

newtopia

The Intersection of Technology, AI, and Human Connection in Health and Well-being Programs

A Pathway for Making Habit Change Personal



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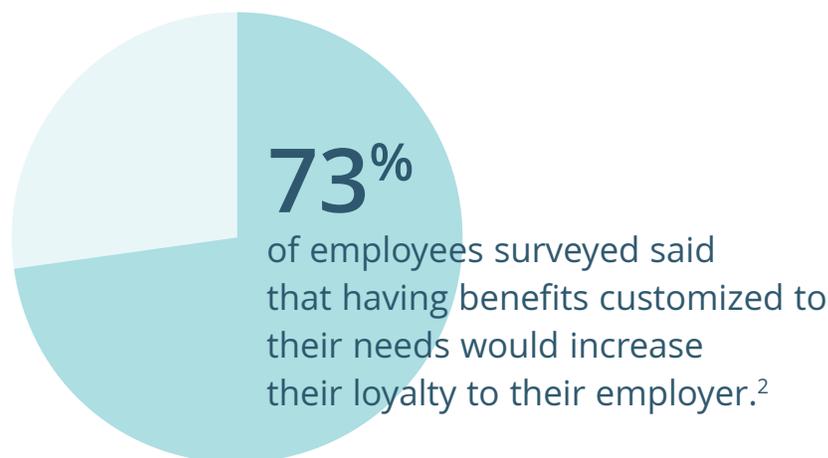
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Personalization Reaches the Workplace

Consumers now have access to an infinite amount of information, which gives them an advantage and greater control over more areas of their lives. And when it comes to purchasing goods and services, they now have more options than ever before. That's why so many companies have begun to invest more resources in curating a more personalized customer experience. Competition is tough and so is gaining customer loyalty.

So it's not surprising that consumers want the same personalized experience in their workplace. According to MetLife, "Employees today see work as a part of who they are and, therefore, want their work to reflect their values, interests and aspirations."¹ And that includes employee benefits.

In this guide, we are highlighting key elements of an employee-centric health and well-being program that ensures optimal health benefits and significant cost savings.



“Employees crave experiences that feel more human and engaging and that enrich their lives as a whole.”

MetLife's 16th Annual US Employee Benefits Trends Study³

Offering a Personalized Experience Brings Greater Results

Most wellness programs are really just weight loss programs in disguise. But focusing on the numbers on a scale doesn't work, as is evident by the fact that most people who participate in commercial weight loss programs gain the weight back.⁴

While maintaining a healthy weight is critical to lowering the risk of disease, it is only one of many factors. And these factors vary person to person. That's why a one-size-fits-all program rarely produces sustainable results. And we're all familiar with these programs. They're the ones that provide the same curriculum to all participants in hopes that some part of it resonates with each person.



- Designed around each person's unique needs, personality, and preferences
- Focuses on creating small habit changes
- Sets realistic goals that are achievable
- Personalized to the participant's lifestyle
- Includes a dedicated coach to help with motivation and accountability
- Focuses on being healthier, not just losing weight

Goals should be personalized and achievable, with a focus on creating small habit changes that create big results over time.

The fact is that goals, habits, and motivations are unique to each person. So, too, should be their personal health and well-being journey. The only way to do this is to design each program based on each participant's personality, lifestyle, habits, and preferences. The programs should target those goals the participant really wants to work on and habits that will create long-term health improvements.

⁴ <https://www.scientificamerican.com/article/unexpected-clues-emerge-about-why-diets-fail/>

Coaching and Accountability

For many large employers, when health and well-being programs are introduced as part of the benefits program, employees typically respond favorably. But as the curriculum-based program, one-size-fits-all program offered by many in the industry continues, engagement tends to fall off as the months go by. The reasons are many, including boredom, lackluster results, and lack of support.

However, data shows that personalized coaching can create relationships that significantly reduce dropout rates and improve long-term outcomes. A study by The Permanente Medical Group found that participants who received health coaching saw a significant downward trend in their BMI as compared to the control group that did not receive coaching.⁵

The best programs are those that match the coach to the participant based on personality and preferences. Building these relationships helps create a camaraderie that keeps participants motivated and accountable—both critical for achieving sustainable health outcomes.



The Permanente Medical Group Study Results Show Impact of Coaching

The study found that coaching based on motivational, person-centered interviewing, yielded the following:

- Participants experienced significant weight loss
- Improved outcomes for people with chronic disease
- Reduced medical costs and hospitalizations

⁵ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5300741/>

Genes: The Building Blocks of Life

Health and well-being are influenced by many things, including environment, socioeconomic factors, family history, and lifestyle to name a few. But there are other factors that are often overlooked. One of those is genetics. Each person's genetic makeup is unique and includes multiple predispositions that can influence behaviors and make change more difficult.

Genetic Influencers on Health

FTO

The Body Fat Gene

- Determines how your body breaks down fat
- Responsible for how easily you gain or lose weight

**MC
4R**

The Appetite Gene

- Regulates how quickly you feel full after eating

**DR
D2**

The Craving Gene

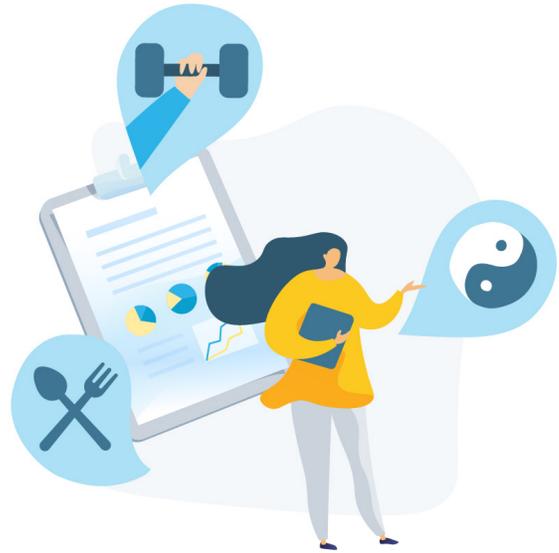
- Regulates dopamine receptors and variants correlate with a higher preference for unhealthy foods

Genetic testing can help create a more personalized health and well-being program. For example, a program for someone with the DRD2 gene could include strategies to help recognize problematic cravings and create healthy habits to overcome them. Genetic testing can even determine whether a person is more likely to crave salty foods over sweet foods, which helps further personalize their plan.

While many employees will want to learn about their genetic predispositions, testing should always be optional. And the genetic information is protected under HIPAA and should only be made available to employees and their coach—not the employer.

AI and Machine Learning

Personalizing a health and well-being program requires sophisticated technology that can securely aggregate and analyze large volumes of health data to create actionable insights. Because each person is unique, what works and what doesn't will be unique as well. The best way to discover those nuances is through a combination of artificial intelligence (AI) and machine learning. These technologies are able to tie interventions to more targeted action and outcomes, such as the most effective time to send a participant motivational information or prompts to track weight. AI and machine learning provide the insights needed to build a more dynamic, personalized experience for each participant.



Connected Health Devices

There are three devices essential for any successful health and well-being program. Those are a smartphone app, a smart scale, and a smart watch or wearable pedometer. Together, these devices make it easier for participants and their coaches to track progress and stay on track. The most effective apps will be those that enable 24/7 connectivity between participants and their coach, as well as educational content, motivational videos, and tracking tools.

A Case Study for Demonstrating that AI & Human Connection Yields In-Year ROI

In 2015, Aetna partnered with Newtopia to conduct a one-year randomized control trial focused on reducing its employees' risk of developing metabolic syndrome.¹² Eligible at-risk employees were offered an exclusive invitation to participate. Once enrolled, they completed a personal profile which gave us insight into their personality type, level of motivation, eating habits, activity level, and other social determinants of health. Participants were then personality matched with a Newtopia Inspirator (personal health coach) who worked with each participant to build confidence and develop new habits across nutrition, exercise, and behavioral well-being.

Participants were provided tools for success that included a genetic test, smart scale, activity tracker, access to Newtopia's mobile app, and a measuring tape for waist circumference. The genetic test enabled Inspirators to further personalize lifestyle recommendations by understanding how certain genes impacted a person's behavior and created challenges for achieving healthy lifestyle changes. Our mobile app gave participants access to their Inspirator, video lessons, goals, and a view of their progress from anywhere. It also helped to increase accountability and engagement between coaching sessions.

90% of participants who stayed with the program for 2 years saw continued improvements averaging from 10 to 22 pound weight loss.

Randomized Control Trial Results

50%

remained engaged for 12 months



*p-value <0.001

4.3%

body weight loss by 76% or 10 lb*



\$1,464

first year reduction in medical costs compared to control**



**p-value <0.02

The Power of Human Connection

88% of participants would recommend Newtopia to a friend.

Christy

The very BEST part of the program is my Inspirator! If I hit a plateau, we look at things I can tweak to get back on track. Previously, I would have become frustrated and would have given up and gone back to old bad habits.



Amy

I passed all my metabolic screening tests this year!



Allen

My favorite component was the genetic test. It really narrowed down what I need to do, and my Inspirator Danielle helped push me to my results.

Terry

I've gone from taking 14 prescribed medications to 1. I have not been able to be on the floor and get myself up for 20 years, and I can do that now.



Capri

I am 42 years old and the smallest and healthiest I have ever been as an adult. When you are larger and walk into a room, you ask yourself if you are the biggest person in the room. I don't have to ask myself that anymore.

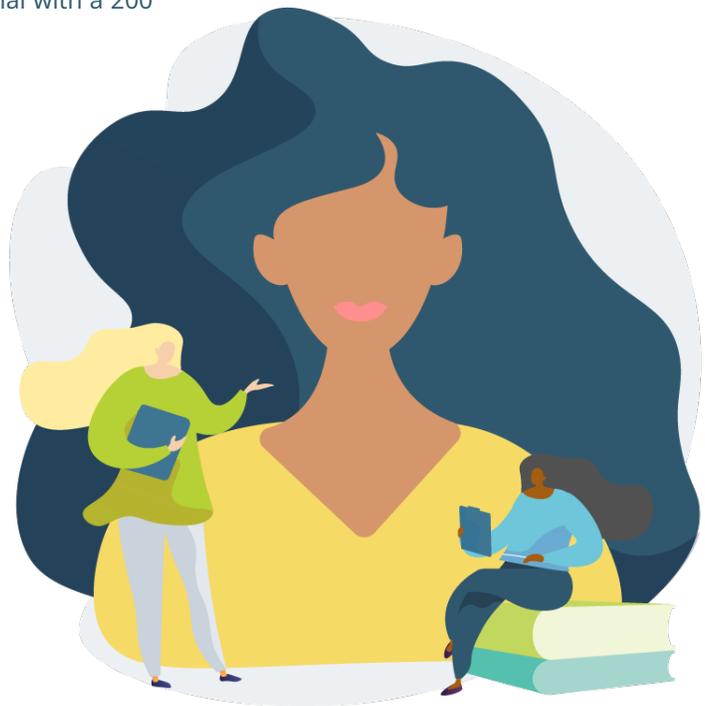
Audrey

I started at 222 lb of unhappiness. As of today, I am down to 187 lb, and I have never felt better.

Behind the Results

Traditional health and well-being programs see early success as employees sign up and give it a try. But that rate of success is unsustainable as momentum wanes beyond the first few months when participants lose motivation or don't see the results they expected. According to Jeff Ruby, founder and CEO of Newtopia, "Traditional programs are based on a one-size-fits-all approach where every participant is given the same information in a limited number of formats. They're designed like a lesson plan or class you'd have in school, not around the individual."

Newtopia differs in that it provides personalized "one-size-fits-one" programs curated to each participant's unique needs and preferences, which are determined based on behavioral, genetic, and social determinant data. This approach results in improved biometrics, which leads to decreased utilization of urgent care, lower hospitalization rates, and decreased medication use. Corresponding cost reduction will follow and has been proven through the randomized control trial with a 200 percent return on investment.



Content is curated for the individual and gamified based on the participant's personality, motivation, and preferences, leading to long-term, sustainable habit change.

About Newtopia

Newtopia is a tech-enabled disease prevention company focused on healthy habit change. Newtopia’s platform leverages genetic, social and behavioral insights to create individualized prevention programs with a focus on type 2 diabetes, heart disease, stroke and weight. With a person-centered approach that combines virtual care, digital tools, connected devices and actionable data science, Newtopia delivers sustainable clinical and financial outcomes. Newtopia serves some of the largest nationwide employers and health plans.

Engagement Built Around the Patient, Not the Program



To learn more about Newtopia:

newtopia.com