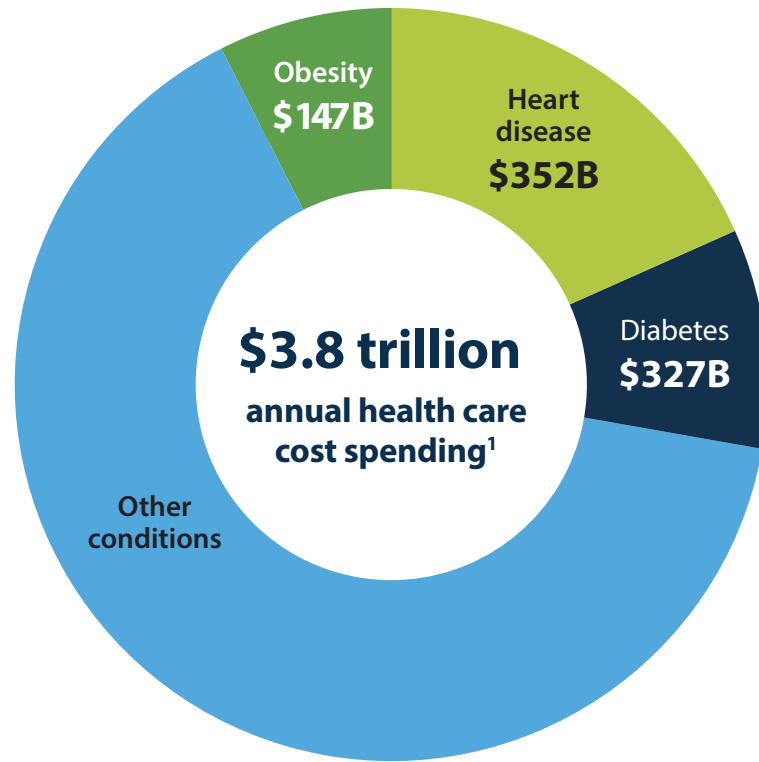


LIFESTYLE & CONDITION COACHING PROGRAM

BY THE NUMBERS

HEALTH CARE COSTS ARE STAGGERING

What are the drivers of health care costs?



90% spent on **chronic and behavioral** health conditions²

4 in 10 Americans have **two or more** chronic health conditions³

3 of the top 4 health care cost drivers are **directly connected** to unhealthy behavior choices²

IT'S TIME FOR A CHANGE

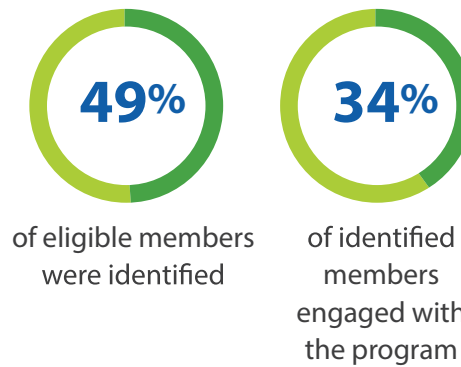
The Lifestyle and Condition Coaching program uses advanced analytics, digital tools and health coaching to provide an easy, personalized health experience for members.

This is how we do it:

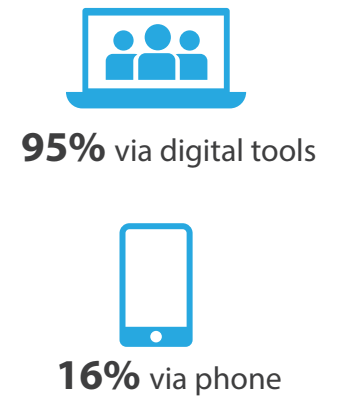
- 1 Find members** with specific, actionable opportunities for improvement
- 2 Engage with them** across multiple channels
- 3 Keep members motivated** with personalized, relevant information



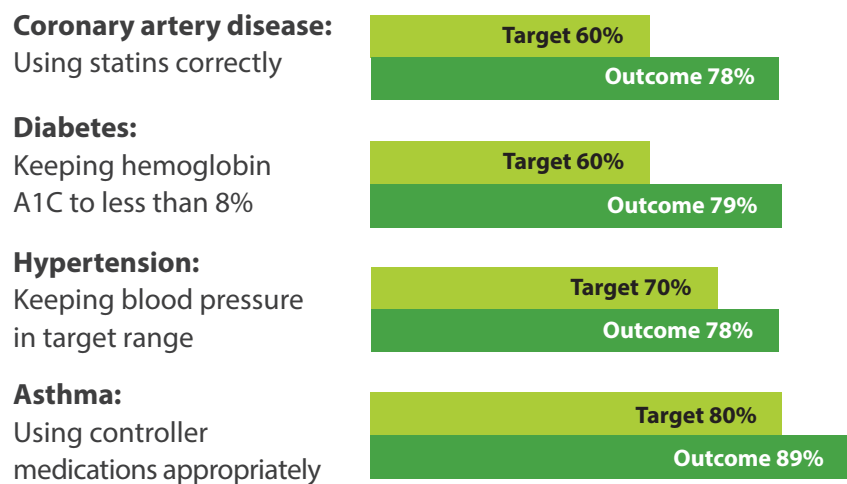
Who we identified^{*4}



How they engaged⁴



THE OUTCOMES⁴ ARE STRONG



Plus, we saw members lower their lifestyle risks

Lifestyle risk	Percentage of population that reduced their risk ^{**}
High blood pressure	47%
High cholesterol	41%
Smoking	26%
Stress	26%
Sick days (illness days in the past year)	27%

With cost savings of

\$27.49
PIMPM
(per identified member, per month)⁵

Contact your ActiveHealth® Management representative for details on how to put the program to work for you.

*Results are based on members having had the chronic condition for at least six months.

**We measure lifestyle risks via the Health Assessment and/or nurse/coach interactions. The population is people for whom we have two data points over a one-year period.

¹Centers for Medicare and Medicaid Services. National health expenditure data. December 16, 2020. Available at: [CMS.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/NationalHealthAccountsHistorical](https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/NationalHealthAccountsHistorical). Accessed February 11, 2021.

²Centers for Disease Control and Prevention. Health and economic costs of chronic diseases. January 12, 2021. [CDC.gov/chronicdisease/about/costs/index.htm](https://www.cdc.gov/chronicdisease/about/costs/index.htm). Accessed February 11, 2021.

³Centers for Disease Control and Prevention. National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP). Chronic diseases in America. January 12, 2021.

Available at: [CDC.gov/chronicdisease/resources/infographic/chronic-diseases.htm](https://www.cdc.gov/chronicdisease/resources/infographic/chronic-diseases.htm).

⁴Lifestyle and Condition Coaching, ActiveHealth Management 2020 Book of Business Report.

⁵Lifestyle and Condition Coaching year two follow-up study (October 2020).

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