

Digitally Delivered Diabetes Prevention Program

Novu and Leading National Payer Partner to More Efficiently Impact Costly Disease

Problem: Diabetes is a Costly, Complicated Disease

According to the American Diabetes Association, the total estimated cost of diagnosed diabetes in 2012 was \$245 billion, including \$176 billion in direct medical costs and \$69 billion in reduced productivity. As such, this is a major issue for America's health plans and the health care ecosystem. In fact, people with diagnosed diabetes incur average medical expenditures of about \$13,700 per year, of which about \$7,900 is attributed to diabetes. People with diagnosed diabetes, on average, have medical expenditures approximately 2.3 times higher than what expenditures would be in the absence of diabetes.

The ability to keep consumers from becoming diabetic is of paramount concern for health plans across the nation. With medical costs and insurance payments rising year by year, the insurer has made diabetes prevention and management a priority.

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Opportunity for Novu Diabetes Prevention Program

One of the nation's leading payers saw an opportunity to partner with Novu and leverage its consumer-centric platform to deliver Novu's Diabetes Prevention Program (DPP) to Medicare Advantage members. Through Novu and its innovative approach to engagement, Novu's payer customer can more efficiently and effectively reach and influence members to take action and pursue behaviors that reduce the risk of becoming diabetic, as well as better manage those members who already are diabetic.

Based on a population of Medicare Advantage members, 21 self-selected to be part of the pilot nationwide. The participants were both male and female, ranging in age from 43 to 76 years old. The goal of the program was for members to lose 5-7% of body weight and engage in 150 minutes of physical activity each week.

Each member was given access to the Novu platform and Novu Diabetes Prevention Program (DPP), as well as digital tools to help track and monitor participation and adherence. This included:

- Online Risk Assessment: Based on ADA's Prediabetes assessment, the short questionnaire helps members determine if they are at risk of developing type 2 diabetes.
- Online version of Novu's 16-week Program: A lifestyle enhancement program focused on

nutrition, fitness, barrier and expectation management, stress and social strategies to be successful.

- Telephonic Coaching and Digital Assets: Weekly sessions as well as ongoing touch points with a Registered Dietitian Coach to provide support and answer questions to members. Coach also tracks members' progress through the integrated tracking devices (Fitbit wireless scale, Fitbit Flex Activity Tracker).
- Online and Social Community Support: Ongoing group and individual support through online support group and social channels.

Pilot Results

At the end of the 16-week period, Novu delivered tremendous results, including weight loss, sustained increases in activity and participation in members' own health. These far exceeded the previous results of similar diabetes prevention efforts. Specifically, the pilot resulted in:

- 90+% participation in weekly telephonic coaching sessions.
- Each participant averaged 150+ minutes of activity per week.
- 7.8% average weight reduction (more than double the average weight loss of the payer's previous study).
- In fact, more than 81% of participants in the study met their 5% weight loss goal.

Participants reduced their weight by 7.8% on average. More than 81% of participants in the study met their 5% weight loss goal.

While individuals see incredible results, this also translates to major financial impacts for the health plan as diabetes management efforts have direct effects on Medicare Stars Ratings. Eight specific measures can be impacted through Novu by effective diabetes management including engaging members to get eye exams, blood pressure checks, as well as controlling cholesterol and diabetes medication adherence.

Conclusion

Today in the U.S., 29.1 million people have diabetes, which represents 9.3% of the country's population, according to research from the Centers for Disease Control (CDC). That number is up from 26 million people in 2010. Meanwhile, another 86 million adults, or one-third of the population, have blood sugar levels high enough to be diagnosed with prediabetes, the same research asserts.

As diabetes continues to be a health concern for individuals and a costly disease for health plans, Novu allows health plans to scale and create efficiencies in diabetes management to combat this disease and create healthier, happier consumers.