

## Transforming Lives Through Scalable, Personalized Virtual Coaching:

A case study evaluating clinical outcomes and behavior change of a large payer population



### Referral criteria for plan's poorly managed members:

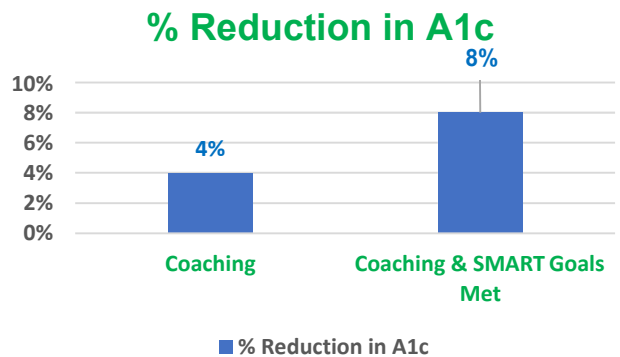
- Medicare Advantage member
- Number of patients = 316
- HbA1c greater than 9
- Lab validated HbA1c
- Patients automatically enrolled if criteria met

### Executive Summary

The purpose of this analysis was to evaluate the short-term results of Cecelia Health's technology enabled virtual health coaching program on members of a large payer population with poorly controlled diabetes. The evaluation measured the program's effectiveness at improving medication adherence, reducing HbA1c (Hemoglobin A1c), and reducing unhealthy day. This case study highlights Cecelia Health's ability to improve patient HbA1c levels, decrease gaps in care and decrease long- and short-term medical costs by applying personalized, virtual coaching. Cecelia Health's program helps patients better understand their disease by connecting them with one-on-one support and encouraging self-management behaviors through SMART goal setting by promoting self-care and healthy habits. The results generated from this study provide sufficient evidence to verify that a scalable, personalized coaching model with the assistance of Certified Diabetes Educators (CDEs) can assist members of a health plan or other entity decrease HbA1c measures in a population and close gaps of care.

### SMART Goals

Goal setting improves A1c reduction. Our coaches develop program specific SMART goals\* for individual participants to drive behavior change. These goals provide the clarity, focus, and motivation needed for participants to adjust behavior. The results of this study show the positive impact that coaching and SMART goal setting have on A1c reduction:



### \*SMART Goal Categories



**Blood Sugar Levels**  
**Healthy Eating**  
**Risk Reduction**

**Taking Medication**  
**Physical Activity**



Dedicated health tech professionals

50+



Expert clinicians in chronic disease management, behavior change, medical devices & technology

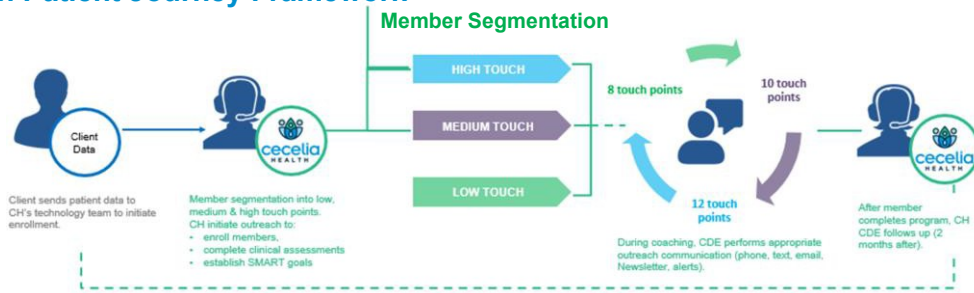
200+



Patients onboarded & coached

100,000+

## Cecelia Health Patient Journey Framework



## Cecelia Coaching Reduces Unhealthy Days

Healthy Days, a self-reported measure developed by the Centers for Disease Control and Prevention (CDC) is a strong metric for measuring physical and mental health of a population. Multiple studies have shown that patients with chronic conditions report higher mean physically and mentally unhealthy days than the population average. Our coaches work with patients to set SMART goals that are relevant to improving overall health and wellbeing to improve quality of life for individuals with chronic conditions.

Coaches administered a pre and post coaching assessment in Healthy Days and calculation of attributed costs savings. The results of this analysis provide evidence that coaching and SMART goals for a large population of individuals with chronic conditions can reduce overall reported unhealthy days over a 30-day period.

## Program Design

Once enrolled, participants were partnered with a certified diabetes educator (CDE) who worked with the participant over a 3-6-month program to provide personalized, one-on-one support. The participants were coached by the same CDE for the entire duration of the program. Member engagement was initiated via outbound calls to the member's preferred phone number. Cecelia Health's CDEs utilized a proven and repeatable process that drives high engagement and measurable outcomes.

	# of Medicare Advantage Members	Unhealthy Day % Reduction
SMART Goals	285	17.5%

## What Makes Us Unique

### Human Touch, Certified Diabetes Educators:

we provide specialized care vs. general nurses or wellness coaches

**Tech Enabled:** we leverage technology to gather relevant patient data to optimize our approach with each individual patient

**High Engagement:** we have developed expertise in engaging with hard to reach and poorly managed populations with chronic conditions.

## About Cecelia Health

Cecelia Health's mission is to transform and improve the lives of people living with chronic conditions worldwide. Cecelia Health has a proven track record of driving improved clinical outcomes and return on investment for customers. The Cecelia Health clinical team is comprised of nurses, dietitians, exercise physiologists, pharmacists, and social workers who are passionate about empowering people with chronic conditions to live rich, healthy and fulfilling lives.