

Personalization is Key to a Successful Disease Prevention Program

Employees with unaddressed chronic disease cost the economy \$1 trillion each year.¹



35% of a typical employer's workforce has metabolic syndrome ²



60% increase in medical costs for each of these employees ³



The financial health of a company is directly aligned with the health of its employee population.

But it doesn't have to be that way.

Elements of a Personalized Disease Prevention Program



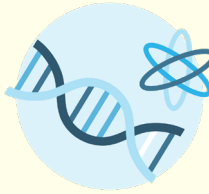
Designed around each person's unique needs, personality, and lifestyle



Includes dedicated coach to improve motivation and accountability



Focuses on creating small habit change that bring big results over time



Uses genetic testing to inform a more strategic plan



Leverages AI and machine learning to hyper-personalize programs to each participant



Includes smart devices and an app to improve engagement and track progress

Why a Personalized Program Is Better

- ✓ Improves employee loyalty ⁴
- ✓ Results in greater body weight reduction ⁵
- ✓ Engages participants longer ⁶
- ✓ Reduces hospitalizations and ER visits ⁷
- ✓ Significantly lowers medical costs ⁸

Newtopia is a tech-enabled disease prevention company focused on habit change. Newtopia's platform leverages genetic, social, and behavioral insights to create individualized prevention programs with a focus on type 2 diabetes, stroke, and weight. Newtopia's approach is proven to deliver value on investment for risk bearing employers and health plans. The program has received recognition as an alternative diabetes prevention program by the CDC and was used to design an effective hypertension and heart health program.

¹ <https://www.fightchronicdisease.org/latest-news/milken-institute-study-chronic-disease-costs-us-economy-more-1-trillion-annually>
² <https://jamanetwork.com/journals/jama/fullarticle/2293286> ³ www.ajmc.com/journals/evidence-based-diabetes-management/2013/2013-1-vol19-sp2/the-controversial-question-of-metabolic-syndrome
⁴ https://www.metlife.com/content/dam/metlifecom/us/ebts/pdf/2018_ML_EBTS.pdf ⁵ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5300741/>
⁶ https://journals.lww.com/joem/Fulltext/2015/12000/Reducing_Metabolic_Syndrome_Risk_Using_a.3.aspx
⁷ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5300741/> ⁸ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5300741/>