

NATURALLY SLIM:

natura)(y)slim®

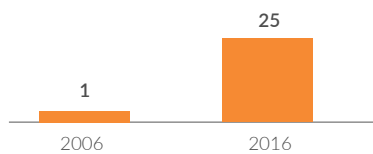
BACKED BY SCIENCE, PROVEN BY RESULTS.

Naturally Slim® is a digital behavioral counseling program focused on metabolic syndrome (MetS) reversal, diabetes prevention and weight management. Backed by more than 10 years of clinical research and measurable results, Naturally Slim has been the focus of peer-reviewed studies published by Journal of Metabolic Syndrome and Related Disorders (2015) and Journal of Occupational and Environmental Medicine (2016).

THE "WEIGHT" OF OBESITY

More than 70% of American adults are overweight or obese¹ and obesity rates continue to surge. Half of the states in the U.S. now have obesity rates above 30% compared to just one state 10 years ago.

Number of states with obesity rate above 30%²

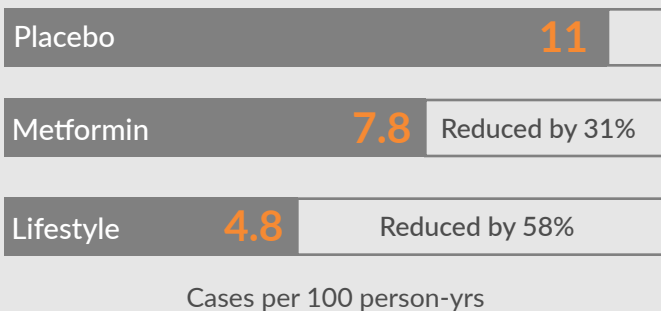


Unfortunately, obesity is highly correlated with MetS, heart disease, diabetes, stroke, at least 13 types of cancers and more. Consequently, MetS is an accurate predictor of both current and future high-cost medical claims.



Clinical studies prove that intensive behavioral counseling (IBC) programs are the most-effective treatment for diabetes prevention³.

Diabetes Incidence Rate⁴



Naturally Slim's proprietary engagement model and unique curriculum produce unmatched enrollment and engagement rates.

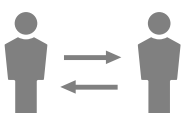
72%
of Naturally Slim participants "graduate"⁵

(attend at least 8 of first 10 lessons)

78%
of participants still follow Naturally Slim skills one year later⁶

In contrast, only 37% of patients with heart disease maintain their medication regimen one year later⁷.

REACHING THE MASSES



1:1

In-person



1:50

Telephone, Group, Virtual Coaching



1: Unlimited

Digital + Support (Unlimited Reach)

Individual counseling, such as Diabetes Prevention Programs (DPP), are not scalable across large populations, especially geographically dispersed groups. The Naturally Slim program uses video lessons to deliver consistent, high-quality instruction, which is augmented with individual coaching when needed.

Each year, the average American adult gains 1-2 pounds⁸. The Naturally Slim program combats that trend by teaching participants the skills they need to lose weight and maintain their weight loss for the long term.

84%
of Naturally Slim
participants
lose weight⁹

10.6 lbs
average weight loss
in first 10 weeks¹⁰

83%
of Naturally Slim participants
maintain weight loss
after one year⁷

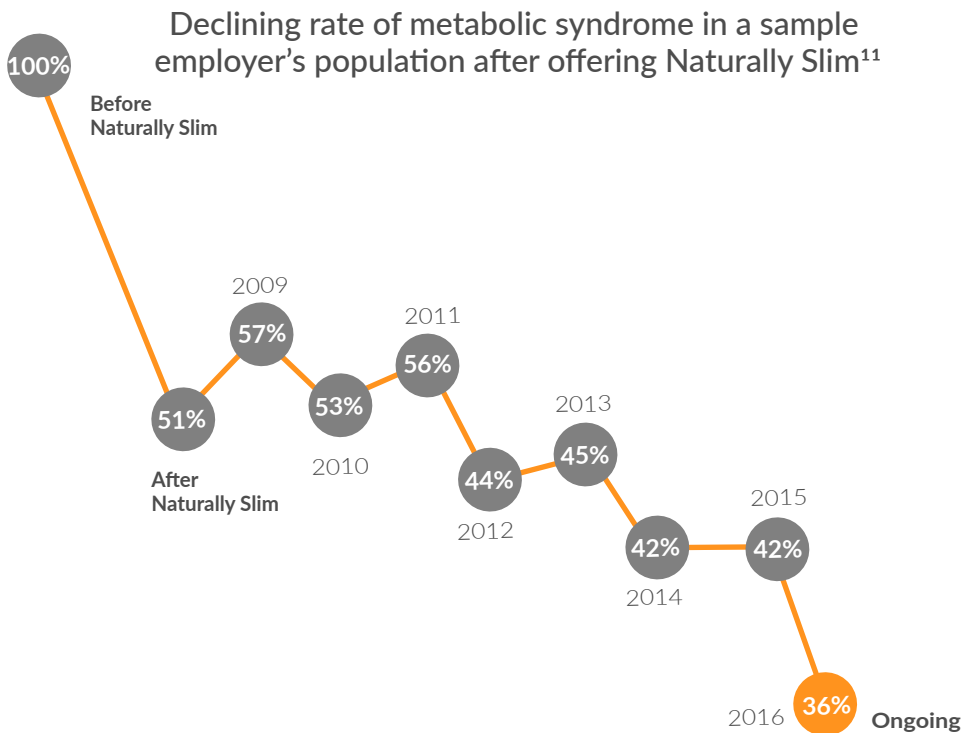
CLINICAL RESULTS

In addition to weight loss, the Naturally Slim program produces measurable, sustainable results. These clinical improvements lead to less chronic disease and lower healthcare costs.

50%
of participants
reversed MetS¹⁰

55%
of participants reduced
their type 2 diabetes risk⁹

50%
of participants reversed
high blood pressure
(of those who lost 5%
or more in body weight⁹)



Our company's DNA is fueled by more than 85 years of experience in the employee benefits industry. This level of insight provides a unique understanding of the needs of all major healthcare stakeholders including employers, providers, insurance carriers, consultants, members, and the federal government. Our industry expertise allows us to deliver value to all our stakeholders, customizing each program for the very best result.

INDUSTRY EXPERTISE

- Technology
- Government
- Healthcare
- Education
- Transportation
- Manufacturing

REFERENCES

- Centers for Disease Control and Prevention (2016)
- Robert Wood Johnson Foundation (2017)
- United States Preventative Services Task Force (USPSTF - 2014)
- The New England Journal of Medicine (2002)
- Naturally Slim internal analysis (2017)
- Intermountain Medical Center Heart Institute (2017)
- Naturally Slim internal research survey of 2,000+ participants (2017)
- National Health and Nutritional Examination Survey (2010)
- Journal of Occupational and Environmental Medicine (2016)
- Journal of Metabolic Syndrome and Related Disorders (2015)
- Based on Naturally Slim client's annual biometric screening data