



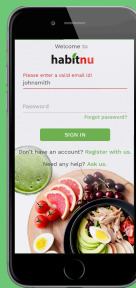
habitnu FOR EMPLOYEE WELLNESS

HabitNu helps bend your cost curve

HabitNu helps build healthy habits, lose weight and prevent the onset of chronic diseases by empowering the participants to make sustainable lifestyle changes.

MAJOR GOALS

1. Eat healthy
2. Increase physical activity
3. Manage stress
4. Lose at least 5% weight



PROGRAM FEATURES

- Data driven personalization and engagement
- 16-weekly sessions delivered online over 6 months, followed by monthly sessions for the rest of the year
- A second year of maintenance sessions for participants who achieve the 5% weight-loss goal
- Lifestyle health coach to deliver program content, help set goals and keep participants on track
- Small group for support and encouragement

90%

Retention rate after two weeks of engagement

66%

Lost more than 5% body weight

69%

Shifted from hypertensive to normal

WHY FOCUS ON PREVENTION?

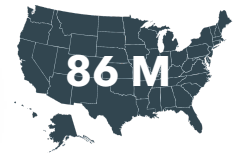
Prediabetes is a serious condition affecting one in three adults in the US, 86 million people.



Prediabetes means that blood sugar levels are higher than normal, but not high enough for type 2 diabetes.



1 in 3 of us in the USA has prediabetes. More than 50% with pre-diabetes are likely to develop type 2 diabetes



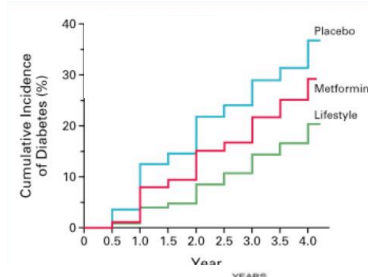
More than 86 Million people in the USA have prediabetes and most of them don't know it.

People with prediabetes have an increased risk of type 2 diabetes. The rising rates of prediabetes and type 2 diabetes are serious workforce health problems for businesses. Across the US, 35% of adults over 18 have pre-diabetes, and in many communities that number is much higher. This is alarming for employers as it translates to an estimated 15 million absent workdays, 120 million workdays with reduced productivity, and 107 million workdays lost due to absenteeism.

The most effective method to prevent the onset of prediabetes to type 2 diabetes is the National Diabetes Prevention Program (NDPP) that follows a year long, evidence-based protocol validated by the Centers for Disease Control and Prevention (CDC).

THE DIABETES PREVENTION PROGRAM'S EFFECTIVENESS HAS BEEN PROVEN

Individuals with prediabetes who lose 5% to 7% of their body weight reduce their risk of developing type-2 diabetes by 58% (and 71% for people older than age 60), and the HabitNu program delivers these



58%
reduction
in risk



TRUSTED BY EMPLOYERS AND HEALTH PLANS

HabitNu provides evidence-based solutions to combat the prevention and management of lifestyle diseases such as type 2 diabetes and hypertension to several employers and health plans. HabitNu DPP has achieved full recognition based on its outcomes from the CDC for three consecutive years. Employers can control rising health care costs and provide data driven interventions with HabitNu's programs below.



DIABETES PREVENTION

HabitNu DPP provides a highly engaging program delivered online and led by trained lifestyle coaches. HabitNu works with employer groups and is a covered benefit by several health plans.



DIABETES MANAGEMENT

Blood glucose monitoring and diabetes management education can improve health outcomes in people with diabetes, including better blood glucose control. HabitNu's diabetes care program is structured similar to the proven diabetes prevention program.



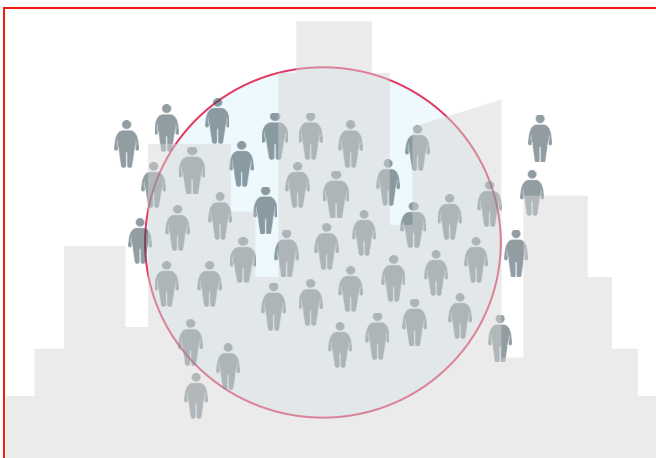
HEART HEALTH

Hypertension increases the risk for heart disease and stroke. HabitNu's heart health program provides remote monitoring of blood pressure levels, and is a structured, coach-based program delivered by a team of health care professionals.



BEHAVIORAL WEIGHT LOSS

HabitNu weight loss is a sustainable program built on intense behavioral counseling and nutrition management. This program is delivered by a team of trained behavioral therapists, nutritionists and lifestyle coaches.



LOWER YOUR FINANCIAL RISK

You can raise the performance of your work force by taking care of their health needs, while significantly reducing your health expenses. Medical costs for people with diabetes are 2.3 times higher than the medical costs for people without diabetes. On average, a person with a chronic disease incurs **\$16,750** in medical expenditures each year, of which **\$9,600** (57%) is directly related to diabetes.

CARE FOR YOUR AT-RISK

HabitNu's impact is proven. You can

- Increase the quality of life
- Learn healthy habits and long-term behavior change
- Enhance self-efficacy and empowerment
- Learn healthy coping strategies
- Improve mental health

HABITNU IS A TRUSTED PARTNER

With HabitNu you will be able to provide evidence-based personalized care. You can rely on HabitNu for fast implementation, ranging from participant recruitment to outcomes reporting. HabitNu is your true and trusted partner.

CONTACT US

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CASE STUDY: A NATIONAL RETAIL EMPLOYER

Why HabitNu?

- This employer recognized that an evidence-based long term program with human touch like DPP provides the best ROI in the long-term.
- They found that DPP is the most beneficial of all the options they have looked into because it is evidence-based and the CDC studies have shown that a 5% reduction in body weight reduces the risk of developing type 2 diabetes by an incredible 58%.
- They concluded that among the DPP programs, HabitNu program's approach of focusing of habit building is the most effective means of achieving such weight loss - and keeping it off.

About the employer

Employing 2.3 million employees worldwide (1.6 million of whom are in the United States), this employer is the largest company in the world by revenue (according to the annual Fortune 500 rankings released August 2021). It spends over \$500 Million a year on employee healthcare, and as rising health costs are also cutting into its potential sales and employee productivity. Therefore, finding ways to reduce both its costs and that of their customers only makes sense.

Need to bend the cost curve

This employer takes an integrated, whole-self approach to benefits, and as insurance for their 2.3 million workers across the world is the company's second-largest expense behind wages, they continually seek innovative ways to reduce healthcare costs where possible.

Employee segmentation

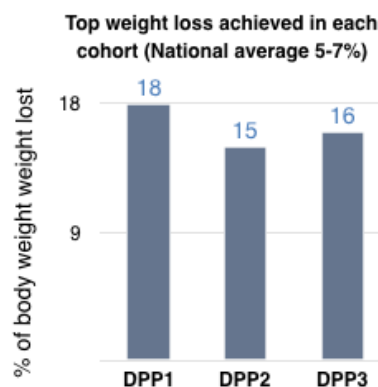
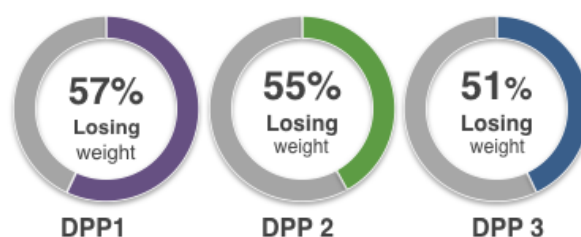
HabitNu conducted a needs assessment for the employer. The issues of their employee population in the US are highly reflective of the nation overall: high (and growing) instances of type 2 diabetes, obesity hypertension, and other chronic 'lifestyle' diseases. Over 70% of the employees were at risk for developing type 2 diabetes or hypertension.

Launching HabitNu

In April of 2021 the employer opened the program (in pilot form) to employees at a select group of stores in the Chicago area.

Remarkable outcomes

HabitNu has three cohorts (group of 15-20 participants) in progress with 56 participants, and the program's results have been nothing short of remarkable having already met and exceeded the expected goals well above the national average. As a result, the employer will soon be expanding the program to other states.



The three Chicago cohorts are doing so well that the outcomes are well above the national average. The participants are very enthusiastic, with an extremely low drop-off rate of less than 5%. The weight loss observed *during* the program continues over time, without a single participant gaining the weight back. Each successful participant saves around \$2800/year/employee in the short term and over \$8000/year/employee in the long term from DPP.