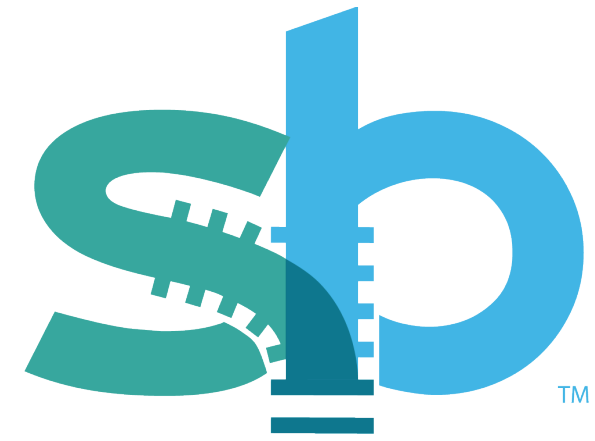


Obesity Management Initiatives: ROI & Implementation



Aaron Davis
Former Broker
Founder & CEO, Switchbridge





switchbridgeTM
The Healthcare Data Activation Platform



The Healthcare Data Activation Platform



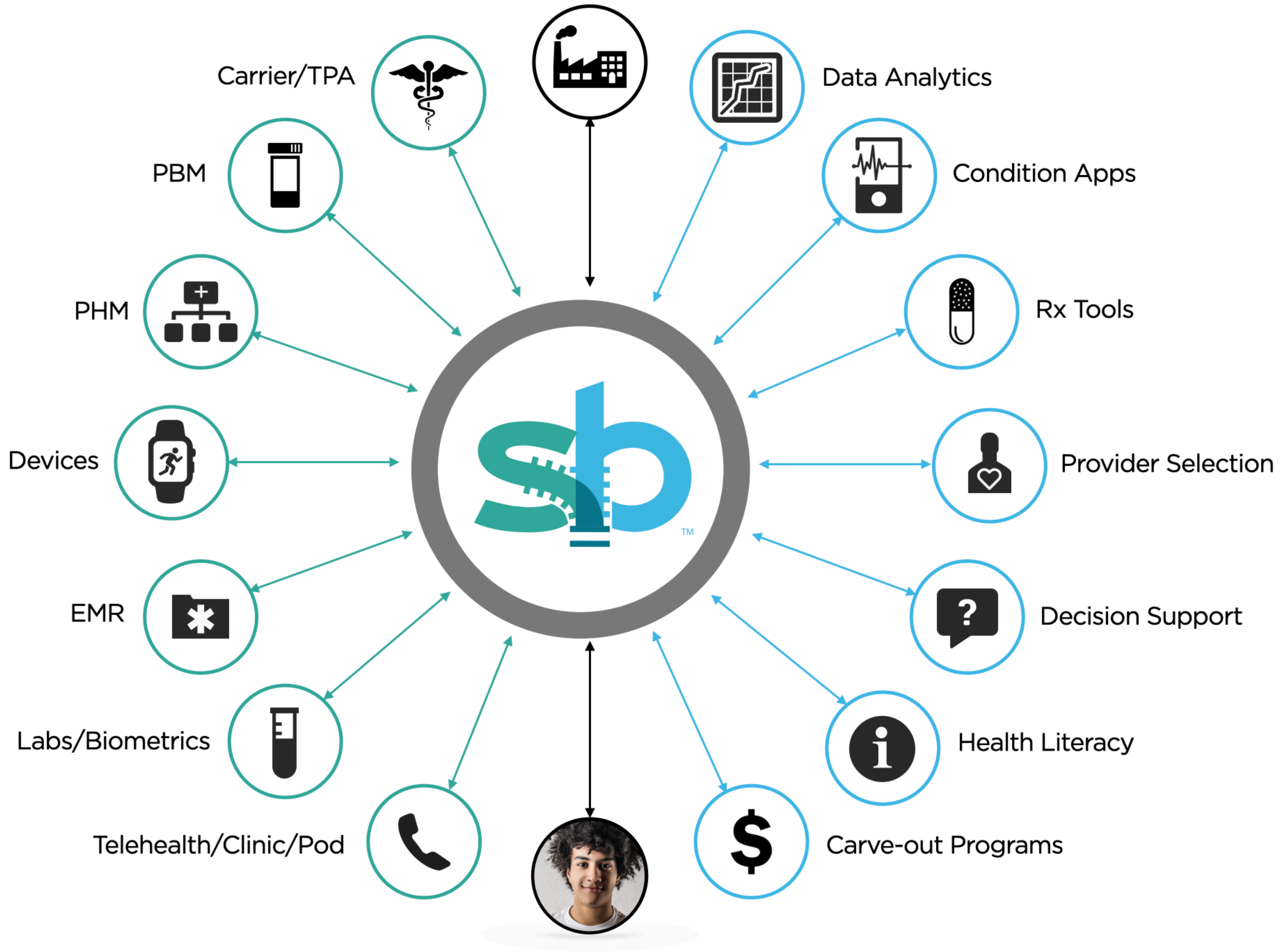
Map it.



Own it.



Use it.



innovu SOLUTIONS RESOURCES ABOUT CONTACT

welldoc

Powering a chronic care revolution

Blood Glucose
Summary: 11 BG readings

Accarent HEALTH

How it Works Network Providers Resources About Contact

SPECIALTY Care Management

About Us Solutions Who We Serve

welvie™
POWERING DECISIONS

Hello. We're Welvie.
A more powerful a
help you make hea

O₁ B₃ E₁ S₁ I₁ T₁ Y₄

TikTok Search accounts

dr.90210 Dr. Gary Motykie

Is #Ozempic #KimKardashian's secret #weightlossdrug? #OzempicForWeightLoss #OzempicWeightLoss #KimK

105.2K Likes, 1.8K Comments. TikTok video from Dr. Gary Motykie (@dr.90210)

2.2M views

ontheecrafttable Mighty Mahree

Total weight Loss: 50Lbs - #ozempic #ozempicsavedmylife

300 MILLION+ VIEWS

Ozempic to ramp up production driven by off-label demand



OZEMPIC® (semaglutide) injection

For Single Patient Use Only

2 mg/1.5 mL (1.34 mg/mL) Prefilled pen

Pen delivers doses in 0.25 mg or 0.5 mg increments only

For subcutaneous use only

Use OZEMPIC once weekly

Contains 1 OZEMPIC

SEARCH FOR TRENDY WEIGHT LOSS DRUG

NBC NEWS

0:41 / 4:53

Why so many people are turning to a diabetes drug for weight loss | ABCNL



OZEMPIC® (semaglutide) injection

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abc NEWS LIVE PRIME

HIGH DEMAND FOR POPULAR WEIGHT LOSS DRUG

abc NEWS LIVE

0:37 / 7:17

Doctors explain how Wegovy and Ozempic work | 60 Minutes



OZEMPIC® (semaglutide) injection

NDC 0169-4132-12 List 413212

For Single Patient Use Only

2 mg/1.5 mL (1.34 mg/mL) Prefilled pen

Pen delivers doses in 0.25 mg or 0.5 mg increments only

For subcutaneous use only

Use OZEMPIC once weekly

Contains 1 OZEMPIC

60 Overtime

0:40 / 3:28

**“Obesity isn’t rocket science,
it’s much more complicated.”**

George Bray, MD
Obesity Researcher



The New York Times

***The Doctor Prescribed an Obesity
Drug. Her Insurer Called It
'Vanity.'***

Many insurance companies refuse to cover new weight loss drugs
that their doctors deem medically necessary.



EMPLOYEE BENEFITS GUIDE



2021

April 1, 2021–March 31, 2022

STARK INDUSTRIES

MEDICAL AND PRESCRIPTION OVERVIEW

Vivant Behavioral Healthcare offers medical and prescription coverage for members of the State of Alabama to

No primary care provider (PCP) or referrals required!

Health is a significant component of important protection to keep

multiple medical plan choices for members of Alabama.

Whichever provider you choose; you can work with your provider. We'll explain the difference between the two plan options or services.

Members can participate in a Health Savings Account and more

Members before making decisions on monthly premiums and deductibles. Those who will use a lot of medical services, healthy individuals and those with low premiums and a



Choosing a health coverage option is an important decision. To help you make an informed choice, a **Summary of Benefits and Coverage (SBC)**, which summarizes important benefit information in a standard format, is available for review.

SBCs for each plan option will be provided to you with your enrollment materials.



Don't understand your deductible, coinsurance, or out-of-pocket maximum?

Visit <https://bit.ly/MedicalTerms> to watch a short video.



For additional terms and definitions, visit <https://www.healthcare.gov/SBC-GLOSSARY/>

MEDICAL AND PRESCRIPTION OVERVIEW



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- 1-855-477-4549
- Download the app





it's okay not to be okay

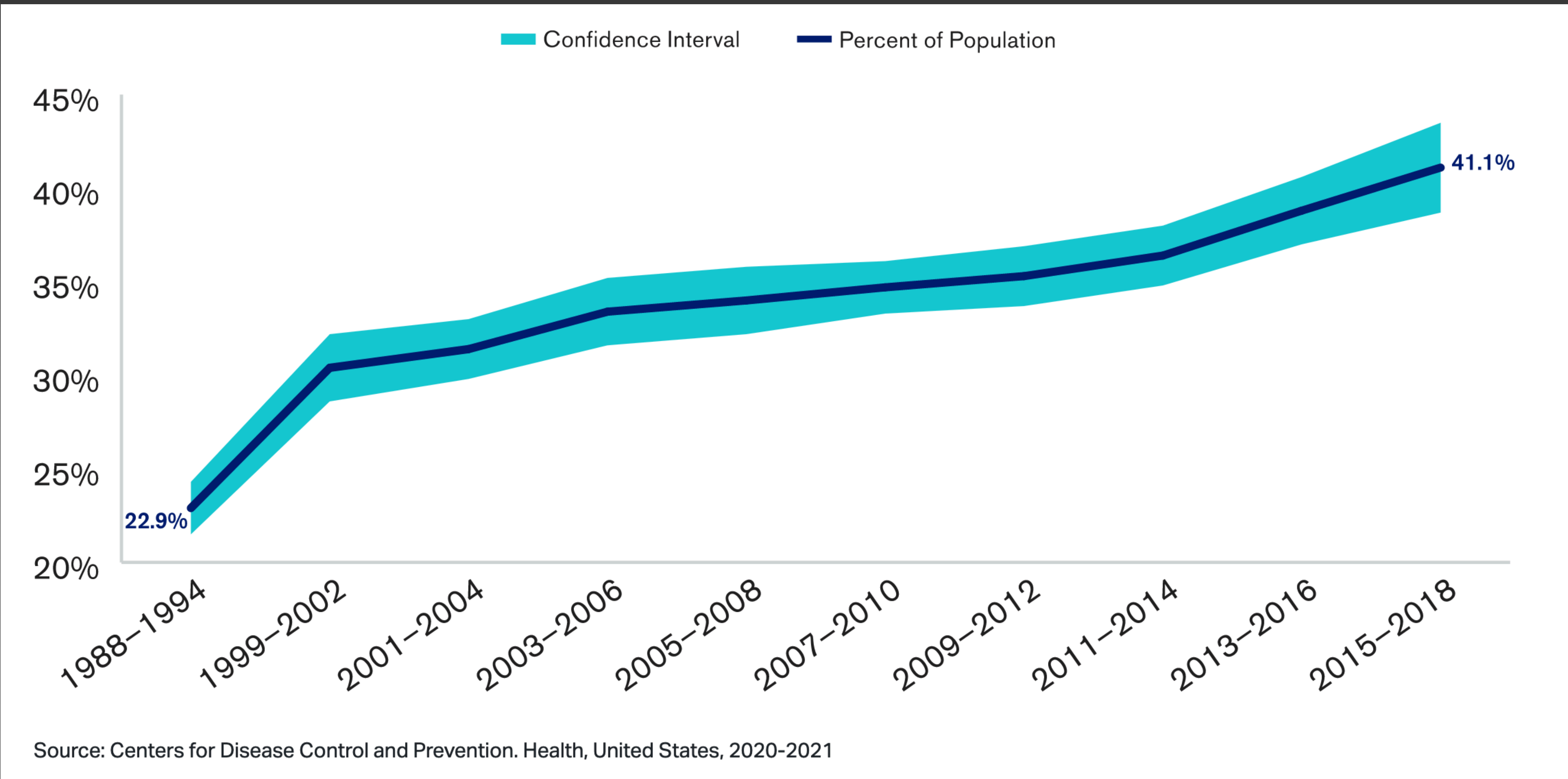
THE OBESITY PARITY ACT



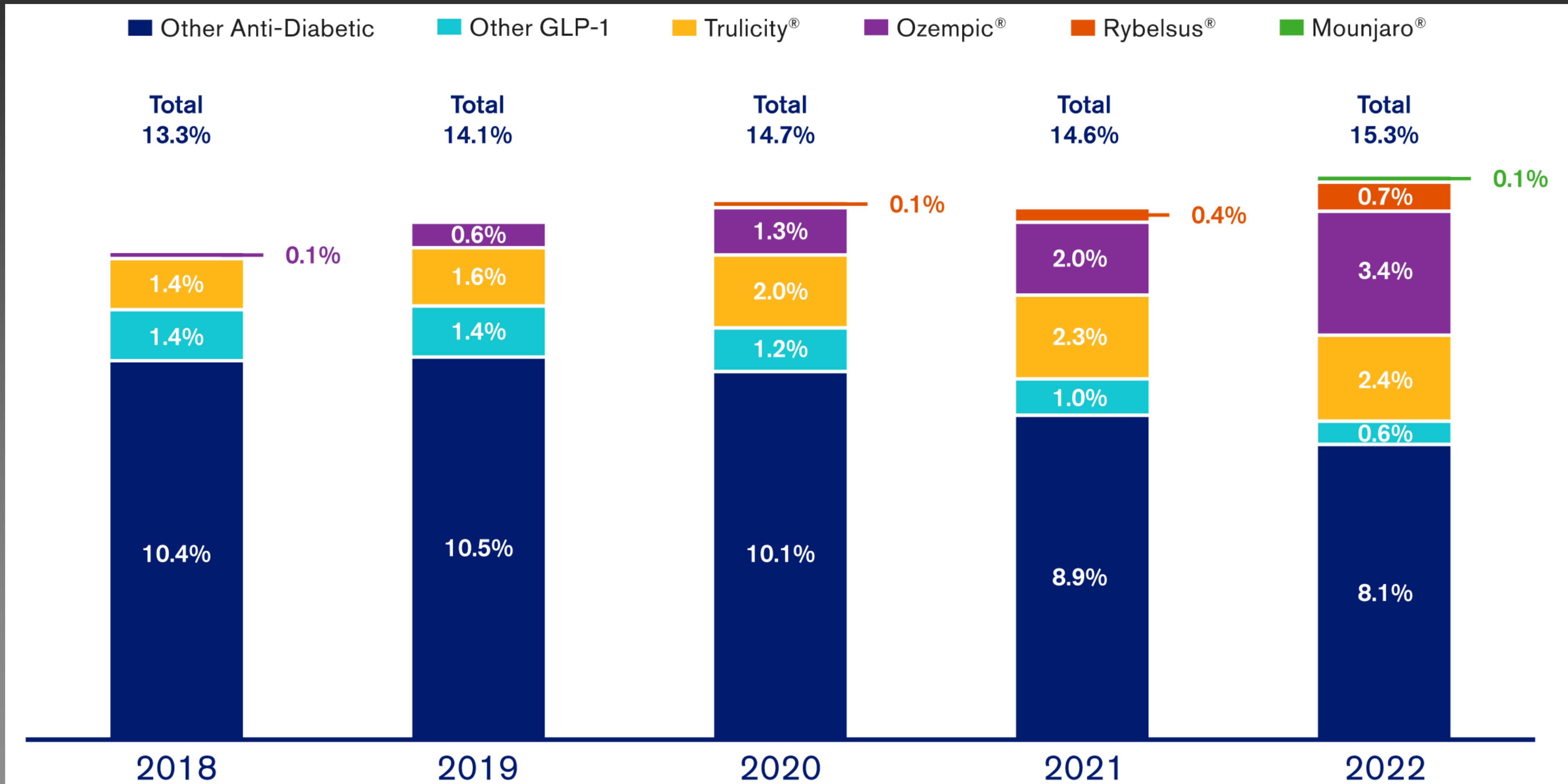
Employer Concerns

Defining obesity as a disease will shift the emphasis towards treatment with surgery or medications and away from prevention and weight loss via lifestyle changes and onto these expensive AOMs which may be misused and, even when taken appropriately, could end-up costing a lot of money for years to come.

Obesity Rate in the US has Almost Doubled Since 1988

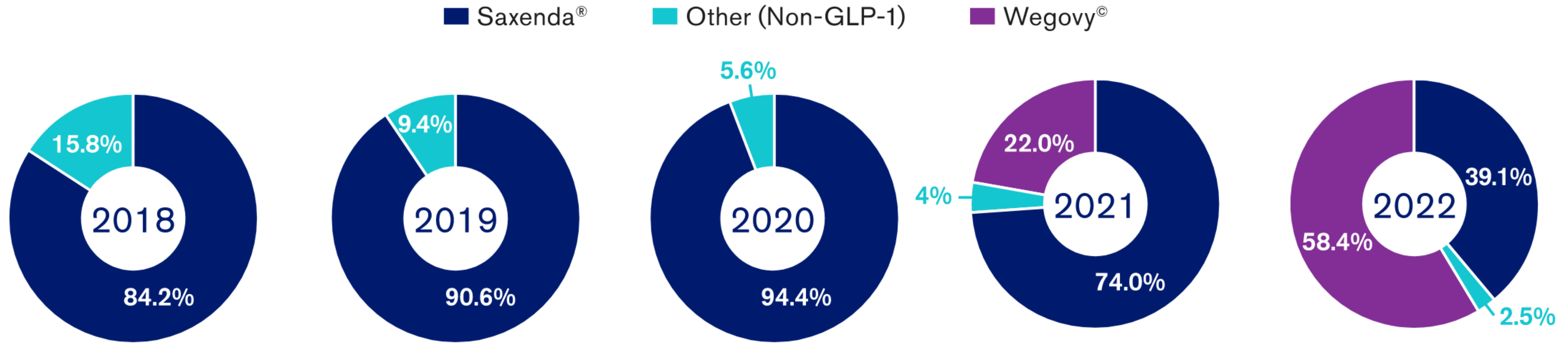


Spending on Anti-diabetic Meds w/ Weight-loss Effect is Rising



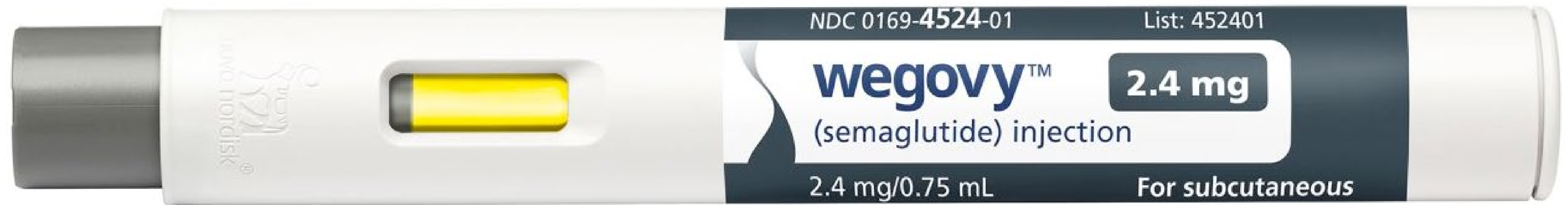
Source: Segal SHAPE, Segal's data warehouse, 2018 to 2022

Plan Spending on Weight-loss Medication Shifts to GLP-1s



Source: Segal SHAPE, Segal's data warehouse, 2018 to 2022

Cost and Rebate Revenue

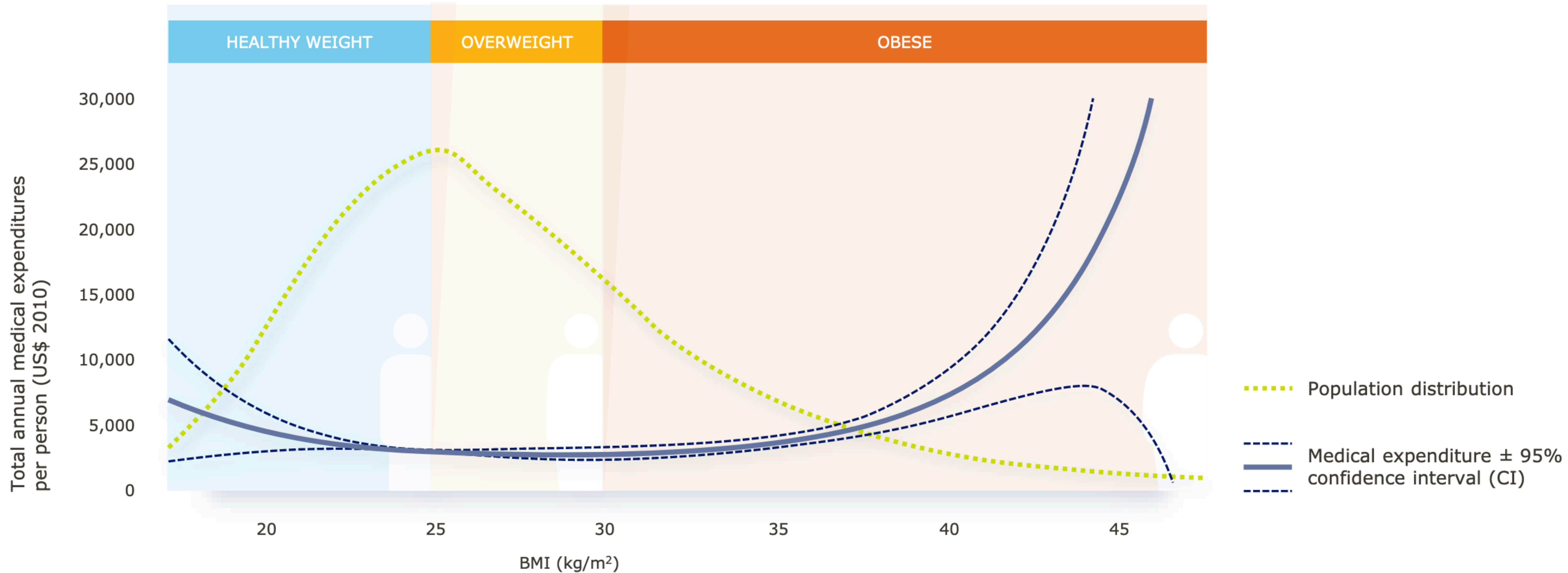


\$1,349/month
~50% Rebate

Employer Opportunities

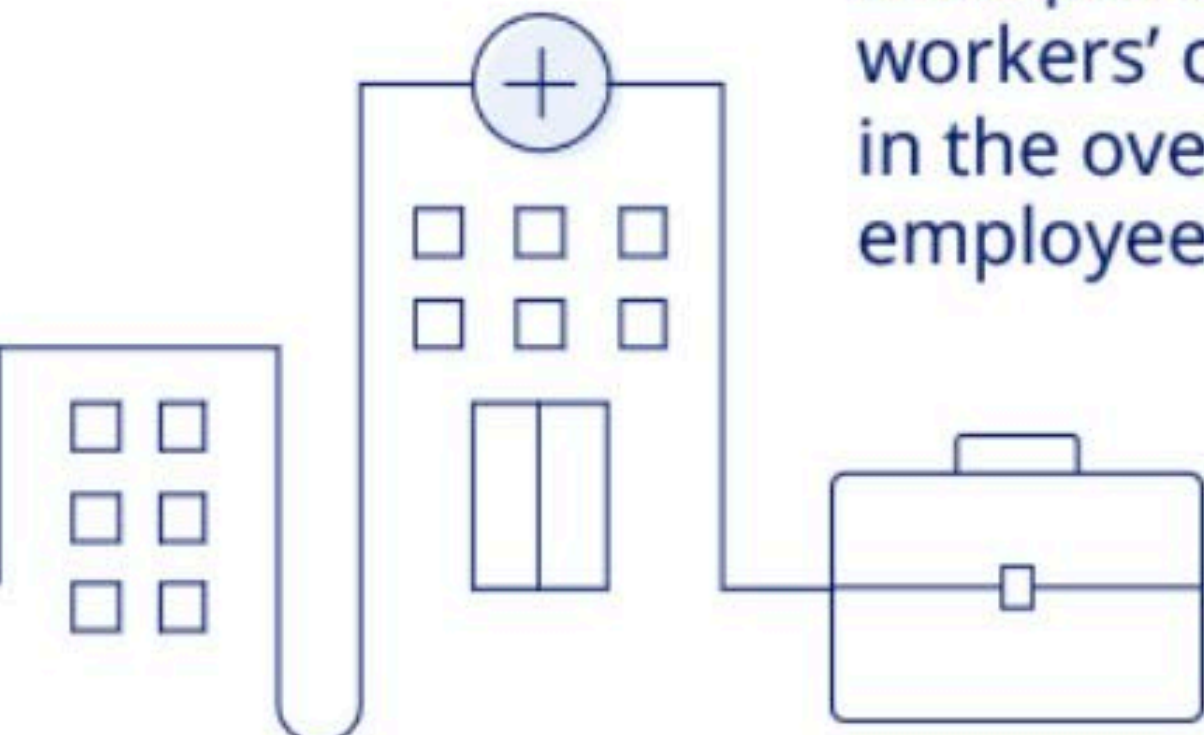
Covering AOMs will help attract and retain talent, improve the health of employees and their dependents, lower overall health costs, help address SDoH and DEI efforts, and help us comply with recently expanded fiduciary responsibilities.

Medical Costs Rise Exponentially with BMI >35

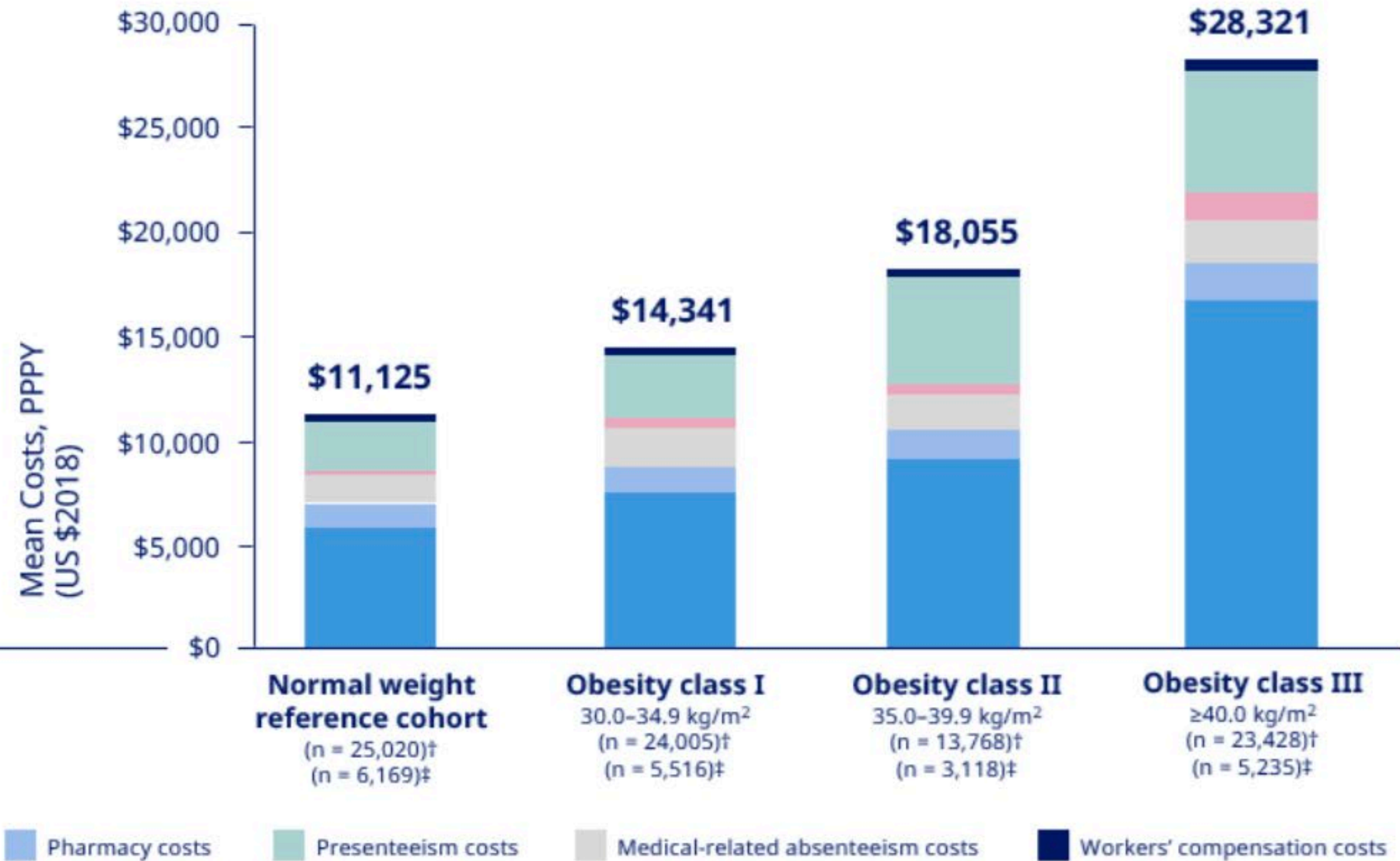
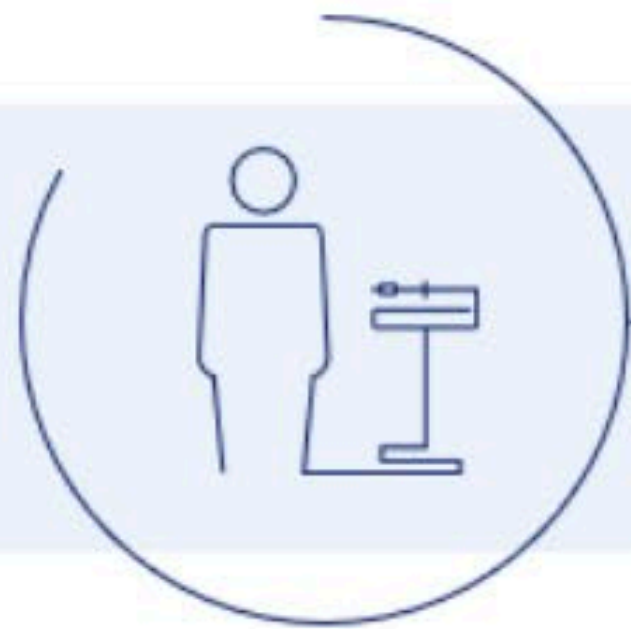


Direct and Indirect Costs

Adjusted direct and indirect healthcare costs (including extrapolated presenteeism and workers' compensation costs) in the overall population and employees with work loss coverage¹



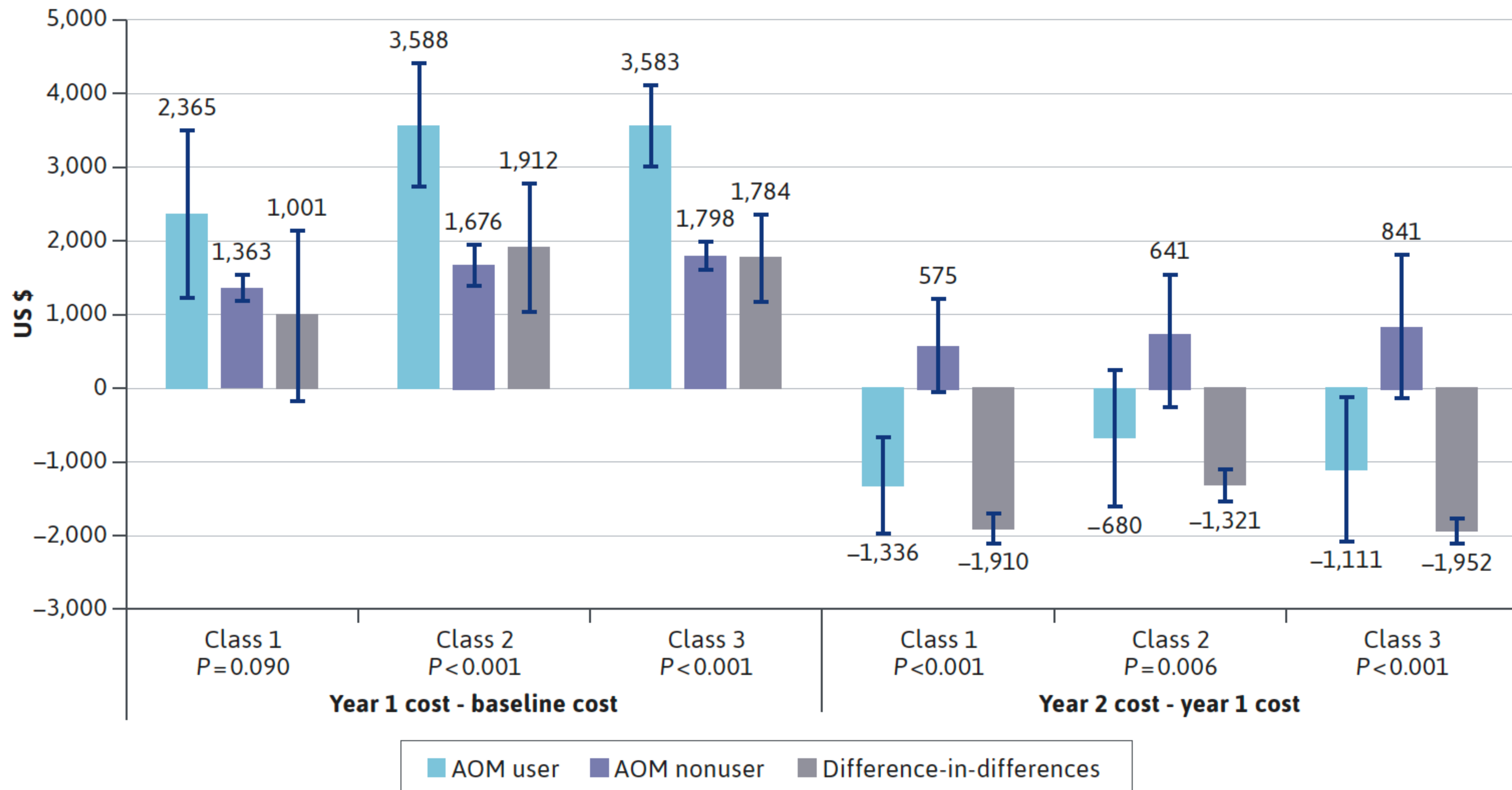
Data from a US employer claims database (2010-2017), which includes administrative claims for >19.1 million privately-insured individuals by 84 self-insured Fortune 500 companies



Direct and Indirect Costs

FIGURE 3

Change in Cost and Difference-in-Differences for Medication (Excluding AOMs) by User Type



JULY 20, 2021 / NEWS RELEASES

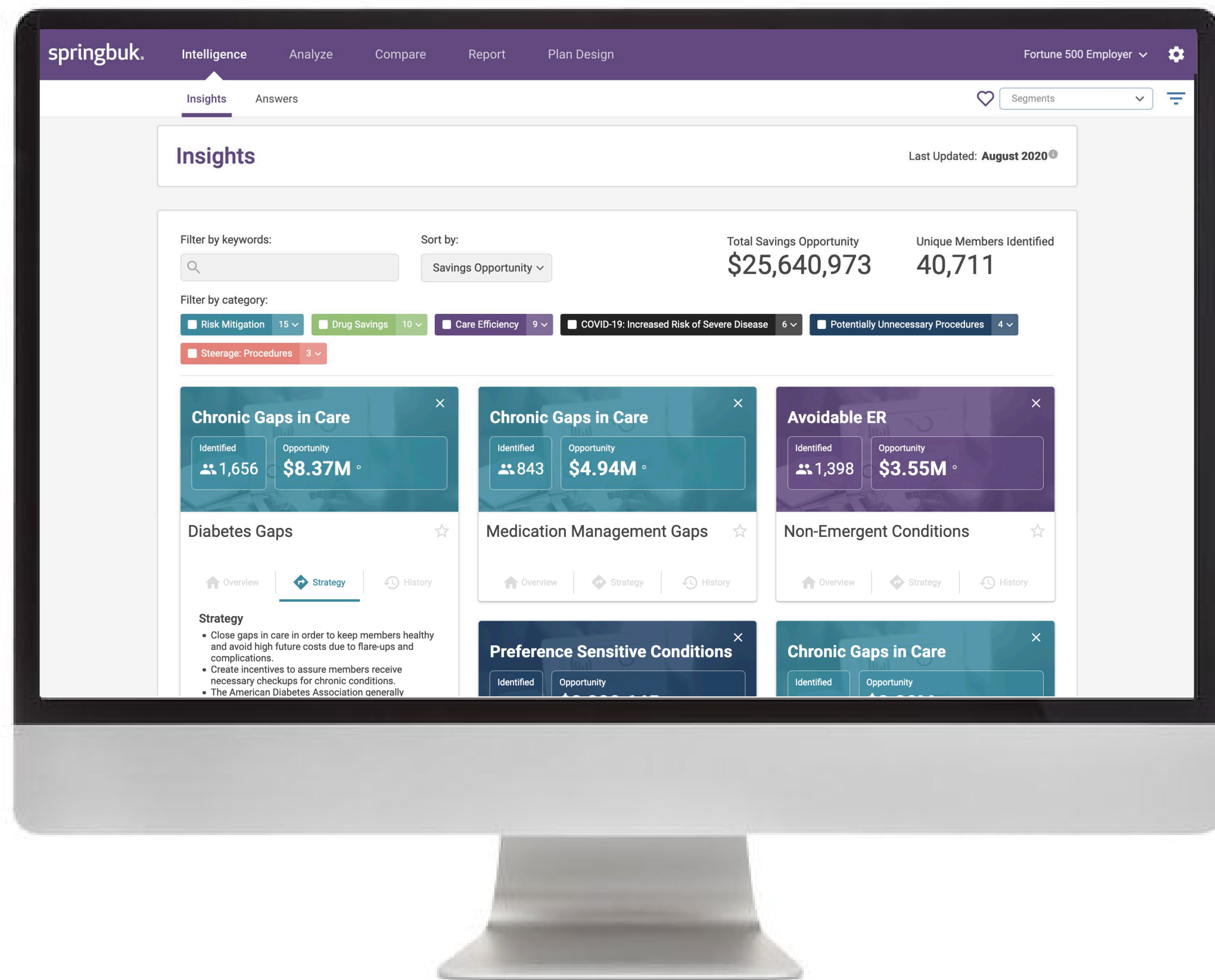
Research Shows Employer-Based Weight Management Program With Access To Anti-Obesity Medications Results in Greater Weight Loss

Clinical trial was conducted in the real-world setting of a workplace health plan

Clinical Impact of a MWM Program with AOMs

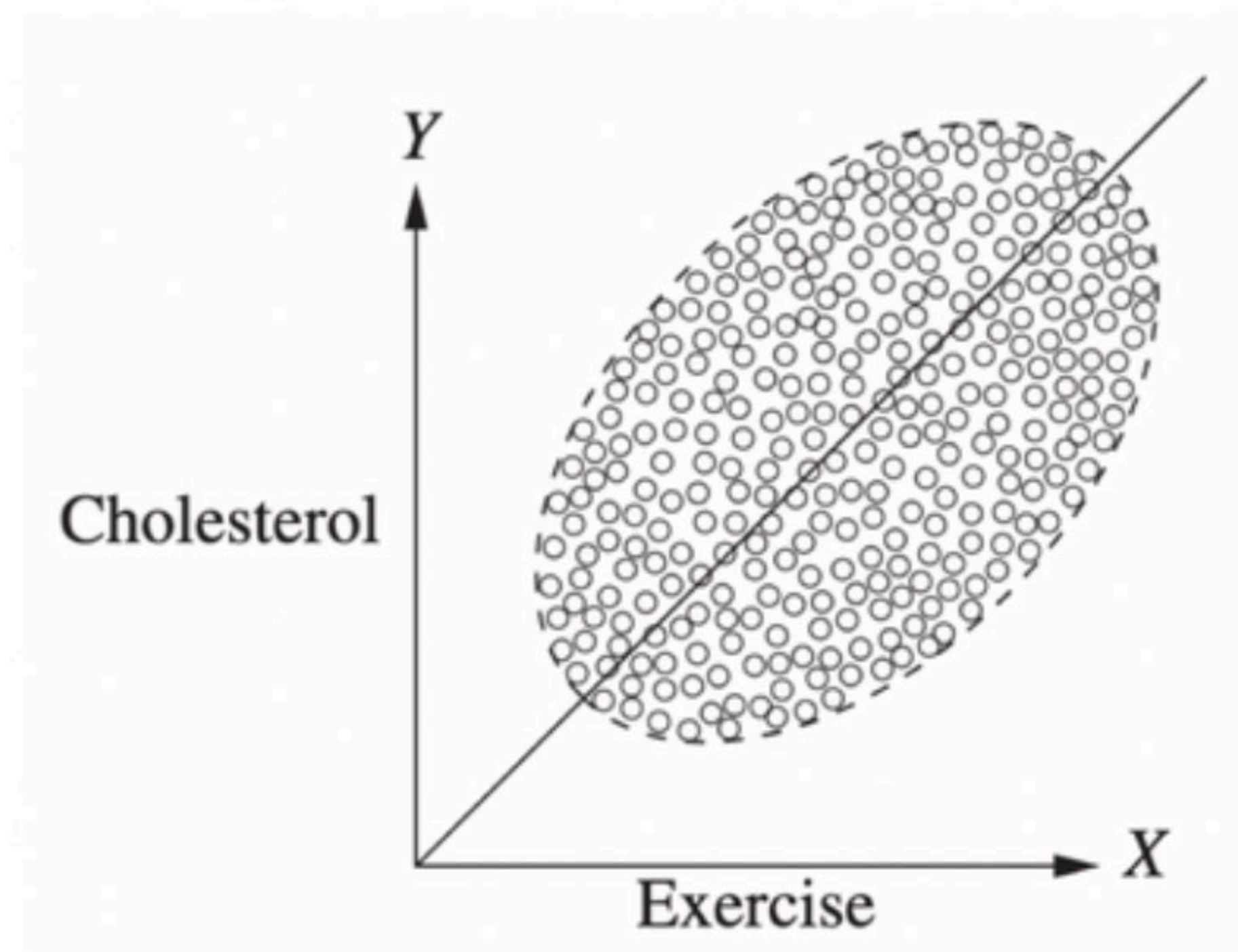
Clinical Value	Participants (N=27*)				Non-participants (N=27)				P vs NP
	2021	2022	Change	%	2021	2022	Change	%	Diff. %
Weight	272.1	243.3	-28.8	-10.6%	308.5	306.0	-2.5	-0.8%	9.8%
BMI	43.2	38.7	-4.5	-10.4%	46.9	46.7	-0.2	-0.4%	10.0%
Waist Circum.	47.0	43.3	-3.4	-7.2%	51.5	50.2	-1.3	-2.5%	4.7%
Systolic BP	130.3	121.7	-8.2	-6.3%	126.4	130.8	4.4	3.5%	9.8%
Diastolic BP	83.1	79.7	-3.1	-3.7%	81.6	81.0	-0.6	-0.7%	3.0%
Cholesterol	176.7	150.8	-25.9	-14.7%	170.4	154.1	-16.3	-9.6%	5.1%
HDL	47.9	49.0	1.1	2.3%	41.4	43.6	2.2	5.3%	-3.0%
LDL	102.8	80.4	-22.4	-21.8%	103.3	87.7	-15.6	-15.1%	6.7%
Triglycerides	148.7	112.1	-36.6	-24.6%	130.1	114.5	-15.6	-12.0%	12.6%
A1c	5.7	5.4	-0.3	-5.5%	5.7	5.9	0.2	3.5%	9.0%

**Minimum of 3 AOM prescriptions filled. One participant did not complete follow-up biometric screening.
Source: Piedmont Pharmaceutical Care Network, LLC. 2022.*



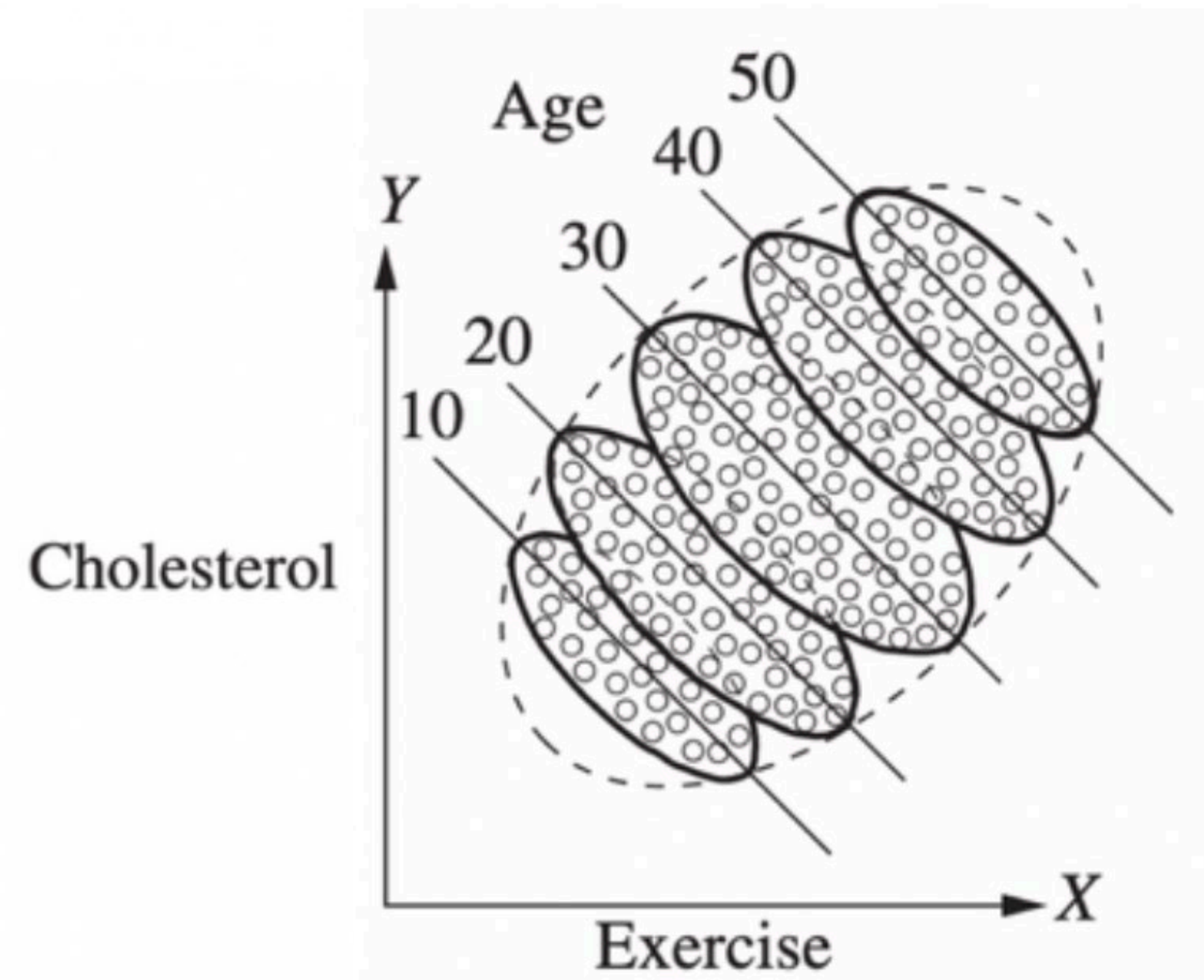
Many employers have access to their healthplan data but struggle to mine it for obesity data.

Correlation and Causation



This graph shows the correlative relationship between Exercise and Cholesterol. It looks like there's a causal relationship between the two.

Correlation and Causation



But this correlation actually happens because both Cholesterol and Exercise share a common cause (or confounder): Age.

Client Obesity and Related Co-morbidity Costs

Member Count	33,222	
Populations	Per Member Per Year (PMPY)	Δ vs Entire Pop
Entire Group	\$7,401	-
Hypertension	\$11,950	61.5%
Obesity	\$12,453	68.3%
Bone, Joint & Muscle	\$12,900	74.3%
Asthma	\$13,145	77.6%
Diabetes	\$15,994	116.1%
Coronary Artery Disease (CAD)	\$16,489	122.8%
Congestive Heart Failure (CHF)	\$20,117	171.8%
Chronic Obstructive Pulmonary Disease (COPD)	\$23,298	214.8%
Cancer (w/ Active Management)	\$51,580	596.9%

High-cost Claimants (HCCs) with Obesity-related Conditions

springbuk. Analyze Compare Report Plan Design

Health HQ Spending Claims Population Members Gaps in Care Segments 01/2021 - 12/2021

Name	Current	Current	IP/ED Risk	Compliance Risk	Motivation	Primary Condition		
Member 2001015291	\$1,194,010	\$940,000	100	11	54	Viral pneumonia		
Member 2001030715	\$913,940	\$580,700	100	25	89	Bacterial lung infections		
Member 2001002812	\$897,444	\$967,910	94	50	57	Other inflammation of skin		
Member 2001039372	\$653,822	\$508,910	100	67	76	Liver transplant		
Member 2001030411	\$587,683	\$482,190	98	0	82	Multiple myeloma		
Member 2001020053	\$500,071	\$400,000	97	12	85	Other diseases of intestines & abdomen		
Member 2001012039372	\$453,151	\$400,000	98	33	74	Multiple myeloma		
Member 20005198030411	\$587,683	\$482,190	92	50	76	Hereditary & degenerative diseases of central nervous system, other		
Member 2001023591	\$500,071	\$400,000	79	67	34	Multiple myeloma		
Member 20010401660053	\$500,071	\$400,000	94	44	83	Hereditary & degenerative diseases of central nervous system, other		
Member 2001007416	\$453,151	\$400,000	99	0	84	Malignant neoplasm of pulmonary system		
Member 2001013507	\$392,106	\$453,151	Restricted	97	9	94	Malignant neoplasm of genitourinary system, except prostate	
Member 2001009270	\$390,084	\$224,149	43% ▼	Restricted	100	27	71	Myelodysplastic syndromes
Member 2000999366	\$378,948	\$165,956	56% ▼	Restricted	99	0	89	Bacterial infection of skin
Member 2001039944	\$366,967	\$280,738	23% ▼	Restricted	99	20	77	Aortic aneurysm
Member 2000522166	\$363,984	\$255,760	30% ▼	Restricted	99	37	69	Chronic renal failure
Member 2001012603	\$337,244	\$313,563	7% ▼	Restricted	66	31	70	Cystic fibrosis

Progression or Regression of Disease



Most Expensive Conditions (by Paid Amount)

springbuk. Analyze Health H

01/2021 - 12/2021

Spending Breakdown

Total Spend
\$235,979,5

- Condition Groups \$224,671,901
- Drug Classes \$80,546,918

Conditions | \$224,671,901

Download

Condition Group	Condition	Paid Amount	Members	Average
Diabetes	Diabetes	\$15,891,230	3220	\$4,935
Major skin diseases	Psoriasis	\$7,653,125	516	\$14,832
Gastrointestinal diseases	Inflammatory bowel disease	\$6,331,111	289	\$21,907
Depression	Mood disorder, depressed	\$5,649,143	3195	\$1,768
Pregnancy/delivery	Pregnancy, with delivery	\$5,558,427	368	\$15,104
Degenerative arthritis	Joint degeneration, localized - back	\$4,959,071	3140	\$1,579
Bone, joint & muscle diseases	Adult rheumatoid arthritis	\$4,578,192	293	\$15,625
Cancer with active management	Malignant neoplasm of breast	\$4,481,694	218	\$20,558
Hypertension	Hypertension	\$4,081,544	7864	\$519
Preventative/wellness	Routine exam	\$3,742,288	12418	\$301
Mild/moderate infections	Exposure to infectious diseases	\$3,720,955	9237	\$403
Degenerative arthritis	Joint degeneration, localized - knee & lower leg	\$3,664,854	1892	\$1,937
Nervous system diseases	Multiple sclerosis	\$3,468,414	100	\$34,684
Asthma	Asthma	\$3,384,265	2145	\$1,578
Cancer with active management	Malignant neoplasm of pulmonary system	\$3,160,835	44	\$71,837
Coronary artery disease	Ischemic heart disease	\$3,142,437	1733	\$1,813
Minor skin diseases	Other inflammation of skin	\$3,094,722	4004	\$773
Mild/moderate infections	Viral pneumonia	\$3,033,698	359	\$8,450
Heart & vascular diseases	Atrial fibrillation & flutter	\$2,948,964	621	\$4,749
Cancer with active management	Multiple myeloma	\$2,826,640	21	\$134,602

Showing 1 to 100 of 524 entries

Previous 1 2 3 4 5 6 Next

Hourly Rate

?

Co-morbidities with Obesity (by highest average cost)

springbuk. Analyze

Health H

01/2021 - 12/2021

Spending Breakdown

Total Spend
\$47,728,731

- Condition Groups \$46,640,762
- Drug Classes \$17,008,847

Conditions | \$46,640,762

Download

Condition Group	Condition	Paid Amount	Members	Average
Cancer with active management	Multiple myeloma	\$169,655	1	\$169,655
Cancer with active management	Malignant neoplasm of genitourinary system, except pr...	\$264,383	2	\$132,191
Cancer with active management	Malignant neoplasm of bone & connective tissue, other ...	\$173,003	2	\$86,501
Transplant	Kidney transplant	\$74,947	1	\$74,947
Cancer with active management	Malignant neoplasm of pulmonary system	\$439,960	6	\$73,327
Nervous system diseases	Multiple sclerosis	\$715,414	12	\$59,618
Cancer with active management	Leukemia	\$300,854	6	\$50,142
Cancer with active management	Malignant neoplasm of ear/nose/throat	\$127,697	3	\$42,566
Serious infections & immune deficiencies	AIDS	\$345,141	10	\$34,514
Nervous system diseases	Hereditary & degenerative diseases of central nervous ...	\$584,398	17	\$34,376
Pregnancy/delivery	Induced abortion	\$173,936	6	\$28,989
Cancer with active management	Malignant neoplasm of pancreatic gland	\$57,233	2	\$28,617
Mild/moderate infections	Viral pneumonia	\$1,563,390	62	\$25,216
Cancer with active management	Malignant neoplasm of breast	\$771,684	36	\$21,436
Major skin diseases	Psoriasis	\$2,084,441	99	\$21,055
Pregnancy/delivery	Pregnancy, with delivery	\$501,627	25	\$20,065
Cancer without active management	Malignant neoplasm of hepatobiliary system	\$32,043	2	\$16,022
Cancer with active management	Malignant neoplasm of large intestine	\$31,642	2	\$15,821
Bone, joint & muscle diseases	Adult rheumatoid arthritis	\$895,490	57	\$15,710
Lung diseases	Other inflammatory lung diseases	\$368,167	24	\$15,340

Showing 1 to 100 of 465 entries

Previous 1 2 3 4 5 Next

?

Identify Members for Targeted Interventions

The screenshot displays the Springbuk software interface. The main header includes 'springbuk.', 'Intelligence', 'Report', and 'Plan Design'. Below this, there are navigation tabs for 'Health HQ', 'Spending', and 'Biomarkers'. A dropdown menu for 'Segments' is visible, along with a date range '07/2019 - 06/2020'. The central focus is a modal window titled 'Members for D' with a download icon and a person icon with a plus sign. The modal lists the following members:

- Petersen, Jaidyn
- Frederick, Priscilla
- Guevara, Charly
- Singleton, Jack
- Benjamin, Virginia
- Cordova, Joey
- Cobb, Ola
- Moon, Boyd

In the background, a table titled 'Compliance %' and 'Savings Opportunity' is partially visible. The table has two columns: 'Compliance %' and 'Savings Opportunity'. The data rows are as follows:

Compliance %	Savings Opportunity
19%	\$6,655,939
80%	\$4,546,212
74%	\$4,022,344
37%	\$2,536,282
61%	\$1,759,532
64%	\$1,682,642
88%	\$1,396,153
52%	\$645,049
44%	\$534,869
76%	\$236,565
77%	\$166,130
94%	\$99,095
80%	\$83,218

Note: Fictitious member names. Actual member names are not visible to employers.

Steps to Manage Obesity

- Assess and reevaluate current obesity treatments under your medical and prescription drug benefits. Analyze claims and biometric data together.
- Implement Prior Authorization criteria for AOMs to ensure clinical necessity and Reauthorization criteria to confirm a positive response to treatment.
- Require patients to complete a behavioral health management program to ensure that they continue a healthy lifestyle.
- Negotiate lowest-net-cost with your PBM to purchase AOMs at the best possible price and maximize rebates or consider a transparent PBM.
- Consider implementing stricter coverage requirements (e.g. limiting AOM coverage for patients with BMIs of 35+ (Class II and Class III). *[Note: Off-label coverage may impact rebate availability.]*

Steps to Manage Obesity, cont.

- Coordinate efforts with PCPs and Specialists.
- Update patient education and access to lifestyle weight-loss programs to include access to registered dietician consulting and nutritional support.
- Offer access to fitness programs that address weight loss.
- Provide educational support for appropriate and safe exercising.
- Offer access to virtual coaching.
- Implement accountability check-ins with patients to ensure that progress is being achieved.

Capture Biometrics and Combine with Claims Data

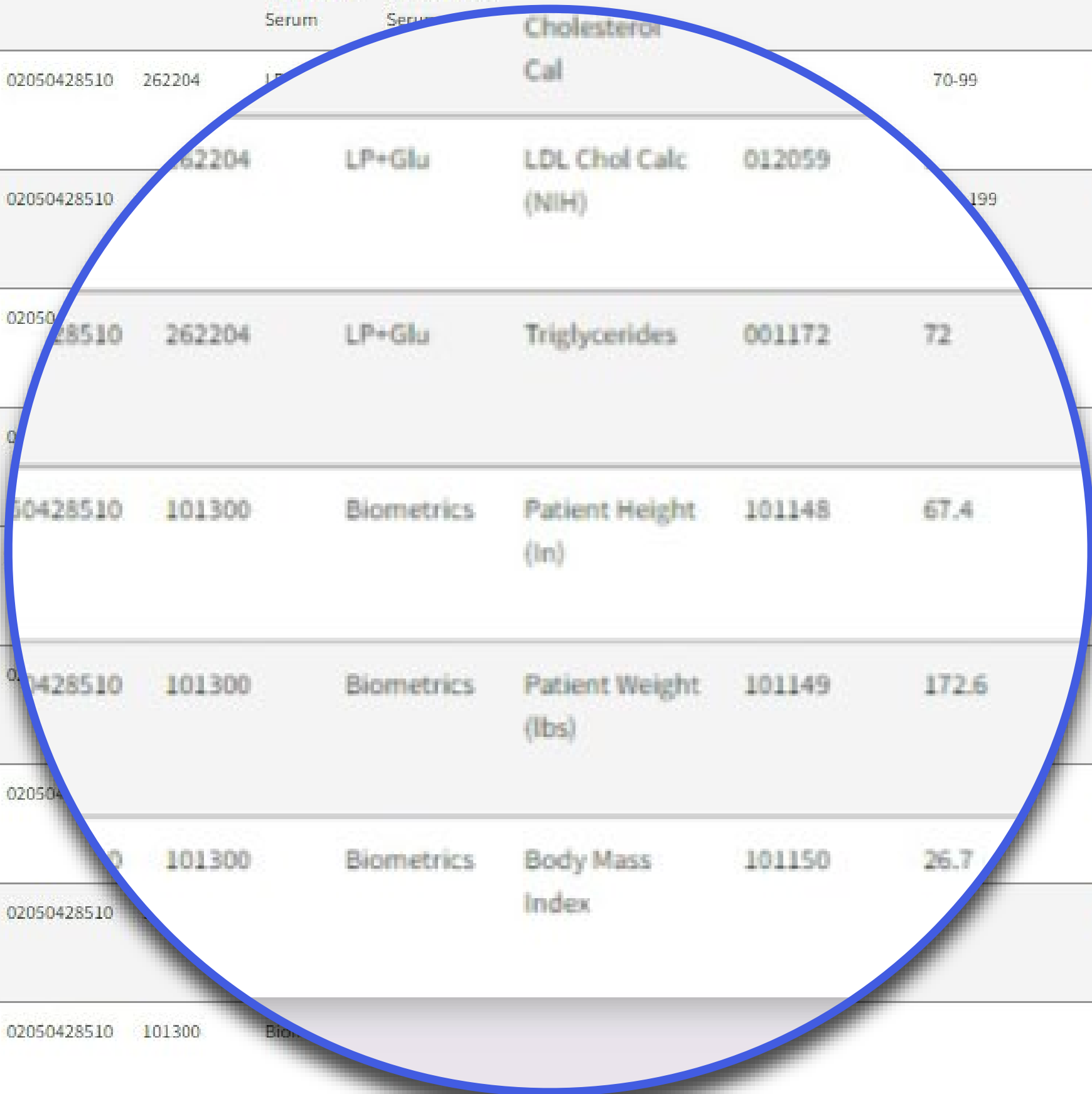
Clinical Lab Results

Dashboard / My Reports / Report

View Totals: Displaying 1 - 10 of 78

Date Range: 01/01/2023 To 02/06/2023

Last Name	First Name	Middle	Patient ID	D.O.B.	Gender	Accession #	Test #	Test Name	Analyte Name	Analyte #	Result	Abnormal Flag	Reference Range	Units
FRAN				5/1979	M	02050428510	070322	Nicotine Metabolite, Serum	Nicotine Metabolite(s), Serum	070323	Negative		Cutoff=25	
FRAN				5/1979	M	02050428510	262204	Cholesterol Cal					70-99	mg/dL
FRAN				5/1979	M	02050428510	262204	LP+Glu	LDL Chol Calc (NIH)	012059			199	mg/dL
FRAN				5/1979	M	02050428510	262204	LP+Glu	Triglycerides	001172			72	mg/dL
FRAN				5/1979	M	02050428510	101300	Biometrics	Patient Height (in)	101148			67.4	mg/dL
FRAN				5/1979	M	02050428510	101300	Biometrics	Patient Weight (lbs)	101149			172.6	mg/dL
FRAN				5/1979	M	02050428510	101300	Biometrics	Body Mass Index	101150			26.7	in
FRAN				5/1979	M	02050428510	101300	Biometrics						lbs



Account: springbuk. Analyze Compare Report

Health HQ Condition Grps Drug Class Claims Population Member

Member Total Spend

Current: \$1,176,633

Forecasted: \$1,012,460 (14% ▼)

Claims: Jan 2022 - Dec 2022

Member Medical Spend

Current: \$12,011

Claims: Jan 2022 - Dec 2022

Member 2001002812, 45-54

[Manage Focus Populations](#)

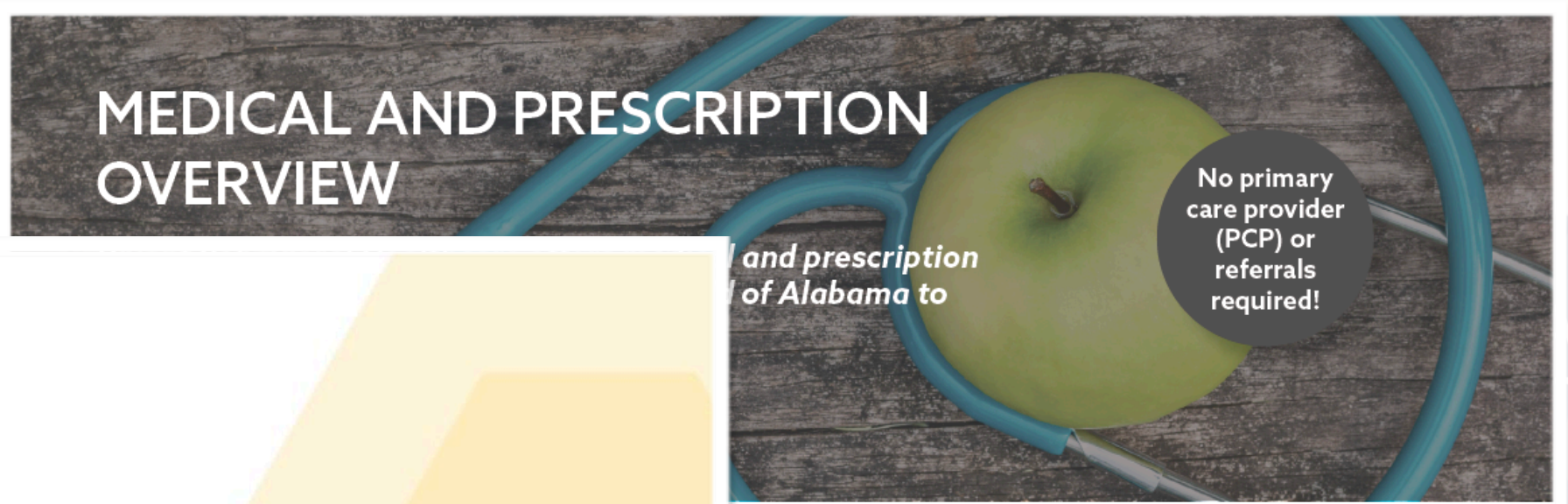
Birthday: **Restricted**
 Member Type: **Spouse / Partner**
 Sex: **Female**

Hire Date: **N/A**
 Primary Condition: **Other inflammatory lung diseases**
 Active PCP Name: **Restricted**

Claims Summary Medical ▼

01/20/2023 09:28:00 GREEN V 07310865 10020885088 01/20/2023 11:21:00

Next Steps...



EMPLOYEE BENEFITS GUIDE



2021

April 1, 2021–March 31, 2022



...ant component of
...ant protection to keep

...edical plan choices for
Alabama.

...er you choose;
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...rvicees.

...articipate in a Health
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...who will use a lot of
...healthy individuals and
...low premiums and a

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Choosing the right type of care

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Employer Perspective on AOMs



Lizzy Hawk, MS, RDN, CDCES
Manager of Chronic Care and Health Outcomes