



# Habit Change Provider for Disease Prevention

Prevent, reverse, and slow the progression of chronic disease while enriching mental health, resilience, and overall human performance.

One size doesn't fit all when it comes to changing habits and improving overall health. We take an individualized whole-person approach that combines the best of human intervention and digital technology. Participants engage in one on one coaching to develop and maintain better nutrition, exercise, and behavioral well-being habits. In our next generation app, participants will see their real time Habit Change Index, our proprietary algorithm that measures all daily micro activities and data collected from remote patient monitoring devices that influence outcomes.

CLINICALLY  
PROVEN TO  
REDUCE RISKS  
ASSOCIATED WITH:

- ✓ Obesity
- ✓ Type 2 Diabetes
- ✓ Hypertension
- ✓ Heart disease

## Stratifying Your Population

Newtopia first understands the client's broader benefit strategy and determines how best to intervene. Then Newtopia stratifies the population through existing biometric screening data, claims data, or an online risk screener. Based on the strategy and risk factors, Newtopia focuses on the appropriate risk reduction.

	PREVENT	REVERSE	SLOW
<b>Disease Prevention</b>	✓	✓	✓
<b>Diabetes Prevention</b>	✓		
<b>Healthy Living with Diabetes</b>		✓	✓
<b>Hypertension and Heart Health</b>	✓	✓	✓
<b>Weight Management</b>	✓	✓	

## Newtopia's Habit Change Experience

Before we begin, we take time to learn about each of our participants. Participant's experiences are tailored to their health risks, genetics, medical history, motivation, social determinants of health, personal preferences and goals. Virtual one-on-one coaching by a personality matched Inspirator provides accountability, while long-term engagement is supported by digital tools such as connected devices and interactive apps. Participants keep track of their goals, achievements and have access to a library of pre-recorded videos and educational tools in the app. For sustainable and meaningful outcomes, we need to change habits. We are integrating our propriety Habit Change Index algorithm to track and measure improvements into our next-generation platform.



I am no longer on the verge of needing cholesterol or blood pressure medication. It's just been fantastic working with my Inspirator. The Newtopia experience was a good combination of me working at my own pace and getting the motivation I needed.

Jim, Health Insurance Payer

[Hear it from our participants.](#)

Newtopia’s approach combines social, behavioral, and genetic information to activate habit changes that last a lifetime. The Newtopia experience includes the following elements:

- ✓ **Personal Profile** gathers information about individual’s personality type, level of motivation, eating habits, activity level, and social determinants of health
- ✓ **Welcome Kit** includes an e-scale, activity tracker, access to the Newtopia app, a genetic test, and other program tools
- ✓ **PROMIS® survey** measures mood, anxiety, stress, sleep, and energy and results are used to personalize participant experience and impact mental health
- ✓ **Genetic testing** for hyper-personalizing lifestyle recommendations around overeating, macronutrient breakdown, type of exercises, and resiliency to stress based on individuals genes
- ✓ We pair participants with their **Inspirator** through a proprietary personality matching algorithm; our Inspirator to participant synchronization rate is **99%\***, meaning that fewer than 1% of participants request a new match
- ✓ **Personalized program** to build and develop habits across nutrition, exercise, and behavioral well-being to improve mental health, resilience, and overall human performance
- ✓ **Newtopia app** for all program progress updates and resources to support the participant journey with gamification, video lessons, goals, trend tracking, and more
- ✓ Personalized **weekly goals** to develop sustainable habit changes
- ✓ Supportive **online social community**
- ✓ Ongoing white glove, **concierge service** to optimize the participant experience



[Watch Newtopia Overview video here.](#)

## Solution Impact

In 2020, throughout the COVID-19 pandemic, 77% of all of participants lost weight, with 33% losing at least 5%. In addition, 22% of obese participants dropped a full BMI risk category to overweight (BMI<30). These results are even more compelling considering many people’s lifestyle changed and recorded weight gains during this time.

An Aetna-sponsored randomized control trial (RCT) published in the Journal of Occupational and Environmental Medicine proved that Newtopia participants lost an average of 10 pounds (a 4.3% body weight reduction) after 12 months. It resulted in \$1,464 in paid medical cost savings per participant within the first year—an in-year payback for employers.

## CDC Accredited Program

Newtopia is a tech-enabled habit change provider focused on preventing disease. We improve health to prevent, reverse, and slow the progression of chronic disease while enriching mental health, resilience and human performance. Newtopia’s platform leverages genetic, social, and behavioral insights to create individualized prevention programs with a focus on type 2 diabetes, heart disease, stroke and weight. With a person-centered approach that combines virtual care, digital tools, connected devices and actionable data science, Newtopia delivers sustainable clinical and financial outcomes. Newtopia serves some of the largest nationwide employers and health plans such as JPMC, Accenture and CVS Health.



## Value-Based Pricing

Newtopia stands behind its platform and does not charge PEPM fees. All fees are billed at the participant level and tied to active engagement and outcomes. If a participant is not engaged in any month, Newtopia will not bill the employer within that month.

<p>Lost an Average</p> <p><b>10lb/4.3%</b></p> <p>body weight reduction after 12 months</p>	<p>Average Medical Cost Savings</p> <p><b>\$1,464</b></p> <p>per participant within the first year (Disease Prevention program)</p>	<p><b>In-Year Payback</b></p> <p>2X ROI</p> <p>based on a decrease in utilization of inpatient, outpatient, and medications</p>
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[Read the study here.](#)

<p><b>93%</b></p> <p>Engagement during first 90 days</p>	<p><b>58%</b></p> <p>Engagement continues at 12 months</p>
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\*Personality profiles are assessed for both participants and Inspirators. Through a proprietary algorithm, Newtopia identifies the most complimentary matches for compatibility and efficacy. Participants are able to contact Client Care at any time to switch Inspirators if there is a need.