



# Every year, your healthcare costs go **up**, yet the level of care goes **down**. Why is that?

**WellStart Health can help you lower those costs by reducing utilization—without skimping on care.**

## Welcome to WellStart Health

Chronic conditions like diabetes, heart disease, obesity, and hypertension are the leading causes of rising healthcare premiums, as well as lost productivity and lowered employee engagement. Lifestyle change is our most powerful weapon against chronic conditions, but wellness programs typically target already-healthy employees, and fail to move the needle when it comes to outcomes and costs.

*What if you could improve the health of your high-risk employees, reduce insurance costs, and cut absenteeism, while increasing employee engagement, morale, and productivity?*

## The evolution of digital therapeutics

WellStart Health is the evolution of digital therapeutics. We've had two major "aha's" that enable us to slash healthcare costs for self-insured organizations. First, we deploy lifestyle medicine to reduce the needs for drugs and procedures, tackling the root causes of chronic conditions with true behavior change. Second, we select and train coaches who have achieved their own lifestyle change, and have the empathy, experience, and training to inspire others on their journeys to healthier lifestyles.

At WellStart, our coaches don't go for tiny lip-service changes. Instead, they provide accountability, motivation, guidance, and support. WellStart participants realize big, lasting changes in habits, routines, environments, systems, and most important, identities.

*What are chronic conditions costing you?*

# \$260B

*Health-related work losses cost US employers \$260 billion annually.  
Productivity losses cost employers \$1,685.00 per employee, or \$225.8 billion, annually.*

**WellStart Health results:**



*80% of participants reverse at least one chronic condition*



*35% of participants reduce or eliminate medications.*

## How WellStart Health works

From launch to completion, WellStart Health provides the support, guidance, and education your employees need to mitigate and reverse chronic disease.

Here's a look at a typical WellStart engagement.



### PARTICIPANT REGISTRATION

The WellStart onboarding experience is seamless and fully customizable for your brand and your employee population.



### MEASURE BIOMETRICS

In each WellStart Health program, we measure biometrics at the start.



### ONGOING OVER 12 WEEKS

#### Participant Dashboard

Participants get a user-friendly dashboard, to access information, communicate with their coach, track and view their progress.

#### Weekly Physician & Dietitian virtual visits

Online visits with a doctor and dietitian keep participants engaged and improving.

#### Weekly Health Coaching virtual sessions

Health Coaching sessions invite questions, program personalization, and engagement.

#### Regular group discussion sessions

Support, motivation, and accountability, through a community of like-minded people.



### DAILY FOR 12 WEEKS

#### Support: Health coaching text support

Every step of the way, WellStart coaches are there for participants via text and web app, so that WellStart can go wherever your employees do.

#### Educate and Motivate: Articles and videos

Every day, participants receive new articles, videos, and supporting materials, to engage them and expand their learning.



### 12 WEEK BIOMETRIC MEASUREMENT

### ONGOING SUPPORT

## Who we are

The WellStart Health founding team brings together decades of experience in public health, direct patient care, group health counselling, nutritional therapy, health coaching, technology development, and marketing.

The result is a team uniquely positioned to create a compelling experience for employees that inspires them to improve their health and achieve long-term improvements.

### OLIVIA KELLY, MPH

*Co-Founder and Chief Executive Officer*

Olivia Kelly, MPH, has pursued improvements in healthcare her whole life. She earned her BA in psychology from UCLA and her MPH from UCLA's Fielding School of Public Health in 2013.

### HOWARD JACOBSON, PHD, MPH

*Co-Founder & Chief Behavioral Science Officer*

Dr. Jacobson is contributing author to *Whole*, by T. Colin Campbell, PhD, and *Proteinaholic*, by Garth Davis, MD, and the host of the *Plant Yourself* Podcast. He earned his BA from Princeton University, and his MPH in Community Health and PhD in Health Studies from Temple University.

### JOSH LAJAUNIE

*Co-Founder & Chief Brand Ambassador*

A passionate advocate for plant-based nutrition and fitness, he has been featured on *The Today Show*, *Good Morning America*, *People* magazine, *Runner's World* magazine, and the *Rich Roll* Podcast on health and wellbeing.

### SARAY STANCIC, MD

*Chief Medical Officer*

Dr. Stancic is the founder and owner of Stancic Health & Wellness, LLC where she is a board-certified Lifestyle Medicine physician. She received her MD degree from New Jersey Medical School in 1993, and is board-certified in Infectious Diseases. She previously served as Chief of Infectious Diseases at the Hudson Valley Veterans Administration Hospital in New York.

*"The WellStart program supports people with chronic diseases including heart disease to make lasting change that can result in dramatic improvements in their quality of life. WellStart's care team and digital tools help patients learn and sustain new habits. I recommend the program to my patients who want to take control of their health with less medicine and more continuous lifestyle improvement."*

*Andrew Freeman MD, FACC FACP  
Department of Cardiology, National Jewish Health*



**WellStart Health**

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