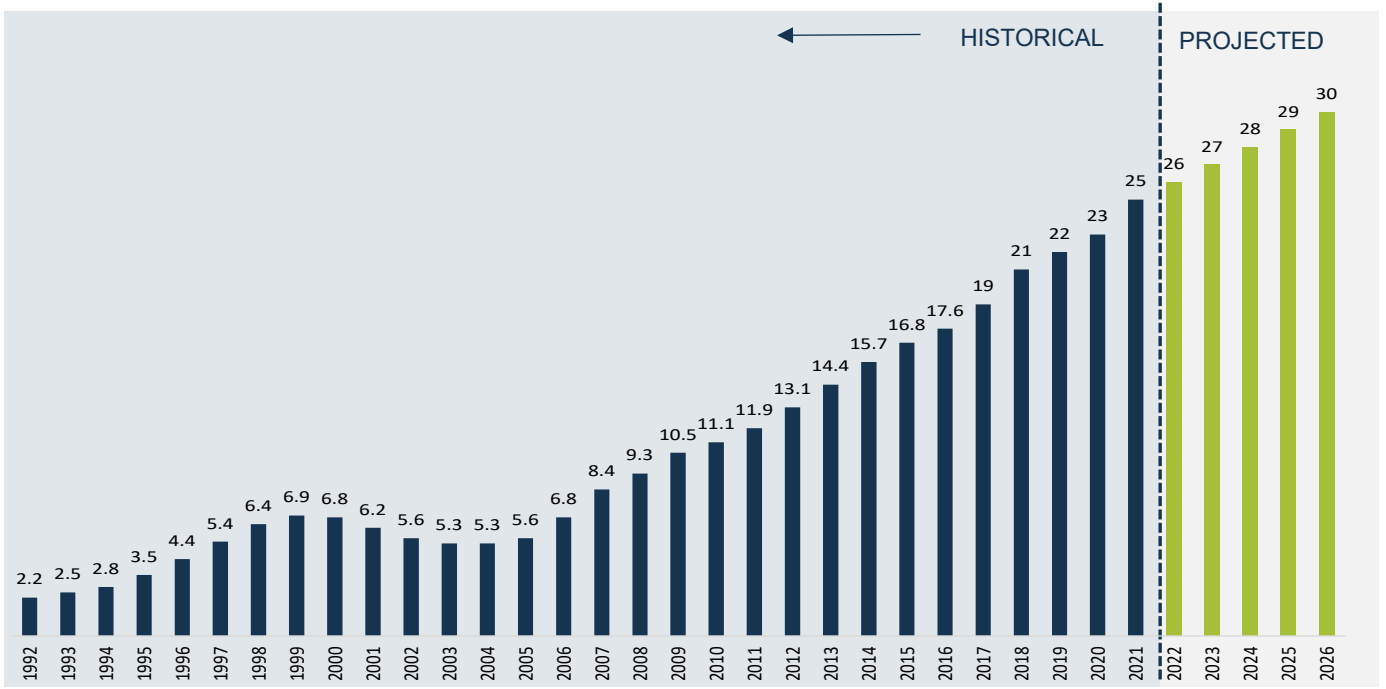
Medicare Advantage
Age 65+ Represents 45% of all Medicare enrollment in 2022

Commercial – Self-insured
Reseller Opportunity

Commercial – Fully insured
Embedded into health plan

Other Lines of Business
Medicaid, ACA, ASO, Veterans, etc.

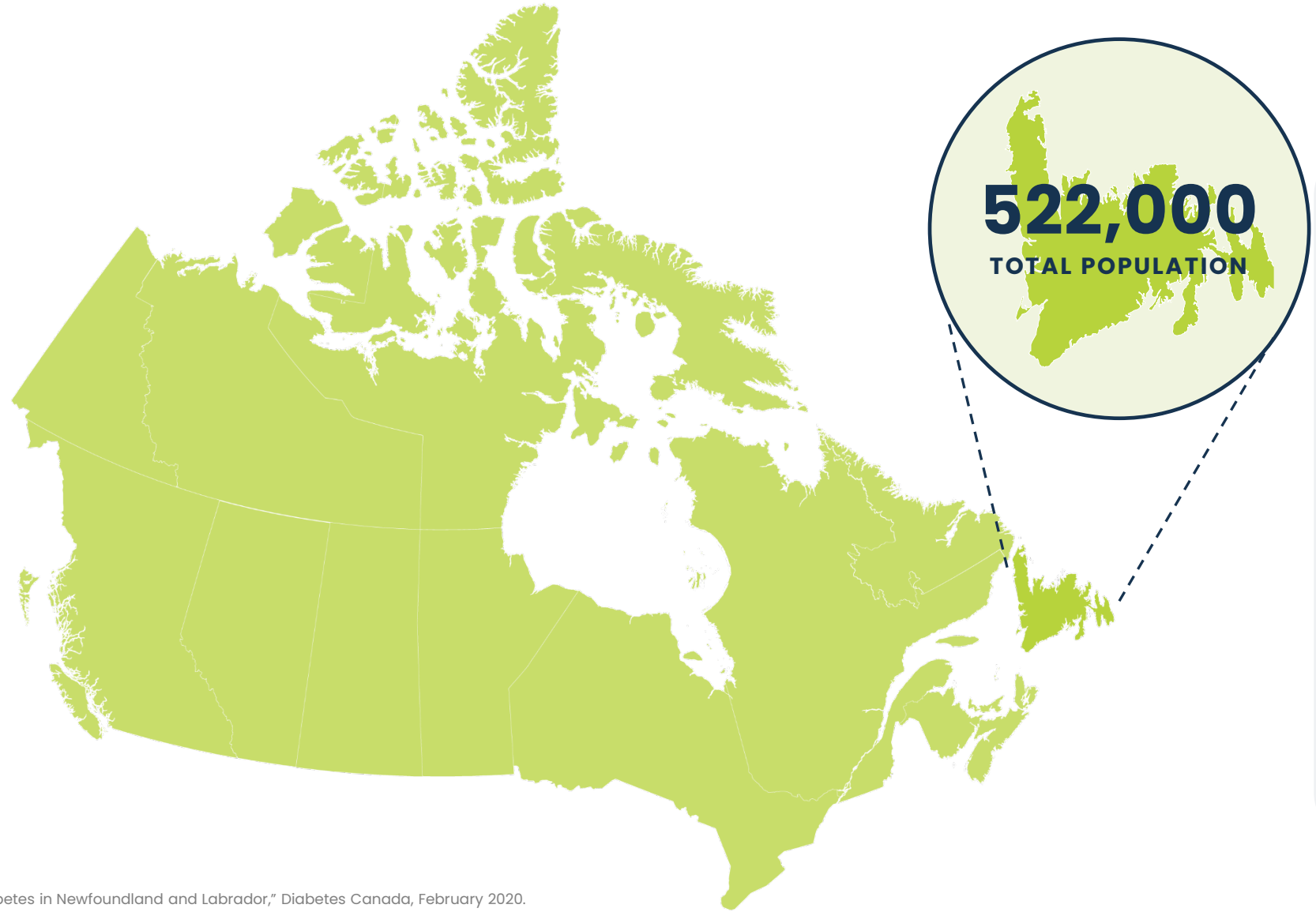
Total Medicare Private Health Plan Enrollment, 1992-2026
(in millions of people)



BlueCross BlueShield · aetna · CENTENE Corporation · Geisinger · Elevance Health · Braven Health · wellcare · Cigna · KAISER PERMANENTE · Humana · United Healthcare

Note: Above includes costs and demonstration plans, and enrollees in Special Needs Plans as well as other Medicare Advantage plans.
Source: Congressional Budget Office's 2016 Medicare Baseline, CMS Medicare Advantage enrollment files 2008-2014, and MPR's "Tracking Medicare Health and Prescription Drug Plans Monthly Report" for 1992-2007.

Debut Canadian Public Health Insurer



NL Health Services

In 2023, 34% of the population in Newfoundland and Labrador had Diabetes (type 1, type 2 diagnosed and type 2 undiagnosed) and prediabetes combined. Eastern Health is now looking to expand the offering province-wide.

1. "Diabetes in Newfoundland and Labrador," Diabetes Canada, February 2020.

Participant Journey

Meet Maria

Maria is about to have a life-changing experience



Key Risk Eligibility Criteria:

Out of range
A1C & BMI

Health Goals:

Lose weight - 18 lb loss
Decrease A1C, Cholesterol
Increase energy, mood, and self-confidence
No diets & can easily be part of my daily family life

Age	52
Height	5'5"
Weight	168
Blood Pressure	HIGH
A1C	6.1%
BMI	28
Readiness	CONTEMPLATIVE
PROMIS®	OUTSIDE NORMAL LIMITS
Family History	HIGH RISK
Social Determinants	HIGH RISK
Baseline Health	POOR

Maria's Newtopia Journey

Watch: Overview Video



Invitation to newtopia



Client Data Sharing & Integrations

Health Goals Achieved



Engaging Workshops, Community, Gaming & Challenges



Care path referrals & curation

Remote Monitoring





Care Specialist Support



Health Profile



Personality-Matched Inspirator



Welcome Kit



Genetic Engagement



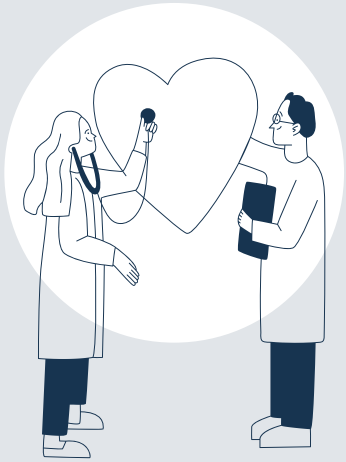
Personalized Plan

Newtopia App or Web

Maria’s Habit Change Team

Humans helping humans. Amplified by technology & data insights.

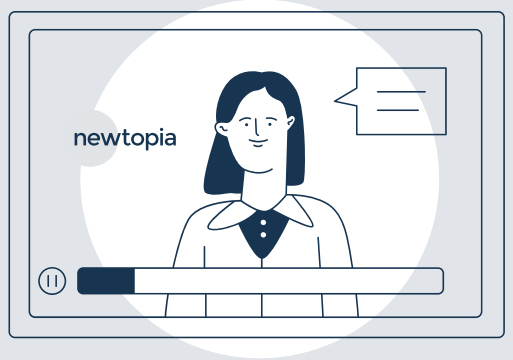




Expert Team



Inspirators



Care Specialists

Technology and Processes Drive Maria's Personalization



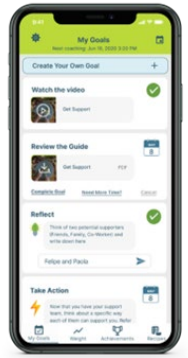
Partners
- 3PL
- Genetics Scripts, Labs, Clinics
- Data (Connected Devices, iOT))

Device Integration
- Activity Trackers
- Bodytrace/Scales
- Other (CGM etc.)

Client Data, Reporting
- Eligibility
- Emails/Contacts
- A1c/Biometrics
- EMR

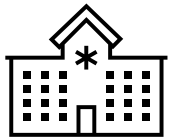
Newtopia 1.0 Platform

Know Me	Support Me	Engage Me
Personal Profile & SDoH	Personalized Care Journey	1:1 Coaching Experience
Biometrics (Physical Health)	Personality Matched Inspirator	Care Specialist Interventions
PROMIS® (Emotional Health)	Care Paths & Benefits Steering	Specialized Group Sessions & Challenges
Personality Profile	Medical Treatment Plan Habit Stacking	App (tracking, videos, guides, reports, recipes)
Behavior Genetics	Custom Goals, Education, Nudges & Reminders	In-App Scheduling





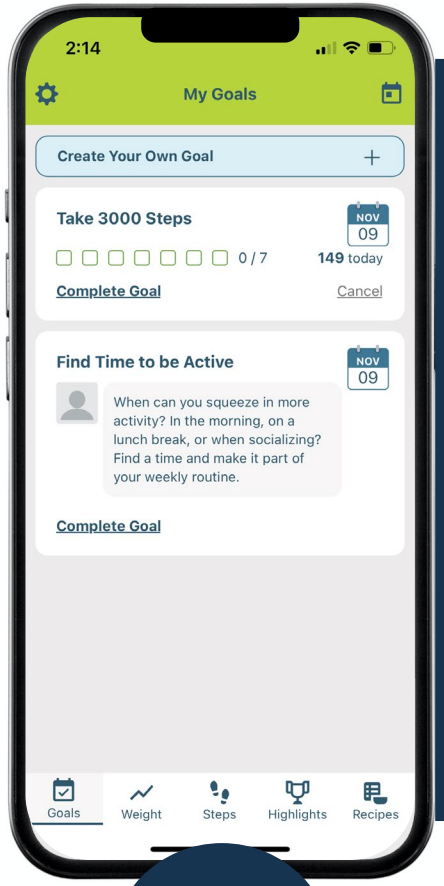
Data Integrations
- EMR
- Client Warehouse



Newtopia AWS Registration Platform & SAS Analytics

Evolution of Technology & Data Insights for Maria



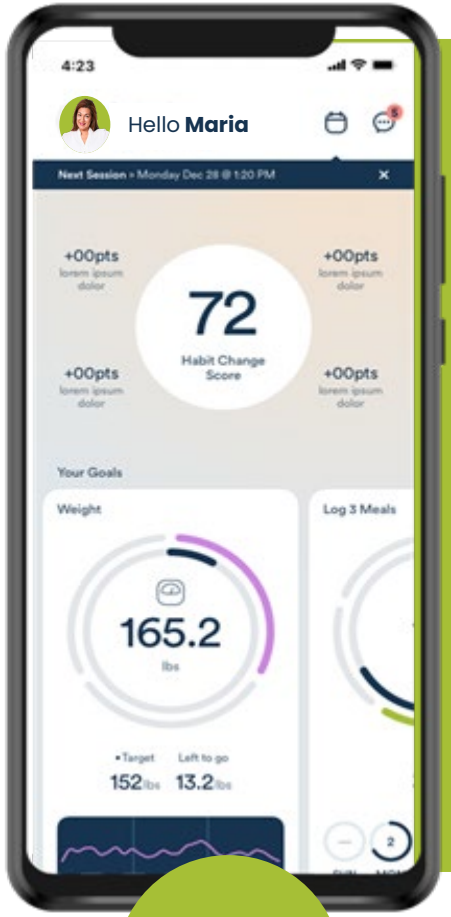


Key Features

- Client specific program onboarding
- Personalized program material delivery
- Real-time scheduling with Inspirators
- Goals and Challenges
- IoT integration with Fitbit wearables and Bodytrace
- Weight monitoring
- Recipes
- Genetic reporting
- Mobile interface

1.0

Salesforce Infrastructure



New Key Features

- Real-time, in-app, live communications
- Proprietary Habit change index (HCI)
- Daily check-in, emotional tracking
- Photo and note journaling
- Bespoke content curation
- Group coaching enabled
- White label support
- FHIR enabled APIs
- Mobile and browser-based interfaces
- Microservices architecture
- Plus all capabilities of v1.0

2.0

Serverless Infrastructure

Maria’s Genetic Engagement

Body Fat Gene (FTO)
How easily do you gain weight?

Eating Behavior Gene (DRD2)
Do you eat when you’re stressed?

Appetite Gene (MC4R)
Do you eat until you’re too full?

Caffeine Gene (CYP1A2)
Caffeine impacts your sleep, stress/anxiety

Clock Gene
Are you sleeping enough?

Exercise Gene (CADM2)
What keeps you engaged in exercise?



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Actionable Recommendations for Maria

NUTRITION

Higher protein diet:

40% protein
30% carbs
30% fats

EXERCISE

Work up to higher intensity exercise

HR: 70-85%

WELL-BEING

Stress Management

Breathing exercises
Mediation
Exercise
Spending time in nature

ADDRESS THE DELAYED SENSE OF FEELING FULL AND THE EMOTIONAL EATING

- Fill your plate as usual, then put extras away immediately
- Drink 1-2 glasses of water prior to a meal
- Practice mindful eating- slow down, chew more, taste, smell, enjoy your meal
- Go for a walk immediately after a meal
- Call a friend, speak to a therapist
- Identify triggers, work on coping mechanisms



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Maria's Outcomes: 12 months



Age	53
Height	5'5"
Weight	**148 (-12%)**
Blood Pressure	**MEDIUM**
A1C	**5.3%**
Readiness	**ACTION**
PROMIS®	**WITHIN NORMAL LIMITS**
Family History	HIGH RISK
Social Determinants	HIGH RISK

Who Benefits Most From Maria's Foundational Habit Change



1. Member Engagement
2. Improve Health/Life
3. Decrease Cost of Care/Increase Desired Benefits Utilization

Program Champion

Employers
Health Plans
Primary Care Providers

Employees
Members
Patients

Behavior Change Provider

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Habit Change Platform

Interventions around Daily Choices:

Nutrition
Exercise
Well-being

Eco System Amplification

- ❑ Chronic Diseases
- ❑ Advanced Primary Care
- ❑ GLP-1 & Obesity Meds