

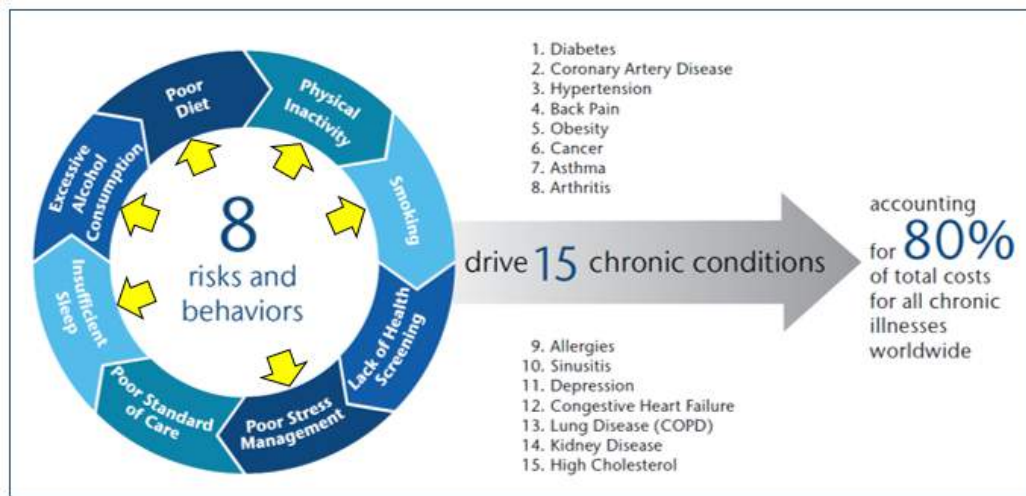
# Creating Positive Behavior Change



Psychologically-based online lifestyle and disease management courses for helping people break deep-seated unhealthy habits.

# The Biggest Problem in Wellness, and How to Solve It

Every year, people struggle with unhealthy habits that cost organizations a fortune – in absenteeism, lost productivity, increased risk of diabetes and chronic disease, and higher medical claims.



Unfortunately, the six unhealthy habits at the root of most chronic conditions are usually the most difficult to change for anything more than a short period of time.

The reason these habits are so hard to eliminate is that they are usually emotionally based and are stored in an area of the brain that resists standard behavior modification techniques.

For instance, unhealthy eaters with high blood pressure or diabetes may tell their coach they want to lose weight ... but keep snacking on candy and junk food. And most non-exercisers who join a gym usually slip back into their old “coach potato” attitude in just a few short weeks.

The proprietary Avidon cognitive behavioral training process doesn't just change what people do, it changes their beliefs and deepest subconscious thoughts about themselves — which is why it succeeds where standard behavior modification techniques have failed.

If your wellness program isn't "moving the needle" significantly with those who need it most, Avidon's online video courses are likely the missing link. In just a few weeks participants experience a powerful transformation in mindset, enabling them to maintain genuine, lasting behavioral change and a higher quality of life.

## Company Background & Clients

Avidon Health was established for the purpose of developing and delivering scalable online versions of evidence-based cognitive behavioral training courses that had been taught live in hospitals, clinics and large corporations since 1979. The company is now the leading provider of video-based digital interventions for reducing behavioral health risk.

Avidon's interventions are primarily used and/or offered by hospitals, clinics, health plans, and leading corporate wellness vendors, often under private label. The company serves the needs of over a thousand end-client organizations in all, and its online interventions have touched the lives of more than a million participants over the years.

## Product Overview

The Avidon interventions consist of pre-recorded video training sessions featuring live instructors, supported by interactive quizzes and multimedia support tools including a companion mobile app. Each intervention is curriculum-driven, just like an e-university course. The interactive online video-based format and our proprietary PersonalCoach™ software works in harmony to deliver a user-friendly, empowering, personalized coaching experience.

Interventions are currently available for:

- Obesity and unhealthy eating
- Stress and low resiliency
- Tobacco addiction
- Physical inactivity
- Diabetes management
- Alcohol abuse
- Poor sleep

The interventions are the perfect companion or alternative to live or telephonic coaching, and can be quickly and easily scaled across multiple locations. They can be easily integrated into an existing wellness portal or implemented as a stand-alone solution. Detailed reporting, white labeling options, promotional collateral and live user support are available at no cost.

Participants can log on 24/7 from virtually anywhere including the privacy and comfort of home or office. All that's needed is Internet access via a computer, tablet, or smartphone.

## Courses

Each individual course consists of a curriculum-driven online video-based course with applicable support tools and services.

### LivingEasy – Creating Calm & Resiliency

The eight (8) session LivingEasy course addresses the stress-promoting beliefs and thoughts that cause much of the drama, trauma and distress that people may experience in their life and relationships. This course works to transform the perception of the events and relationships identified by participants as causing them the most distress, into experiences that cause less impact and are even a source of empowerment. This course is led by Diane Hambrick MD and includes pre-recorded video training and coaching sessions, actualization activities, a mobile companion app, and support e-mails.

### LivingHealthy – Shop, Cook, & Eat for Health

LivingHealthy is a seven (7) session educational online course that focuses on the basics of nutrition and healthy eating. The course covers food preparation and organization, mindful eating, how to navigate the supermarket and read food labels, portion control, and tips for eating out. It is taught by award-winning nutritionist, Diane Machcinski, M.Ed., R.D. and includes instructional videos, interactive quizzes, assignments, supplemental reading materials, and support tools.

### LivingLean – Gaining Power over Food

LivingLean is a fourteen (14) session course led by cognitive behavioral training expert Lou Ryan. The first 5 lessons are core learning sessions, the rest are

support sessions. LivingLean is designed to change the mindset regarding food and eating, as well as to create a context for a healthy lifestyle. People who are chronically overweight tend to make emotional, rather than rational, decisions about what, when, where, and how much to eat. In just a few days course participants usually start thinking and feeling differently about food, their health, and the possibilities that are available to them through living a lean, healthy lifestyle. The assignments, combined with tools such as PersonalCoach™, allow participants to transform these feelings into actions designed to create permanent change at the root cause of their weight problem - their emotional and psychological connection with food. The course includes pre-recorded video training and coaching sessions, actualization activities, a mobile companion app, support audios, and support emails.

## LivingFree – Breaking Tobacco Addiction

LivingFree is a twelve (12) session course designed to help participants stop smoking. The first 5 lessons are core learning sessions, the rest are support sessions. Participants will discover new knowledge, skills and techniques that change the way they think about tobacco, why they smoke, and how to quit. These techniques most likely are very different from any approach they have tried before. The course is designed to eliminate the cognitive and emotional barriers that have kept them from succeeding in the past and is supported by Avidon's proprietary support tool, PersonalCoach™. Led by cognitive behavioral training expert Lou Ryan, the course includes pre-recorded video training and coaching sessions, actualization activities, a mobile companion app, support audios, and support emails.

## LivingSmart – Managing Alcohol Use

LivingSmart is a twelve (12) session course to help participants stop or reduce the consumption of alcohol. The first 5 lessons are core learning sessions, the rest are support sessions. Participants will learn how to become ex-drinkers without feeling deprived. The course teaches participants to take control, eliminate the psychological roadblocks, and change their emotional relationship with alcohol. Led by cognitive behavioral training expert Lou Ryan, the course includes pre-recorded video training and coaching sessions, actualization activities, a mobile companion app, support audios, and support emails.

## LivingFit – Learning to Love Exercise

LivingFit is a twelve (12) week walking course designed to help participants ease into exercise and enjoy daily physical activity so that it becomes a regular part of life. The course is divided into three distinct four-week segments, each designed to serve a specific purpose that takes the participant to a new level of activity. The course includes weekly educational videos and motivational articles, useful tips and guidelines, goals and activities with daily exercise tracking, personal journal, a library of easy-workout videos, and a 2,000-minute challenge for those who wish to participate.

## LivingWellRested – Solving Sleep Problems

LivingWellRested is an eight (8) session course led by renowned sleep expert, Dr. Michael Grandner, and cognitive behavioral change expert Lou Ryan. People who have insomnia have spent months, if not years, practicing certain thought patterns, beliefs, and unhealthy habitual behaviors that have perpetuated their sleep problems. LivingWellRested provides the information

and tools needed for participants to understand sleep and insomnia, recognize the thinking patterns and behaviors that have fueled their sleeping problems, and change their unhealthy thinking patterns and behaviors in ways that will make sound sleeping a nightly occurrence. The course includes pre-recorded video training and coaching sessions, audios, and visualization exercises to reduce anxiety and increase relaxation, a mobile companion app, support emails, and a daily sleep improvement journal that allows intelligent software to coach each individual specifically on their challenges as it monitors their progress towards the goal of a sleep efficiency score of 85% or higher.

## LivingWell – Diabetes Management

LivingWell is a video-based online course that educates and empowers people with diabetes to live a happy, healthy, productive life in spite of their illness. This is a nine (9) week interactive curriculum-driven series designed 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. In addition to pre-recorded video sessions and reading materials the course includes journaling, progress tracking, useful checklists and reminder emails. The weekly pre-recorded video training and coaching sessions are accompanied by over 80 brief educational articles and tips, the “Daily D’s,” to help participants learn about the practical elements of diabetes and its management. This course is led by Janice Baker, a Registered Dietician, Certified Diabetes Educator and Medical Nutrition Therapist with over 20 years' experience in the field.



## Science

The proprietary, evidence-based cognitive behavioral training process used in all of Avidon's online courses has its roots in Cognitive Behavioral Therapy (CBT). However, unlike CBT, it is delivered in a highly structured, instructor-led training and coaching format rather than in a collaborative therapy format. The process is designed to break down dysfunctional thoughts and psychological roadblocks, destroying them at their core and replacing them with self-empowerment, confidence, lasting behavioral change, and a higher quality of life.

Several behavioral disciplines and techniques are synergistically employed in order to maintain efficacy and ongoing engagement. Modalities include social cognitive theory, cognitive behavioral theory, self-determination theory, the trans-theoretical model (stages of change), motivational interviewing, mindfulness, classical conditioning, and positive psychology.

The bottom line is that unless you transform a person's mindset at a core (subconscious) level, their emotionally-driven unhealthy habits will almost always keep coming back. The Avidon suite of online courses was designed specifically for this purpose.

## Sample Research & Case Studies

**Comparison of Annual Health Risk Assessments:** Condition-appropriate interventions were offered to members of a large national wellness program based on their Health Risk Assessment (HRA) scores. The members who completed at least one intervention were given another HRA the following

year, and the two annual HRA scores were compared. The HRA comparisons of the 60,000+ participants yielding the following results:

Stress	47%	Reported lower stress levels
Exercise	77%	Increased their daily activity <sup>1</sup>
Tobacco	33%	Quit smoking
Weight	53%	Lowered their BMI by more than 5% <sup>2</sup>
Alcohol	52%	Reduced their drinking

<sup>1</sup>Refers to those initially considered 'inactive'

<sup>2</sup>62% who were obese lowered their BMI (average 12% reduction)

**Randomized Trial:** In a randomized trial conducted by San Diego State University, the 6-month post-course quit rate for participants who completed at least the introduction, orientation, and Session 1 of LivingFree was 38.1%. By contrast, the 6-month post-course quit-rate for the control group (American Cancer Society self-help intervention) was 13.4%.



**Survey by UCLA Professor:** A nutritional supplement company that was having meal plan adherence issues engaged David Heber, MD, PhD, Professor of Medicine and Public Health and Director of the UCLA Center for Human

Nutrition at the University of California, Los Angeles, to evaluate the benefits of adding LivingLean to their weight loss protocol.

Dr. Heber surveyed 300 of the company's LivingLean course graduates, 46.3% of whom were male and 53.7% female. Of the 300 graduates surveyed, 256 (more than 85%) had completed LivingLean as many as 6 – 12 months previously so their results did not reflect the short-term bias typically inherent in exit surveys. Average weight loss was 26.6 pounds.

Detailed survey responses were as follows:

	Over 30	15-29	9-14	5-9	Less than 5
How much weight did you lose? (pounds)	11%	47%	32%	5%	5%
	Completely	Very Much	Somewhat	Not Much	Not at All
Helped you meet your weight loss goal/milestone	21%	47%	2%	6%	4%
Helped you keep your weight off	11%	67%	12%	6%	4%
Reduced your emotional dependency	16%	68%	16%	0%	0%
Improved your motivation about weight loss	32%	63%	5%	0%	0%
Increased your Personal Power	42%	42%	16%	0%	0%
Helped keep you on the meal plan	47%	42%	11%	0%	0%
Has eliminated cravings for your Main Munches	26%	63%	11%	0%	0%

Overall Impression of Living Lean				
Excellent	Very Good	Good	Fair	Poor
64.4%	31.5%	5.1%	0%	0%

## Sample Participant Feedback

The comments below are a just small sampling of the feedback we continually receive in response to the open-ended “Any additional comments?” question at the end of anonymous course exit surveys:

*“This course changed my mindset towards 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.” – LivingLean (food)*

*“The program got me off the couch and making exercise a regular part of my life. This is the first time in 20+ years that I have exercised on a regular schedule. It made me confident that even with my age, I could become fit again.” – LivingFit (exercise)*

*“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.” – LivingFree (tobacco)*

*“This was such a great program that I want all the folks in my department to take it. We are short staffed right now and the stress level is high. It would be great to empower them to handle this temporary situation.” – LivingEasy (stress & resiliency)*

*“I can't believe how easy and effective this program has been in helping me to quit drinking. I'm not a group person and couldn't find a program that fit my needs. It allowed me to take it in the*

*privacy and convenience of my own home.” – LivingSmart (alcohol)*

*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. – LivingWell (diabetes management)*

*“I have been a nutritionist and health coach for about 13 years and the information is very good. I loved how Lou addressed the psychology behind weight issues, making it a new type of program, vs your standard, run-of-the-mill nutrition/weight loss class/program.” – LivingLean (food)*

*“The program helped me get up and get away from my desk during lunch and walk instead of just going to get my lunch and coming back to my desk and eating. I now feel better at the end of the day and have more energy to work out after work instead of just going home and sitting on the couch.” – LivingFit (exercise)*

*“This program completely changed my way of thinking about smoking and about self-induced habits overall. Concepts learned in this course not only helped me become an ex-smoker, they are helping me in just about every other aspect of my life. The skills learned are transferable, and I've downloaded the audio files so I can listen to them again and again. I would highly recommend this program to anyone who is truly serious about becoming an ex-smoker.” – LivingFree (tobacco)*

*“It helped me look different way on the stress situation. Helped me overcome urge to complain and take responsibility, so I was happy and people I worked with too.” – LivingEasy (stress & resiliency)*

*“I loved the program, it has help me focus on a better quality of living not only about drinking but on how I deal with other people. I am in control and it's my choice not to let life problems and emotions that are part of everyday life take control. I am in CONTROL!” – LivingSmart (alcohol)*

*“EVERYONE I know would benefit from this - not just specifically as regarding diabetes, but about how to think and live life.” – LivingWell (diabetes management)*

*“My downfall on every diet was my need to munch and snack. I learned how to be in control of these feelings and have been very successful in getting past this obstacle.” – LivingLean (food)*

*“The program helped me overcome my evening couch potato lifestyle. I am now active after work and have more enthusiasm for things other than the TV.” – LivingFit (exercise)*

*“I honestly had not decided to quit when I started the program but it was required by my employer for insurance purposes. After the second session, I was all in! How could I not do this? It made perfect sense. I smoked for 43 years and am now into my 3rd week smoke free!! Thank You!!!!” – LivingFree (tobacco)*

*“I learned more about myself and about my [diabetes-related] issues in this short course than I had in individual counseling.” – LivingWell (diabetes management)*

## Summary of Course Features & Support Services

Course Delivery System	
Provides sequential online delivery of video, audio, and written content for the following courses (including PersonalCoach™ where applicable)	LivingEasy – resiliency/stress
	LivingFit – exercise adherence
	LivingFree - tobacco
	LivingHealthy healthy eating (educational)
	LivingLean – food/eating
	LivingSmart - alcohol
	LivingWell – diabetes
	LivingWellRested – insomnia
Feature Sets	
Not all feature sets apply to all courses	Companion Mobile App (Android and iOS)
	Push Notification Tool (self-care adherence)
	Support Audio Library
	Key to Success Cards
	Configurable trackers (weight, cholesterol, blood pressure, blood glucose, A1C, and sleep)
	15-Minute Workout Series (16 Exercise Videos)
	Health Profile
	Personal Journal

	BMI Calculator
	Exercise Tracker
	Menu Planner
	Calorie Calculator
	Nutrition Glossary
	Food Category Explorer
<b>Support</b>	
Automated session push notifications and course support	
Personal email support (course, tech, and customer service)	
Personal phone support (course, tech, and customer service)	
<b>Reporting</b>	
Standard reports; optional automated data feeds for incentive campaigns	

\*Course components and feature sets are subject to change due to ongoing updates and enhancements.

## Reporting Capabilities

Standard HIPAA-compliant real-time participant progress and completion reporting (individual and aggregate) will be made available online, 24/7, to your designated administrator(s). Optional automated data feeds are also available should you wish to report participant progress to other systems, for example incentive engines or health coaching platforms.

## User-Level Support

**PersonalCoach™** – At the beginning of each support session in applicable courses, the participant completes a questionnaire. Avidon's proprietary



PersonalCoach software interprets the participant's ongoing progress and mindset based on their responses, and delivers email and audio coaching support that fits their specific emotional needs at that point in time.

**Live Course Support** – Trained personnel answer routine questions regarding course content by telephone and e-mail. Complex issues are escalated to trained Avidon subject matter experts as needed.

**Live Technical Support** – In addition to online help screens, technical staff are available to provide support by telephone and e-mail for computer-related issues such as updating outdated web browsers.

### Fully Included at No Extra Cost

- Participant Support
- Client Support
- Robust Reporting
- Promotional Collateral

**Automated Course Compliance Support** - Periodic reminder emails are delivered to inactive participants, and course support emails are delivered to participants based on preset rules. In applicable courses, follow-up emails are periodically sent to participants until the 180th day after their “breakthrough day”.

## Client-Level Support

Continuous system monitoring is in place and the Avidon technical support team is available by email and phone. Response times are commensurate with severity of system-related issues. Live customer service agents are available to help you with general questions during regular business hours (Monday

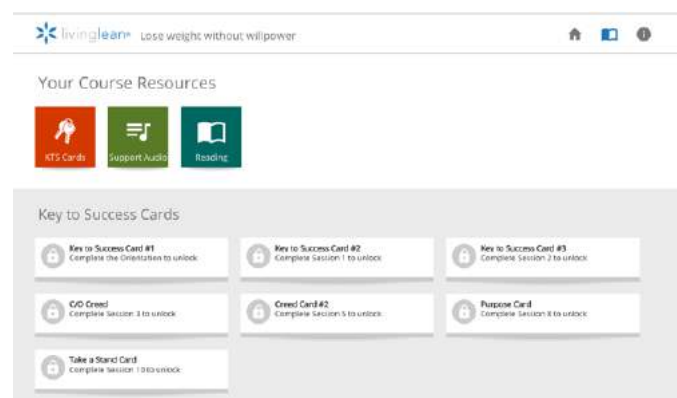
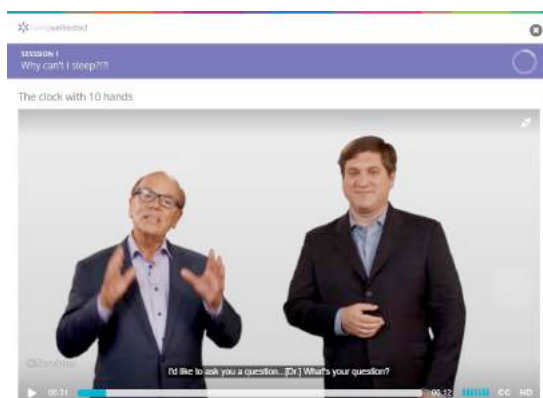
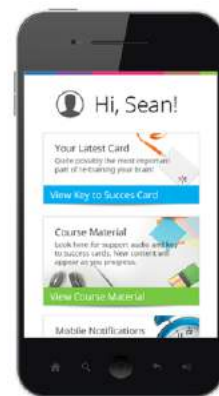
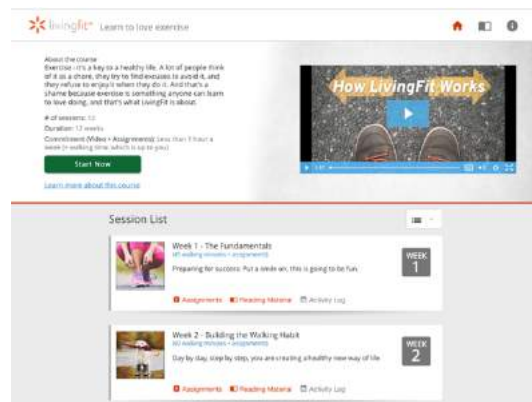
through Friday, 8am – 5pm Pacific Time). Additionally, you will be assigned a dedicated account manager.

## Implementation

User access is managed by eligibility file or, if you have a wellness portal you would like us to integrate with, we can do a single sign-on (SSO) integration at no additional charge.

Implementation time varies by method. As a rule of thumb, it is usually completed within 1 – 3 weeks depending on responsiveness of your team (and your vendor, if applicable).

## Sample Screenshots



# Employer Launch Kit

## Series of 3 Email Templates

- Pre-launch introduction from CEO
- Pre-launch follow-up from HR
- Launch details from HR

## 11" x 17" Poster Artwork

Print and hang in lunchroom etc. to create awareness and engagement.

## 8 ½" x 11" Mini-Poster Artwork

Smaller version of the 11"x 17" poster.

Suitable for printing, making copies in-house or emailing.

## 8 ½" x 11" Two-Page Flyer Artwork

One for each course. Suitable for printing, making copies in-house or emailing.



## Pricing

The extensive use of smart technology enables Avidon to deliver an engaging and effective 'live' coaching experience without the high costs of live or telephonic coaching.

To deliver the greatest value, pricing is typically structured on a capitated basis across the entire population (per employee per month, or PEPM).

Per-participant pricing is also available for small businesses with less than 50 employees, or for specialized use with targeted populations.

For example, organizations with incentivized wellness programs may offer specific Avidon courses to comply with the Affordable Care Act's Reasonable Alternative Standards requirements.

## Need More Information?

Let's Talk: <https://avidonhealth.com/contact-us>

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