



A New Generation of
Chronic Disease Reversal

Virtual Advanced Primary Care &
Chronic Disease Reversal Programs

October 2023

Company Overview

Ciba Health is revolutionizing the care and treatment of chronic diseases such as prediabetes, obesity, type 2 diabetes, autoimmune, hypertension, and digestive conditions through a patient-centered, root-cause approach and a value-based care delivery model.

We are the industry leader in providing full-spectrum, integrated care and convenient access to a multidisciplinary care team, leveraging cutting-edge technology, to implement each patient's personalized and whole-person care treatment plan.

Multi-Program Platform

We offer a platform that focuses on the most prevalent and costly chronic conditions. Our integrated team delivers seamless patient care from start to finish. Ciba Health's solution includes prevention and condition-based programs covering the following:

- Type 2 Diabetes Reversal
- Cardiometabolic Disease
- Prediabetes, Obesity & Weight Loss
- GLP-1 Step Therapy
- Digestive Health
- Depression & Anxiety



Methodology &
Personalized Approach

Differentiation

- We have a unique methodology focused on **treating the root causes** of a disease rather than the symptoms.
- We provide our patients with an integrated care model and convenient access to a **multidisciplinary care team**.
- We leverage **cutting-edge technology** to implement each patient's personalized and whole-person treatment plan.
- We help our clients guide the patient journey from start to finish by providing **full-spectrum care** under one platform.
- We offer **global solutions** to our clients and partners, which decreases dealing with countless point solution operators.

Conventional Medicine

Disease Oriented

Doctor Centered

Everyone is Treated the Same

Specialized

Manages Chronic Conditions

Diagnosis Based on Symptoms

Reactive Approach

VS

Ciba Health Approach

Health Oriented

Patient Centered

Precision Personalized Approach

Identifies Underlying Cause of Disease

Reverses Chronic Conditions

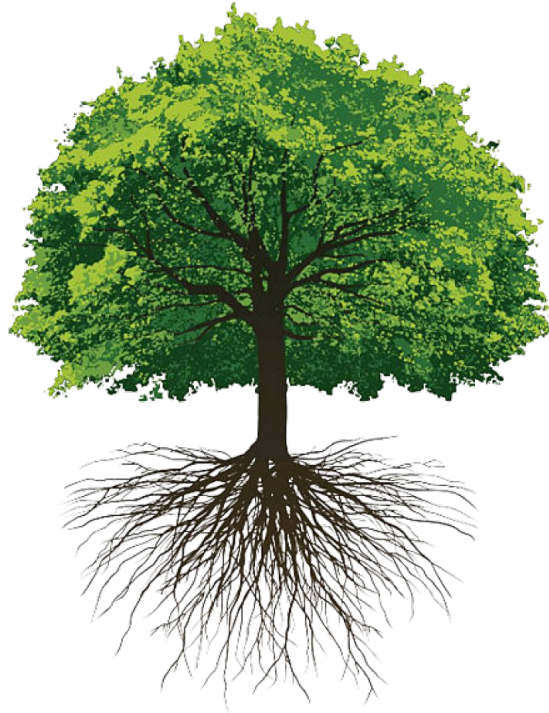
Biochemical Individuality

Preventative Approach

And while others look at symptoms, we focus on root causes. We work towards uncovering our patients' unique drivers that are triggering disease so that we can directly address and reverse it.

Symptoms

High Blood Pressure
Infertility
Depression
Anxiety
Post Partum
Thyroid Issues
Hormone Imbalances
Cancer
PCOS
Irritable Bowel
Auto Immune Disease
Diabetes
Chronic Fatigue



Root-cause

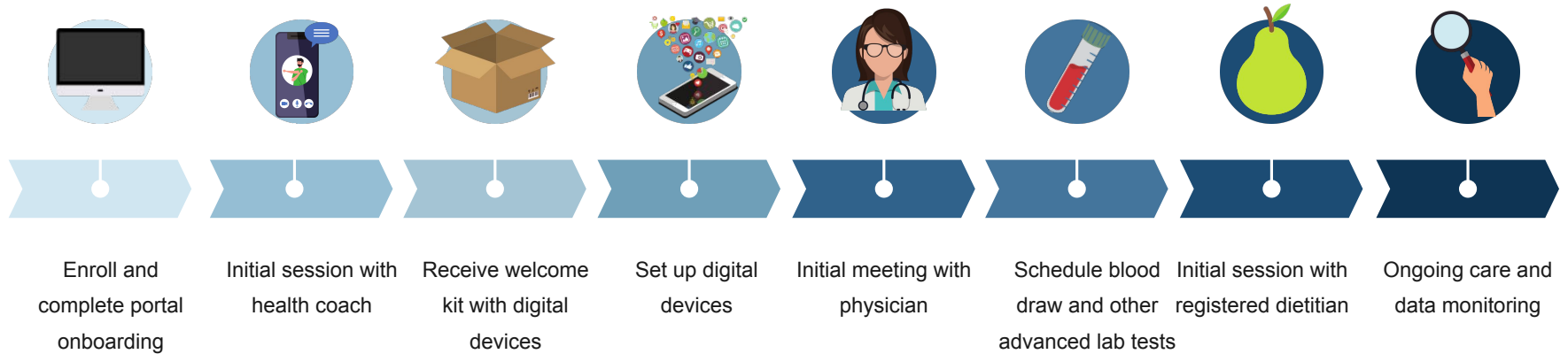
Inflammation
Stress
Poor Diet
Toxins
Lack of sleep
Poor Relationships
Nutrient Deficiencies
Lack of Exercise
Toxic Thoughts
Trauma
Genetics
Poor Digestion



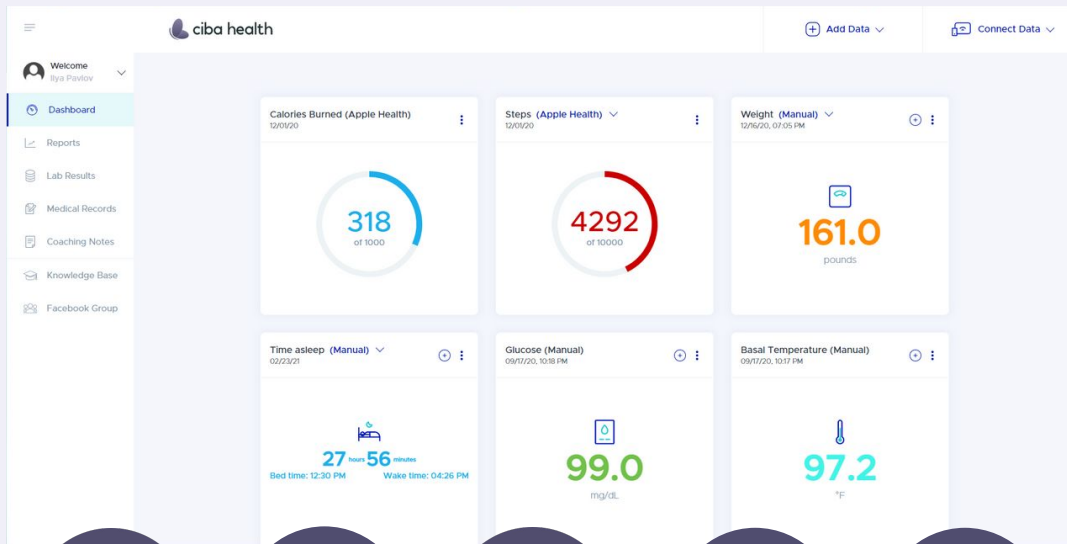
Multidisciplinary Patient-Centered Care Model



Program Patient Journey



Real-Time Health Metrics



Sleep Quality

Ketones

BMI

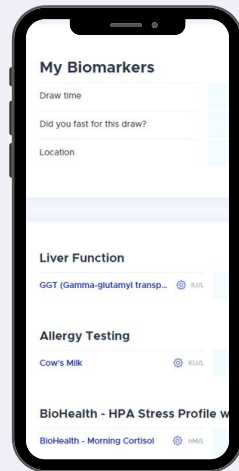
Blood Pressure

Insulin Load

All of patient's health metrics, lab results, medical records, and unique biomarkers in one place.

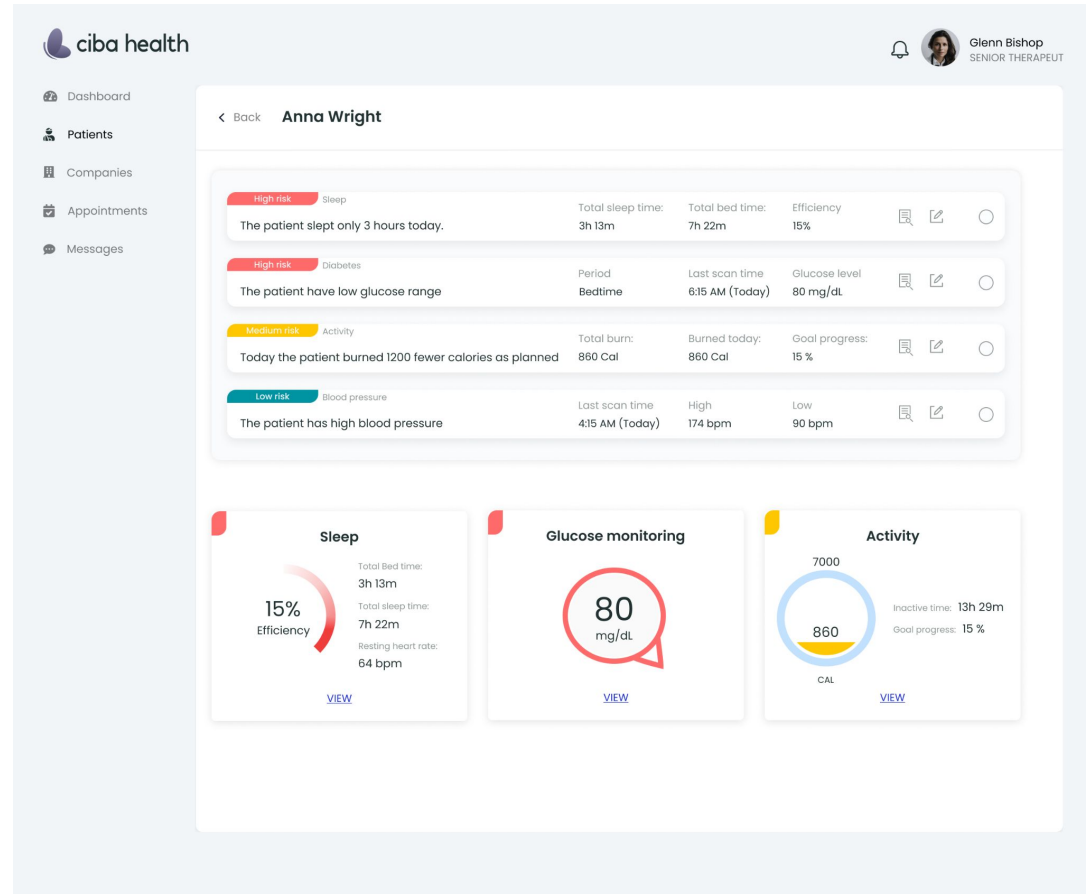
Along with the care team, patients can leverage real-time data from connected wearable technology (eg, Apple Watch, Oura Ring, Fitbit, etc.) to make modifications to the personalized health plan.

Patients can visualize health data over time with custom graphs and reports. Most importantly, they feel supported knowing that their care team can remotely monitor their health journey.



Predictive Analytics

Providers can see color-coded indicators and receive alerts for status changes in the patient's health metrics, to inform clinical decisions and focus on immediate needs and priorities.



Scalable and Automated Tools

Management Dashboards

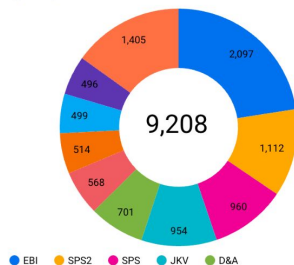
Management Dashboards provide cohort-level views of the most important trends within a particular population.

They are easy to use and can deliver macro as well as micro understanding of the engagement and patients journeys across programs .

B2B Patient Plans

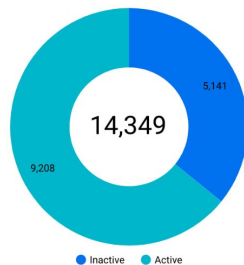
The page focuses on the number of active plans on the platform

of Active Patient Plans By B2B partner

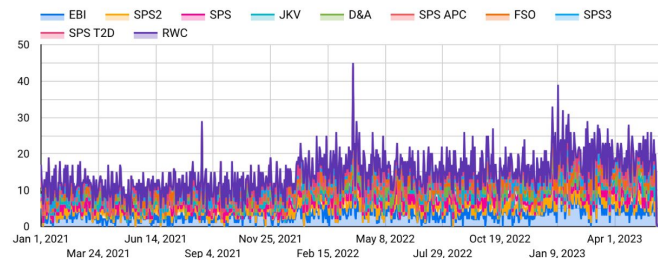


Total # of B2B Patient Plans

By Patient Status



Patient Plan Enrolment Distribution



Active Patient Plan Duration

	company	medical_record	plan_name	medical_record	Record Count
1.	SPS3	22-KNOXF-30	Whole Health	22-KNOXF-30	
2.	SPS3	21-IWKAJ-12	Whole Health	21-IWKAJ-12	
3.	SPS3	2022-AWOCF-121	Whole Health	2022-AWOCF-121	
4.	SPS3	21-XRCQV-126	Whole Health	21-XRCQV-126	
5.	SPS3	23-MPLOD-74	Whole Health	23-MPLOD-74	
6.	SPS3	22-SLJG-282	Whole Health	22-SLJG-282	
7.	SPS3	22-ZJONH-253	Whole Health	22-ZJONH-253	
8.	SPS3	22-XBQHL-23	Whole Health	22-XBQHL-23	
9.	SPS3	22-XBQHL-23	Whole Health	22-XBQHL-23	

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Type 2 Diabetes Reversal Program

12-MONTH TYPE 2 DIABETES REVERSAL PROGRAM

Description

Addresses the high cost driver of Type 2 Diabetes through uncovering the unique drivers of one's condition with a multidisciplinary dedicated care team to not only suppress symptoms, but regress disease.

Eligible Members

Type 2 Diabetes (HbA1c 6.5+%) as evident in the review of medical claims data.

Care Team

Physician

Registered Dietitian

Health Coach

Mental Health Consultation

Specialty Labs

Biomarkers, microbiome, urine, etc.

Digital

Oura Ring or Sleep Mat

Smart Scale

Therapeutics

Freestyle Libre CGM

Tape Measure

BPM Connect

Blue Light Blocking Glasses

Personalized Supplements

Personalization is based on individuals' data, using our proprietary algorithm and formula.



After 6 months in these programs, patients will:

- ✓ Have less dependence on medication (or completely eliminate medication)
- ✓ Experience consistent blood glucose levels
- ✓ Have improved mood on a day to day basis
- ✓ See easier weight loss and maintenance



Prediabetes, Obesity
& Weight Loss Program

12-MONTH PREDIABETES, OBESITY & WEIGHT LOSS PROGRAM

Description

Addresses prediabetes and obesity by uncovering the unique drivers of one’s condition with a multidisciplinary dedicated care team to not only suppress symptoms but regress disease.

Eligible Members

Pre-diabetics (HbA1c 5.7-6.4%) as evident in the review of medical claims data.
Obese and population at risk as defined by the CDC prediabetes risk test.

Care Team

Physician	Certified Health Coach
Registered Dietitian	Mental Health Consultation

Specialty Labs

HbA1c

Method

Virtual LIVE and recorded sessions

Cadence

16 sessions within 26 weeks (6 months) + 6 sessions the following 26 weeks (6 months).

Digital Therapeutics

Smart scale	Blood
pressure monitor	
Continuous glucose monitor	

Success Indicators

At least 60% of program
completers should:

- Achieve at least 5% weight loss on or before 12 months after the cohort began or
- Achieve at least 4% weight loss and perform at least 150 minutes/week on average of physical activity 12 months after the cohort began or
- Achieve a 0.2% reduction in HbA1C



GLP-1 Prior Authorization/Step Therapy Program

12-Month GLP-1 Step Therapy/Prior Authorization Program*

Description

Addresses the high cost drivers of cardiometabolic conditions such as: prediabetes, obesity, type 2 diabetes, and hypertension by uncovering the unique drivers of one’s condition with a multidisciplinary dedicated care team to not only suppress symptoms, but regress disease.

Eligible Members

Patient attribution is applied as evident in the review of medical claims data. [Prediabetics (HbA1c 5.7-6.4%); Type 2 Diabetes (HbA1c 6.5+%); Obese and population at risk as defined by the CDC prediabetes risk test; Chronically ill patients as defined by diagnoses and supportive clinical documentation.

Care Team

Physician	Certified
Health Coach	
Registered Dietitian	Mental Health
Consultation	

Specialty Labs

Depending on the condition of the patient: HbA1c, biomarkers, microbiome, urine, gut dysfunction testing (stool test), food sensitivity testing (blood spot test), etc.

Digital Therapeutics

Sleep device	Continuous glucose monitor
Smart scale	Blood pressure monitor

Method & Cadence

Virtual; Varies based on the patient stratification and individualized plan.

Personalized Supplements

Personalization is based on individuals’ data, using our proprietary algorithm and formula.

** The components of the program may vary and will be adjusted based on patient condition and needs as determined by the Care Team.*

Challenge

GLP-1s are being prescribed so frequently that employers, brokers and payers are scrambling to create pathways for eligible patients to access these medications, while offering alternatives for those that are seeking weight loss options.

There are some legal opinions that convey that GLP-1s are a protected medication, as some patients may fit the mental health profile that excludes them from a more lengthy prior authorization (PA) process. (see references slide)



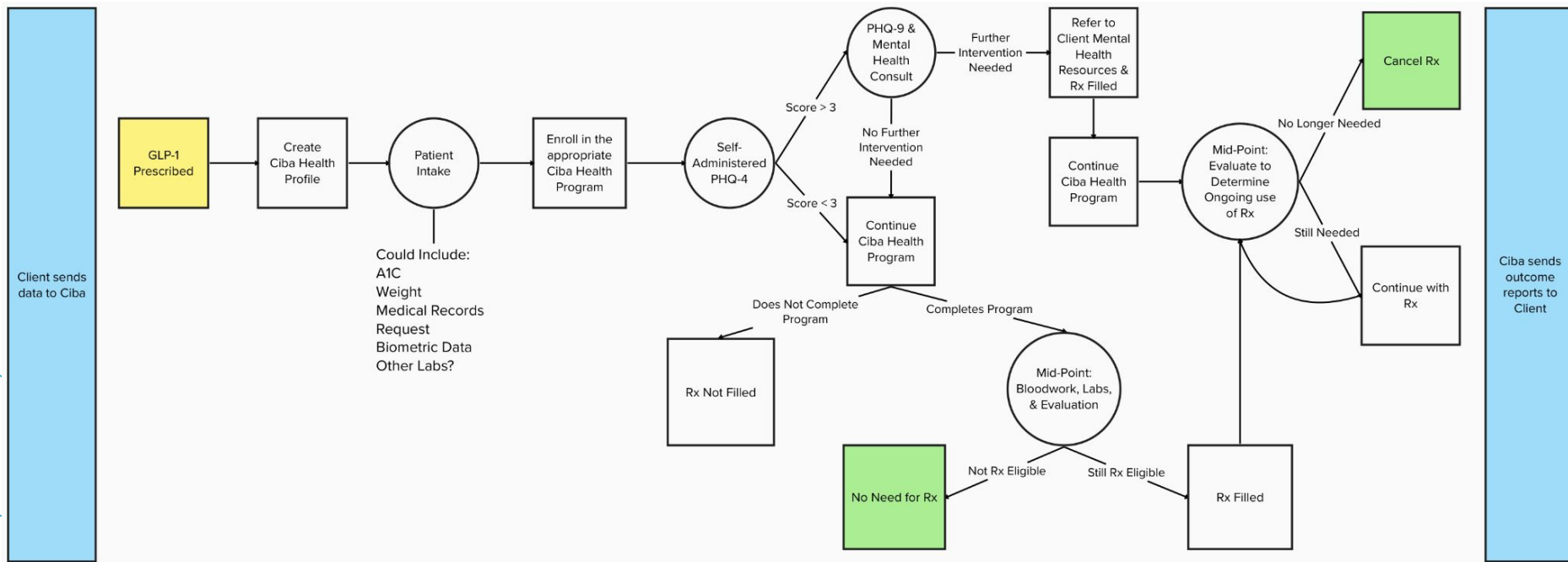
Proposed Solutions

Step Therapy is a protocol that requires patients to try a less expensive or lower-risk medication or modality before moving on to more expensive or risky treatments.

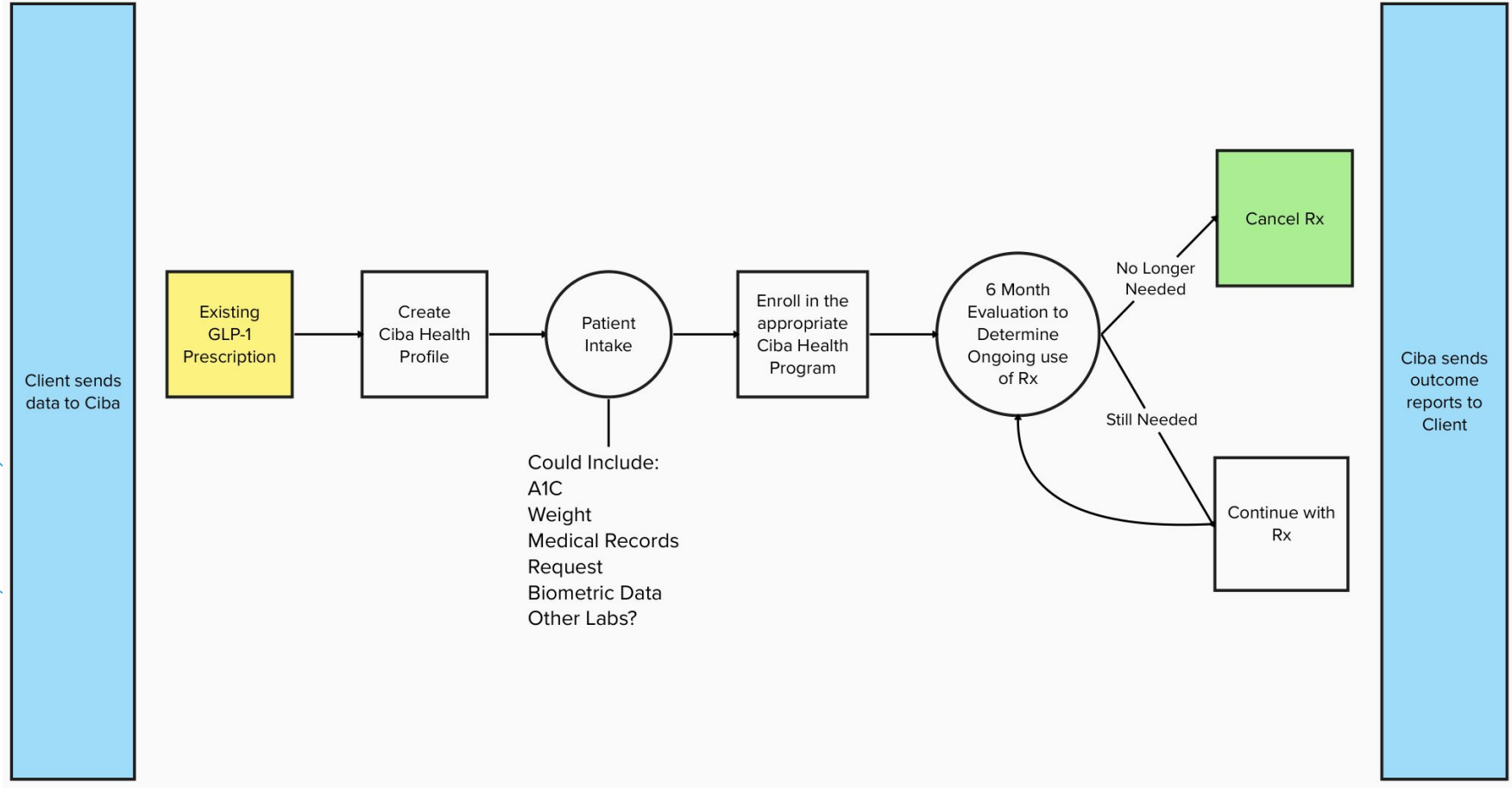
Ciba will provide patients who have been prescribed a GLP-1 with a step therapy/prior authorization process starting with a patient consult using a validated questionnaires to screen patients for the pathway that will best fit their clinical needs and reverse their chronic condition(s).



New GLP-1 Rx Patient Journey & Workflow



Existing GLP-1 Rx Patient Journey & Workflow



Validated Mental Health Questionnaire

PHQ-4 to PHQ-9 (Validated Mental Health Questionnaire)

- The score qualifies you for a mental health consult.
- If the consult concludes mental health needs, the patient receives GLP-1 but their participation in Ciba Health's Step Therapy/Prior Authorization Programs is requested.

Patients that do not score high on the PHQ-4

- The patient is enrolled in the Ciba Health Step Therapy/Prior Authorization Program.
 - Patients that successfully engage and complete the 6 month program and are re-evaluated for a GLP-1. Those that still meet the criteria, but have engaged in the program receive the Rx.
 - Patients that do not engage and complete the 6 month program are not eligible for the GLP-1 fill.
 - Engagement criteria can be developed in collaboration with the Account stakeholders.



Drugs for Obesity

Drug	Monthly Cost*	Annual Cost	Market Share**
Wegovy	\$1,627	\$19,524	58.4%
Saxenda	\$1,766	\$21,192	39.1%
Other (non-GLP-1)	Varies widely	Varies widely	2.5%

Drugs for Type 2 Diabetes

Drug	4-week Cost*	Annual Cost	Market Share**
Ozempic	\$1,104	\$14,352	22.22%
Trulicity	\$1,065	\$13,845	15.69%
Rybelsus	\$1,048	\$13,625	4.58%
Mounjaro	\$1,228	\$15,964	0.65%
Other GLP-1	Varies	Varies	3.92%
Other Anti-Diabetic	Varies widely	Varies widely	52.94%

*Prices from [GoodRx](#) - used average price of the lowest recommended maintenance dosage

**[Segal SHAPE, Segal's data warehouse, by plan spending](#)





Digestive Health Program

Cyclical Impact of Digestive Disorders



Individual

Suffer in silence in pain and discomfort

Decrease functioning in life roles

Stigma limits personal and professional support

Significant out of pocket costs



Employer

Most prevalent cause of disability in the workforce

Employees with IBS miss an average of 13 days of work each year

Average direct medical cost for an employee with IBD is \$22,987



System

\$136B US Healthcare spends each year

3rd ranked illness in total economic cost

More hospitalizations than for any other condition in the US

Responsible for 25% of all US surgeries



Digestive Health Program

Description

Addresses the high cost driver of Digestive Disorders through uncovering the unique drivers of one's condition with a multidisciplinary dedicated care team to not only suppress symptoms, but regress disease.

Who?

Those with a Digestive diagnosis as evident in medical claims data: Inflammatory Bowel Disease (Ulcerative Colitis/Crohn's), GERD/Peptic Ulcer Disorder/Gastritis, Irritable Bowel Syndrome

Providers

Physician
Registered Dietitian
Health Coach

Labs

Specialty labs such as Biomarkers, Micronutrient and GI Effects.

Personalized Supplements

Personalization is based on individuals' data, using our proprietary algorithm and formula.

Ciba Health's Digestive Health Program

DIFFERENT FROM THE REST

Gain an understanding of the individualized drivers of your digestive condition(s):

- Food allergies, sensitivities and intolerances
- Small Intestinal Bacterial Overgrowth (SIBO)
- Gut dysbiosis
- Stress and inflammation
- Stomach acid and enzyme imbalances





Advanced Primary Care Program



Advanced Primary Care Program Overview

Description	<p>This plan is designed to support those that aim to prevent chronic conditions. A multidisciplinary team will collaborate to understand the obstacles of one's thriving health.</p>
Eligibility	<p>The Advanced Primary Care program can help people experiencing the following symptoms with or without diagnosed condition:</p> <ul style="list-style-type: none">• Fatigue• Hypertension• Sleep problems• Weight gain or loss• Hormonal imbalance• Joint pain• High cholesterol• High stress levels
Providers	<p>Physician Registered Dietitian Health Coach Mental Health Consult</p>
Labs & Supplements	<p>Specialty labs and supplements personalization are based on individuals' data, using our proprietary algorithm and formula.</p>

Why APC?

Stepping Stones to Success

Identifying the
underlying cause of
chronic disease.

ROOT CAUSE

Adjust lifestyle factors to
promote prevention and
pre-disease support.

PREVENTION

Care is not only to
prevent chronic disease
but to collaborate for
thriving wellness.

WHOLE HEALTH

A multi-disciplinary
team aims to empower
and support each
patient.

CARE TEAM

Create a unique,
sustainable, long-term
health plan for optimal
ongoing wellness.

PERSONALIZED



ciba health

Depression & Anxiety
Breakthrough Program



Depression & Anxiety Breakthrough Program

Description	Employer program that directly addresses the high cost driver of anxiety and depression through a multidisciplinary, root-cause approach of symptom management and condition regression.
Who?	Those with a history of professional mental health treatment, and/or current mental health diagnosis or psychotropic medication.
Providers	Physician Registered Dietitian Health Coach Mental Health Therapist
Labs	Specialty labs
Digital Therapeutics	Oura Ring
Personalized Supplements	Personalization is based on individuals' data, using our proprietary algorithm and formula.

Ciba Health's Depression & Anxiety Breakthrough Program

DIFFERENT FROM THE REST

You gain an understanding of the individualized drivers of your mental health condition(s):

Microbiome

Genetics

Inflammation

Hormone Imbalance

Toxins (heavy metals, etc.)

Stress

Poor sleep

Micronutrient deficiency





Our Results

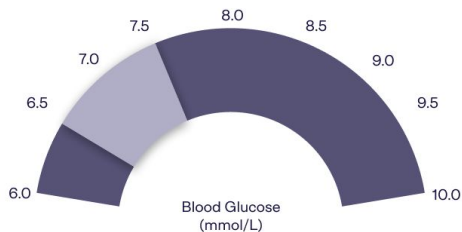
Results

At the end of their journey, our patients will reach and exceed their health goals. Our mission is to help our patients lead healthier, happier lives – trading urgent care visits and skyrocketing medical costs for more time doing what they love.



Our results speak for themselves!

A1C



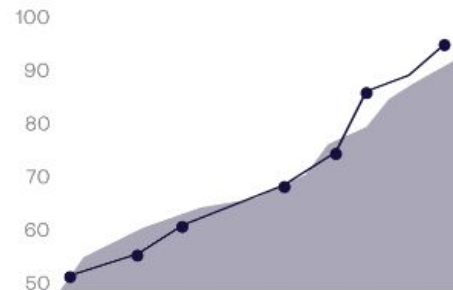
2 pts reduction
on average over 12 months

Weight Loss (lb)



30 lbs reduction
on average over 12 months

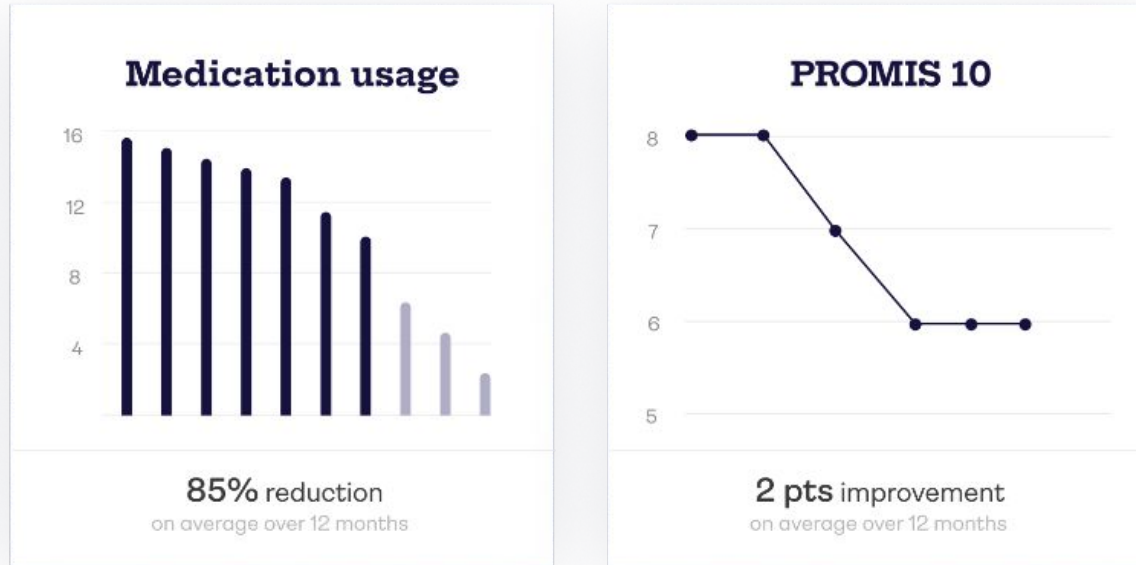
Oura sleep score



78% improvement
on average over 12 months



Our results speak for themselves!



And we're just getting started...





The Future of Healthcare

Michael Tomback

SVP Sales

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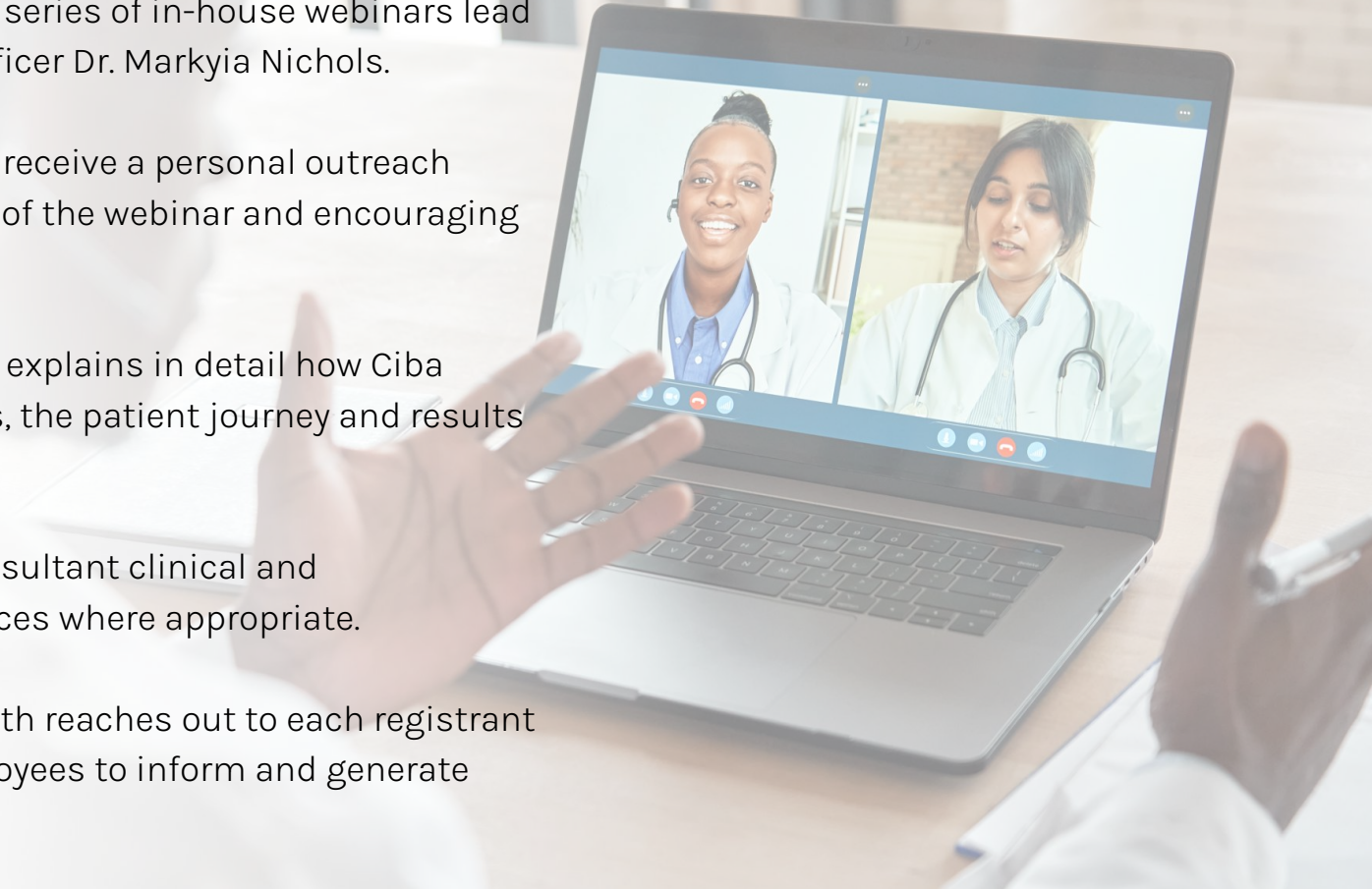




Appendix: Enrollment & Engagement

Initial Launch Support

- Ciba Health produces a series of in-house webinars lead by our Chief Medical Officer Dr. Markyia Nichols.
- All eligible participants receive a personal outreach explaining the purpose of the webinar and encouraging them to register.
- The interactive webinar explains in detail how Ciba Health's program works, the patient journey and results they can expect.
- Leverage client and consultant clinical and communication resources where appropriate.
- Post-webinar, Ciba Health reaches out to each registrant and other eligible employees to inform and generate enthusiasm.



Enrollment Support



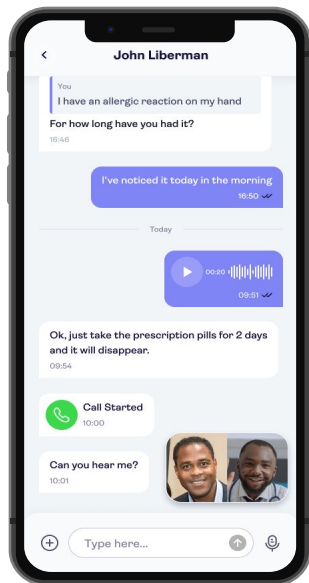
- Ciba Health reaches out to all webinar registrants and other eligible employees to facilitate enrollment. We utilize direct mail, SMS, email, phone outreach and partner with the employer to use their local resources.
- Health Care Advisors engage with participants to enroll, arrange their first appointment, and fill out the patient questionnaires.
- Enrollees receive a kit within 7 days of enrollment that contains the devices, lab instructions, and all other materials needed to get started.
- The health coach follows up with each participant to confirm receipt of the kit and provide assistance in setting up devices and connecting to their account.

Ongoing patient engagement - High Tech and High Touch support



- Automated push notifications help participants to stay engaged
- Email and SMS notifications are both offered for convenience
- Proactive outreach and communication within the platform
- In addition to scheduled visits, the care team is always available via chat to answer questions and provide assistance
- The patient dashboard displays real-time updates, empowering the patient with current data and showing how actions and lifestyle choices impact their health
- Tech support is offered throughout the program to ensure a positive and consistent user experience

Communication and Ongoing Support



Letter Generators – Assistance with drafting and sending correspondence to client participants to educate and inform about the Ciba Health program.

Multimedia – Access to a variety of live and on-demand topical **webinars**, **podcasts** and **videos**, delivered remotely by subject matter specialists. Webinars are provided on a wide array of topics ranging from diet and nutrition to end of life planning and everything in between.

Ask-the-Expert Forum – Curated Q&A knowledge base and scalable expert help across our chronic disease management community.

Expert Advising Sessions – 1:1, high-touch, action-oriented, interactive consultations with a Ciba Health Registered Dietitians and Certified Health Coaches, carefully matched to address specific participant needs.

Reporting & Analytics – Monthly/quarterly/annual usage and data reports.