

6 pillars of innovative corporate programs in 2023

Programs that drive 3:1 ROI



6 in 10 American adults have a chronic disease of which 4 in 10 have more than one.

The average employee was associated with \$11,582 cost per year on healthcare.

Conventional medicine is failing these Americans as 75% of all health care costs are due to chronic conditions. But people with chronic conditions only receive 56% of preventative care. Somewhere there is a severe breakdown in care treating the symptoms of an ailment **instead of finding and addressing the root cause.**

6 pillars of corporate programs that drive 3:1 ROI

1. Case management vs Disease Regression

Getting to the bottom of why a person is ill and healing the cause, which alleviates the symptoms. This approach can clinically regress or even reverse the illness or disease itself.

2. Root-cause approach

Treating the root cause means less expensive medication, fewer side effects and related health issues, and better overall health.

3. Multidisciplinary team

Patients have their own specialized team that consists of a physician, a dietitian and a health coach. The medical team gets to know specific needs of every patient on a very personal level, giving the very best care possible.

4. Behavioral support

But people need more than just being aware of what they need to do, and how. The hardest thing is to change the behavior. Patients need support to change their behaviors to overcome illnesses.

5. Continuity of care

Once the desired goals have been met, the healthy living begins. Continuity of care is the beginning of the process that ensures that the patient can maintain results for life.

6. Human connection enhanced by technology

Technology can provide helpful information to the healthcare team so they can better understand and meet patients' needs all while building a strong human connection.



Ciba Health is a digital therapeutics and virtual care platform. We deliver precision medicine interventions utilizing a root-cause approach and cutting edge AI/ML technology. Our mission is to prevent and reverse chronic conditions while holistically optimizing the physical and mental wellbeing of our patients.

We are powered by the mission to provide better healthcare by researching the unique biochemistry of every patient, offering tools to practice better self-care, preventing diseases, and encouraging people to live their life to its fullest. Personalize, prevent, and educate—that's our motto for creating healthcare that truly cares.

Reasons to invest in the root-cause approach



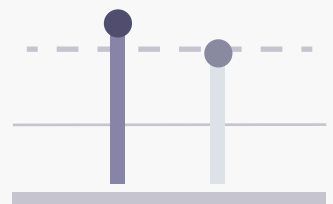
17-30%

reduction of total healthcare costs over 12 months



\$12,900

average yearly type 2 diabetes cost reduction per patient



85%

medication reduction over 12 months

*These numbers showcase Ciba Health results and cannot be representative of all other root-cause-based programs.

Personalized Root-Cause Based Wellness Programs vs Conventional Wellness Programs for Self-Funded Employers

1. Case Management vs. Disease Regression

The most obvious difference between a personalized root-cause wellness program and a conventional wellness program is case management vs. disease regression. Case management has typically been handled by the TPA or insurance company that administers your plan's benefits. The designated company will attempt to reach employees with a particular risk profile, in an effort to find out if they are adherent to their medications. For this PEPM (Per Employee Per Month Fee) most employers are provided with an ROI (Return on Investment) figure that is based on the CDC's statistics for medication adherence. The destination for this disease-managed population is the same as it was at the start of the year, they still have an addressable chronic disease.

However, with disease regression, your root-cause-based healthcare team works to identify the drivers of the illness, not on an acute level working to "whack-a-mole approach" but to clinically regress or even, in many cases, reverse the illness or disease itself. This is done as a personalized whole health approach, which allows the body to begin to heal and regain function. A personalized root cause-based approach not only clinically regresses an addressable disease but also changes the destination for the employee by moving them to a pre-disease state.

**3:1 ROI is possible when
implementing a disease
regression instead of a case
management approach**

2. Root-cause approach

What exactly is a root cause approach, and what does that mean when it comes to a personalized root-cause wellness program and disease regression? The root cause approach is delving into why a person is ill. What is causing the illness in the first place? Then it is making modifications across the various areas in a person's life that need adjusting.

These physical and behavioral modifications result in disease regression over time by treating the root cause of the illness and not just the symptoms of the disease. Treating the root cause means getting to the bottom of why a person is ill and healing the cause, which alleviates the symptoms. This means less expensive medication, fewer side effects and related health issues, and better overall health.

Unfortunately, the root cause approach is not practiced in case management conventional medicine. Instead, it is laden with the overuse of expensive medication. One of the reasons the root cause approach is not practiced in conventional medicine is because it takes a multidisciplinary team to address disease regression. This is not something most medical practices offer.



With conventional medicine, treating symptoms presents a problem due to the fact that each symptom can have a multitude of causes and it is individualized. However, with root-cause-based programs working on resolving the unique drivers of the condition is what makes that technique so revolutionary.

For example, if a patient is seen for insomnia in conventional medicine they would most likely be given a prescription for a sleep aid. With a root-cause-based wellness program, the multidisciplinary team would first investigate the reason for the insomnia, is it: lifestyle stressors, poor nutrition, alcohol, caffeine, environmental irritants, hormone imbalance, medication side effects, or emotional or psychological distress. Once the root cause is found the health experts would work on treating the root cause and not just the symptom. A root-cause practice wants to know the “why” in order to best support the cause and not just place a bandaid on the symptom.

3. Multidisciplinary team

When it comes to a personalized root-cause wellness program having a multidisciplinary team on your side is of great benefit.

They are better equipped to deal with the root cause approach and addressing disease regression than conventional medical professionals.

When it comes to seeing a doctor for your illness, you typically see either your primary care physician or a variety of doctors or nurse practitioners.



If you are at a multi-physician office, you could see a different practitioner each time you visit, making the level of care aggravating and allowing things to fall through the cracks.

However, when it comes to wellness programs with multidisciplinary teams, diverse expert specialists are dedicated to each individual's care rather than changing at each visit. Each member of the team offers their own expertise in your personalized treatment plan.

- A **physician** will provide a medical care plan,
- a **dietician** works to develop a personalized dietary approach to support health goals,
- a **health coach** helps solve real-life obstacles that exist or may come up, and a mental health therapist focuses on developing coping skills.

You have your own specialized team that you work with exclusively time and time again. They get to know you and your specific needs on a very personal level, giving you the very best care possible. With multidisciplinary care, it is also about the series of healthcare services you are receiving versus one-off appointments as symptoms arise.

The multidisciplinary team offers behavioral support, help with implementation and continuity of care, something not seen in conventional medicine.

4. Behavioral support

When considering wellness plans for corporate healthcare, you should consider whether or not the programs you are debating over offer behavioral support, assist with the implementation, or have continuity of care. These are all important to the quality of healthcare one receives.

Behavioral support assists in disease regression. In conventional healthcare, the treatment of a physical condition does not include behavioral health support. In the best-case scenario doctors tell you what you need to achieve, e.g. lose weight by eating fewer calories. But people need more than just being aware of what they need to do, and how. The hardest thing is to change the behavior, so this is why so many chronic conditions are hard to treat. Continuous behavioral health component is the must for every program that deals with lifestyle-related chronic conditions.

With case management style or conventional health care administers medication, you might be given a list of behaviors to modify, but rarely is there follow-up. There is no one to help support you in the implementation of the new life changes you are supposed to make. With wellness programs' multidisciplinary teams, their purpose is to give you the support you need to change your behaviors so that you can overcome your illness.



5. Continuity of care

Continuity of care is important when trying to make any type of lasting health change.

Once the root cause has been identified, the patient worked with the health coach, received the support they need to change their behavior, and achieved the desired goal, the continuity of care is essential.

This is not where it all ends. Once the desired goals have been met, the healthy living begins. Continuity of care is the beginning of the process that ensures that the patient can maintain results for life.

All these things, behavioral support, assisting with implementation, and continuity of care, give a white-glove level of service not typically seen in health care.

This is a new way of managing wellness that helps with disease regression and promotes preventative care.

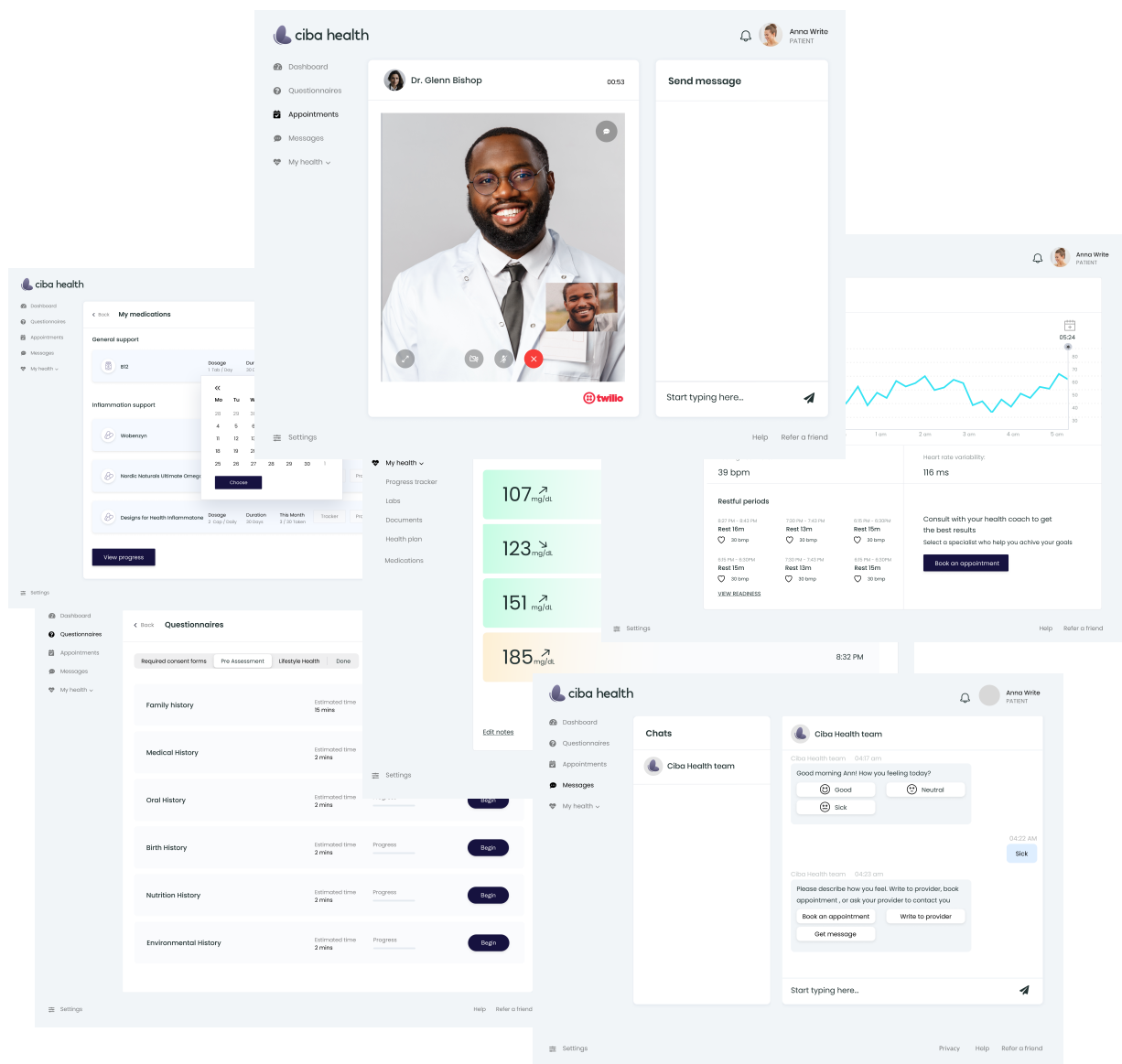
When considering corporate healthcare services the quality of what you are providing should be an important factor just as much as the plan benefits.



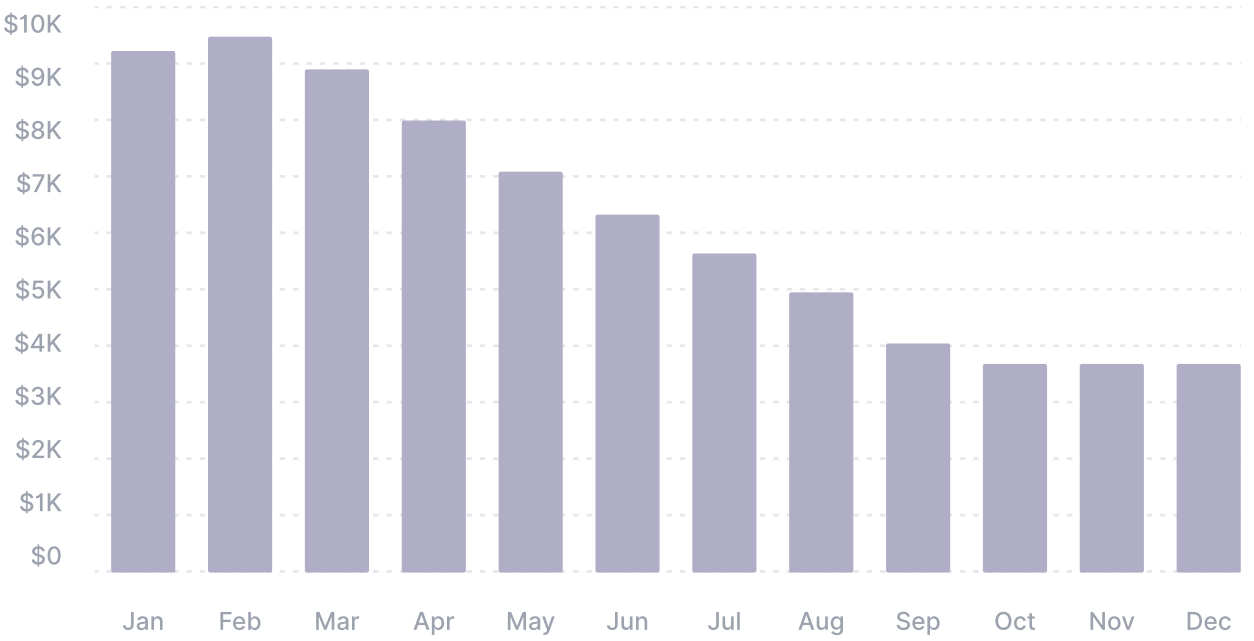
6. Human connection enhanced by technology

Technology has created amazing tools and apps to help you in your healthcare journey. These technological capabilities are being utilized in some personalized root-based wellness programs. Devices such as Oura Rings, Fitbits, iWatches, etc., allow healthcare professionals to closely monitor your daily habits in real-time. Not only is the information available to you, but it is uploaded to your file so expert healthcare professionals can view it and adjust your wellness plan as needed.

While relying on technology can often be dehumanizing, using technology as a tool is helpful but not at the cost of building relationships. Technology should provide helpful information to your healthcare team so they can better understand and meet patients’ needs all while building a strong human connection.



Cut corporate healthcare budget by 30%



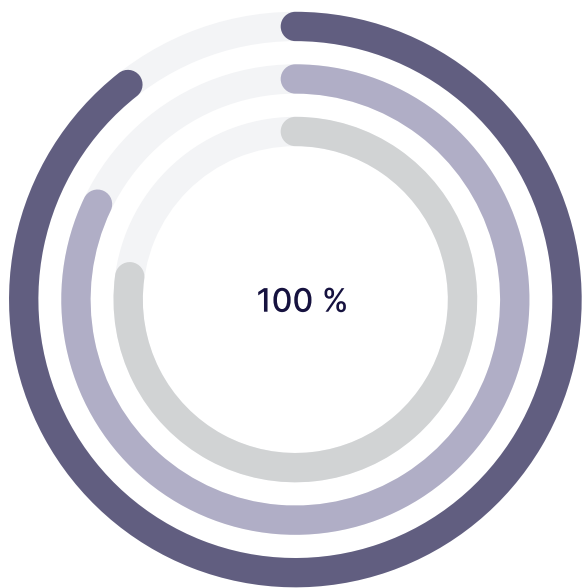
Why is a personalized root-based wellness program preferable? The cost of employees being ill weighs heavily on businesses. The data notated above shows the cost can be staggering.

According to the American Diabetes Association, it is estimated that 9.4% of your employees have diabetes. And according to the Center for Disease Control and Prevention, 20% of your employees may be suffering from anxiety and/or depression.

With the average cost of healthcare for each employee being \$11, 582 there is a lot of room for improvement. This includes prescriptions, other healthcare goods, doctor and hospital visits, insurance premiums, and more. When the company adopts a root-cause approach the costs can be cut by 30%. Ciba Health has worked with self-insured companies and saw these results coming to fruition.

Every program is different, but in the case of Ciba Health programs, we were able to see an incredible 3:1 return on investment. That alone tells you how much companies are overspending, how the healthcare system is broken, and how much chronic disease reversal potential is out there for people in the US.

Whole health corporate programs by Ciba Health



- Engagement rate
- Completion rate
- Medication reduction

When looking into personalized whole health root-cause programs, Ciba Health is an excellent choice with multidisciplinary teams and plans that works towards disease regression and proactive health care.

We specialize in in-depth behavioral support and implementing personalized health plans providing the best health care possible.

With the root-cause approach, we help our patients regress or even reverse the diseases that cause the symptoms in the first place. It is through our root-cause approach partnered with our behavioral support and continuity of care that we are able to give our patients the highest level of care.

cibahealth.com

Our programs



Type 2 Diabetes Reversal Program



Digestive Health Program



Prediabetes Reversal Program



Depression and Anxiety Breakthrough Program



Advanced Primary Care. Prevent, treat and reverse chronic conditions

Results at a glance



17-30%

reduction of total healthcare costs over 12 months



\$12,900

average yearly type 2 diabetes cost reduction per patient over 12 months



85%

medicaion reduction over 12 months



28%

reduction in absenteeism over 12 months

Why employers love Ciba health

- ✓ Off-cycle. We can roll out the benefit whenever it suits you best.
- ✓ The 'Pay per engaged member per month' (PEMPM) model is value-driven, simple, and effective, covering the needs of providers and their patients.
- ✓ Account management. We offer a dedicated account manager to work with your company.
- ✓ Reporting. We provide detailed company-wide reporting so you can track our impact.
- ✓ Referral. Smart referral system for specialist visits.
- ✓ Personalized care. We research each patient's unique biochemistry and create a health plan tailored to individual needs.
- ✓ A comprehensive whole health 360-degree approach to get to the root cause of symptoms.
- ✓ Remote patient monitoring. We are optimizing health plans with real-time data.
- ✓ Multidisciplinary team. Every patient is assigned a dedicated care team that includes a licensed physician, a registered dietitian, and a certified health coach.

cibahealth.com

Return on investment (ROI) calculator



Scan this QR code with your camera
to access the calculator

Go ahead and see how much your company can save by implementing root-cause approach programs. All you need to know is your company's headcount, and we'll calculate what might be possible for your organization.

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