



Creating Positive Behavior Change

VIDEO-BASED COURSES

Psychology-based online courses to break deep-seated unhealthy habits and achieve lasting behavioral change

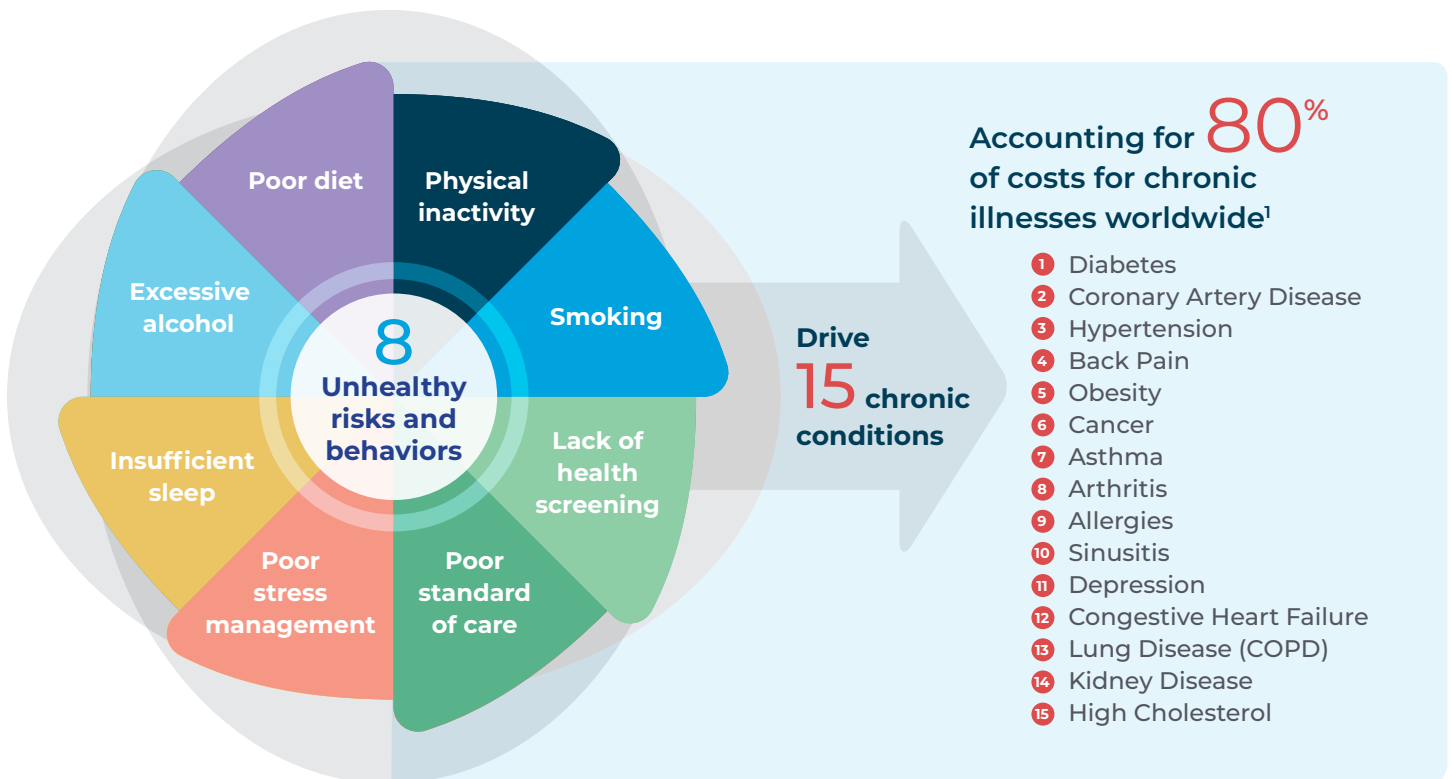


Organizations pay a hefty price for unhealthy habits.

Bad habits result in health conditions that cost organizations a fortune—in absenteeism, lost productivity, and higher medical claims. Unfortunately, these habits are difficult to change because they are tied to emotions stored in an area of the brain that resists standard behavior modification techniques.

We don't change what people do. We change how they think.


Our proprietary process gets to the root of unhealthy habits, changing people's beliefs and deepest subconscious thoughts. If your wellness program isn't significantly "moving the needle" with those who need it most, our video-based courses are the missing link. A few short weeks yields a powerful transformation that helps participants maintain genuine, lasting behavioral change for improved outcomes.



It's not rocket science. It's behavioral science.

The proprietary, evidence-based process used in our online courses has its roots in Cognitive Behavioral Therapy (CBT). Delivered in a highly structured, instructor-led format, it breaks through self-defeating thoughts and psychological roadblocks. Course length varies from a few weeks to a couple of months, specifically targeting an individual's needs and providing helpful tools to empower them to live their best lives.

These solutions are the perfect companion or alternative to live sessions or coaching over the phone. They can be easily scaled across multiple locations, quickly integrated into an existing wellness portal, or implemented as a stand-alone solution.

A woman with long dark hair, wearing a light blue long-sleeved shirt, is shown in profile from the chest up. She is looking towards the left with a slight smile. Overlaid on her head is a glowing, white, wireframe brain graphic with numerous bright points of light at the vertices and intersections, suggesting neural activity or cognitive processes.

"EVERYONE I know would benefit from this. Not only for diabetes management but to relearn how to think and live life." – LivingWell (diabetes management) participant

Our interactive multimedia learning experience includes pre-recorded video sessions, quizzes, exercises, and digital tools.

- ▶ **Personalization:** The system delivers communications and tools including smart software to track and support the participant's specific emotional needs.
- ▶ **Support:** Online help screens and trained personnel quickly answer routine questions regarding course content, with complex issues escalated to subject matter experts.
- ▶ **Access:** Participants can log on 24/7 from the privacy and comfort of home or office. All that's needed is Internet access via a computer, tablet, or smartphone.

Interventions are currently available for:

- ▶ Weight loss
- ▶ Physical fitness
- ▶ Sleep problems
- ▶ Diabetes management
- ▶ Stress management
- ▶ Tobacco use
- ▶ Alcohol use
- ▶ Substance use disorders

Course Descriptions



LivingClear | Eliminating Substance Use

Identify emotion-based triggers and break the cycle of addiction

Duration	9 Sessions
Overview	Participants expose the negative thoughts that have undermined and sabotaged past efforts to live free of substance use. The process retrains the brain to think about substances and using the way it's supposed to—the way it did prior to emotional attachment.



LivingEasy | Stress Reduction

Create calm and build resilience

Duration	8 Sessions
Overview	LivingEasy addresses the stress-promoting beliefs and thoughts that cause much of the drama, trauma, and distress people experience. The course helps people change the way they respond to stress by retraining their brain's habitual, impulsive reaction to the recurring stressful situations.



LivingFit | Fitness

Learn to love exercise

Duration	12 Weeks
Overview	Participants ease into exercise and learn how to enjoy daily physical activity. Video-based sessions, in combination with regular exercise, work to retrain the brain to see exercise in a new light, so participants want to do it regularly and embrace the benefits.



LivingFree | Tobacco Cessation

Quit tobacco for good

Duration	12 Sessions
Overview	Participants discover new insights, skills, and techniques that change the way they think about tobacco, why they smoke/vape/chew, and how to quit. These techniques most likely are very different from any approach they have tried before and retrain the brain to eliminate barriers to success.

Course Descriptions



LivingLean | Nutrition & Weight Management

Overpower unhealthy eating habits

Duration	14 Sessions
Overview	LivingLean helps people rediscover how to think about food. Negative thoughts that have undermined and sabotaged past efforts to eat healthy are exposed and replaced, resulting in healthy choices that produce lasting weight loss.



LivingWell | Diabetes Management

Manage diabetes confidently and effectively

Duration	9 Sessions
Overview	Participants master the three critical areas of successful diabetes management—emotional, physical, and educational—so they can lead a normal, fulfilling life. The goal is to educate participants about their condition and inspire them to make organization, self-monitoring, medical adherence, exercise, and healthy eating a normal part of their life.



LivingSmart | Alcohol Management

Gain control over drinking

Duration	12 Sessions
Overview	Participants will learn how to become ex-drinkers or limit their alcohol intake without feeling deprived. The course teaches participants to take control, eliminate the psychological roadblocks, and change their emotional relationship with alcohol.



LivingWellRested | Healthy Sleep Habits for Insomnia

Rest and perform better

Duration	8 Sessions
Overview	Participants find the insights and tools needed to understand sleep and insomnia, recognize thinking patterns and behaviors that fuel their sleeping problems, and change unhealthy thinking and behaviors to make sound sleeping a nightly occurrence.

The numbers tell a story of healthier outcomes.



96%

LivingEasy | Stress Reduction Course

of participants said the LivingEasy course helped them deal with stressful situations more effectively. *"It helped me look differently at stress, overcome urges to complain, and take responsibility."*



93%

LivingFree | Tobacco Cessation Course

of participants said the LivingFree course motivated them to improve their health. *"I smoked for over 40 years and now I don't. I have attempted to stop smoking literally hundreds of times. Sometimes I lasted an hour and sometimes a day. I have always known all the reasons to quit but you showed me a different way. Which set me FREE."*



86%

LivingWell | Diabetes Management Course

of LivingWell participants said the program helped improve their motivation to manage their diabetes. *"This program not only targets diabetes, but also relationships, stress, and just feeling good about yourself. One thing I will take from this course is diabetes doesn't control me, I control me. Thanks for all the sound advice and for the support."*



91%

LivingLean | Nutrition & Weight Management

of LivingLean participants were able to meet their objectives related to food and eating. *"This course changed my mindset and relationship with food. As a result, I have lost nearly 40 pounds so far and am still going. Thank you for providing inspiration, education, and motivation."*



81%

LivingWellRested | Healthy Sleep Habits

of LivingWellRested participants would recommend the course to others with sleep difficulties. *"This program has helped me deal with anxiety, along with sleeplessness. I am sleeping better. I've learned how the subconscious affects our daily lives!"*

HRA Comparison
Annual HRA data from 60,000+ participants before and after taking at least one course.

47% reported lower stress levels

77% increased daily activity²

33% quit smoking

57% lowered BMI by more than 5%³

53% reduced drinking

²Refers to those initially considered inactive.
³62% who were obese lowered their BMI (average 12% reduction).

We take the stress out of health and wellness programs.

Our courses feature highly engaging pre-recorded video instruction from some of the foremost behavioral change experts. The training sessions simulate a live coaching experience and are private, convenient, and effective.

- ▶ Mobile access and companion app
- ▶ Video instruction from expert instructors
- ▶ Interactive tools and support content
- ▶ Reminders and push notifications
- ▶ On-demand participant support

Easy to implement, customize, and scale

The Engagement Rx® platform, which powers our courses, is an easy-to-share solution for organizations and healthcare providers, and we set you up with plenty of features to make sure your program is a success.

Companies have the option to integrate the entire content offering, or pick and choose the components that matter most for them. The Engagement Rx health and well-being solution also includes:

- ▶ White-label options
- ▶ Comprehensive reporting capabilities available 24/7
- ▶ Automated data feeds for integration into incentive campaigns
- ▶ Seamless integration with existing portals
- ▶ Multi-Tenant SaaS architecture
- ▶ HIPAA, ISO 27001, GDPR, WCAG 2.0 Level AA compliance
- ▶ On-demand client support available

Humana

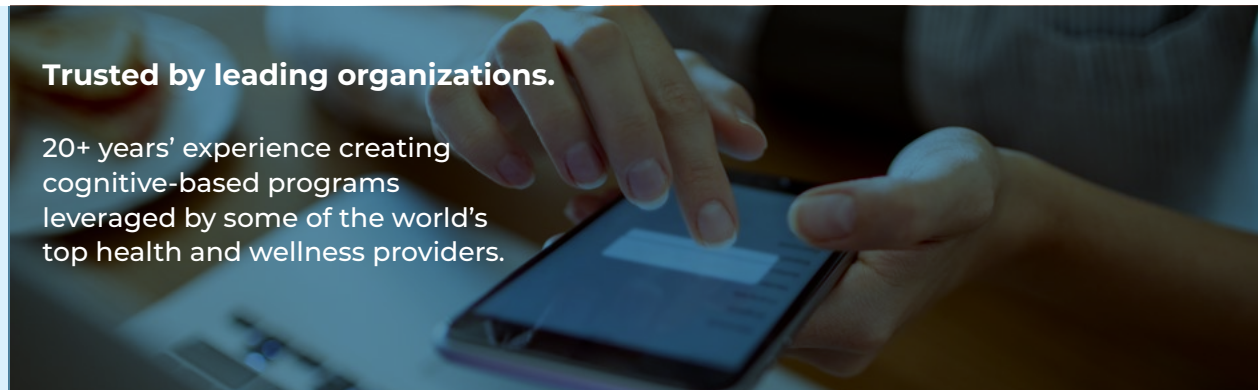


bravo



Trusted by leading organizations.

20+ years' experience creating cognitive-based programs leveraged by some of the world's top health and wellness providers.

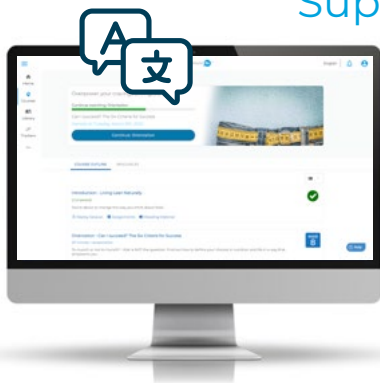


Encouraging engagement.

The Engagement Rx portal is packed with helpful content for participants, including a robust repository of courses, videos, articles, and assessments that can be individually toggled on or off depending on organizational preferences. Upload completely custom content and intake surveys, as well as clone and edit existing assets as needed.

We use a range of technologies to connect with participants when and how they want to be reached — in multiple languages. Whether participants prefer email, text, or in-platform chat, we have a communication strategy to reach and engage them.

Support in multiple languages



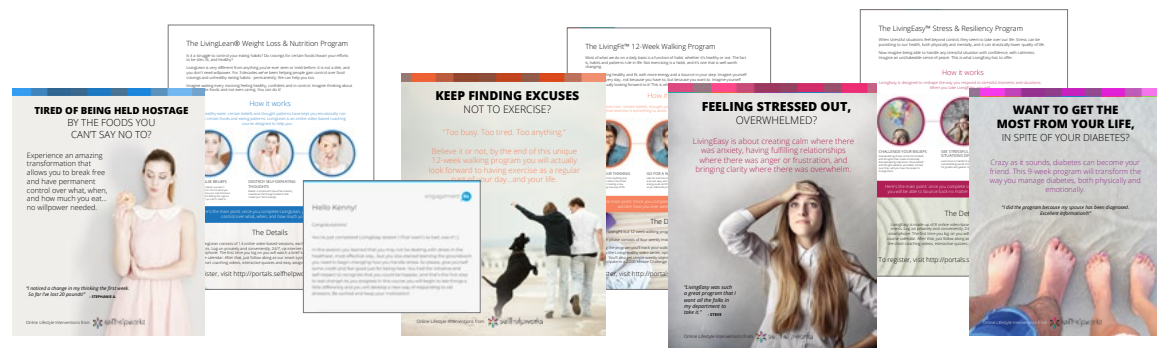
An important part of engaging participants is ensuring the content can be understood by everyone, regardless of their background. All platform content can be translated into 14 languages, including closed captioning for all videos.

Languages included

Arabic, Chinese, English, French, Gujarati, Haitian, Hindi, Italian, Korean, Polish, Portuguese, Russian, Spanish, Tagalog.

Promotional materials

We help drive program success with high-quality, customizable collateral including launch email templates and course promo flyers.



"You are the best, and by far this experience has exceeded expectations and has been a pleasure. You and your team have been responsive and helpful every step of the way!"

– Chief Operating Officer, employee benefits firm

Avidon Health: Dynamic content to...

Personalize care | Boost compliance | Encourage prevention
Sustain outcomes | Manage populations | Improve health | Deliver results

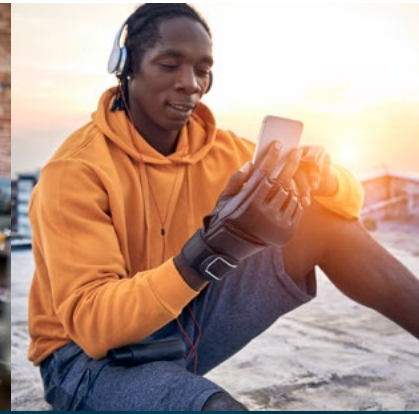
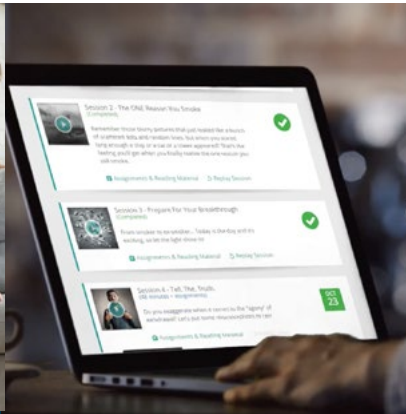
Empowering people to live healthier lives

We believe people can make positive life changes when they have access to the right tools at the right time. That is why we are so committed to delivering solutions that aren't just effective, but also fit the hectic lifestyles of our modern world.

About Avidon Health

Avidon is a team of behavior change and technology experts who help people to make positive life changes by focusing on the individual, not just the condition. Avidon launched in 2020 following MedPro Wellness' acquisition of SelfHelpWorks, which brought together more than 20 years of proven health coaching and cognitive behavioral training expertise. Our solutions are now driving a revolution in personalized care that is enabling clients to reimagine the way they connect with and enhance the lives of their diverse populations.

Learn more at: <https://www.avidonhealth.com>



96%

Would recommend
our programs

20+

Years of content,
coaching, technical expertise

100k

Helped with real
human coaching

1 Million+

Course users
empowered