



How Telehealth Coaching Can Keep Your Employees Healthy

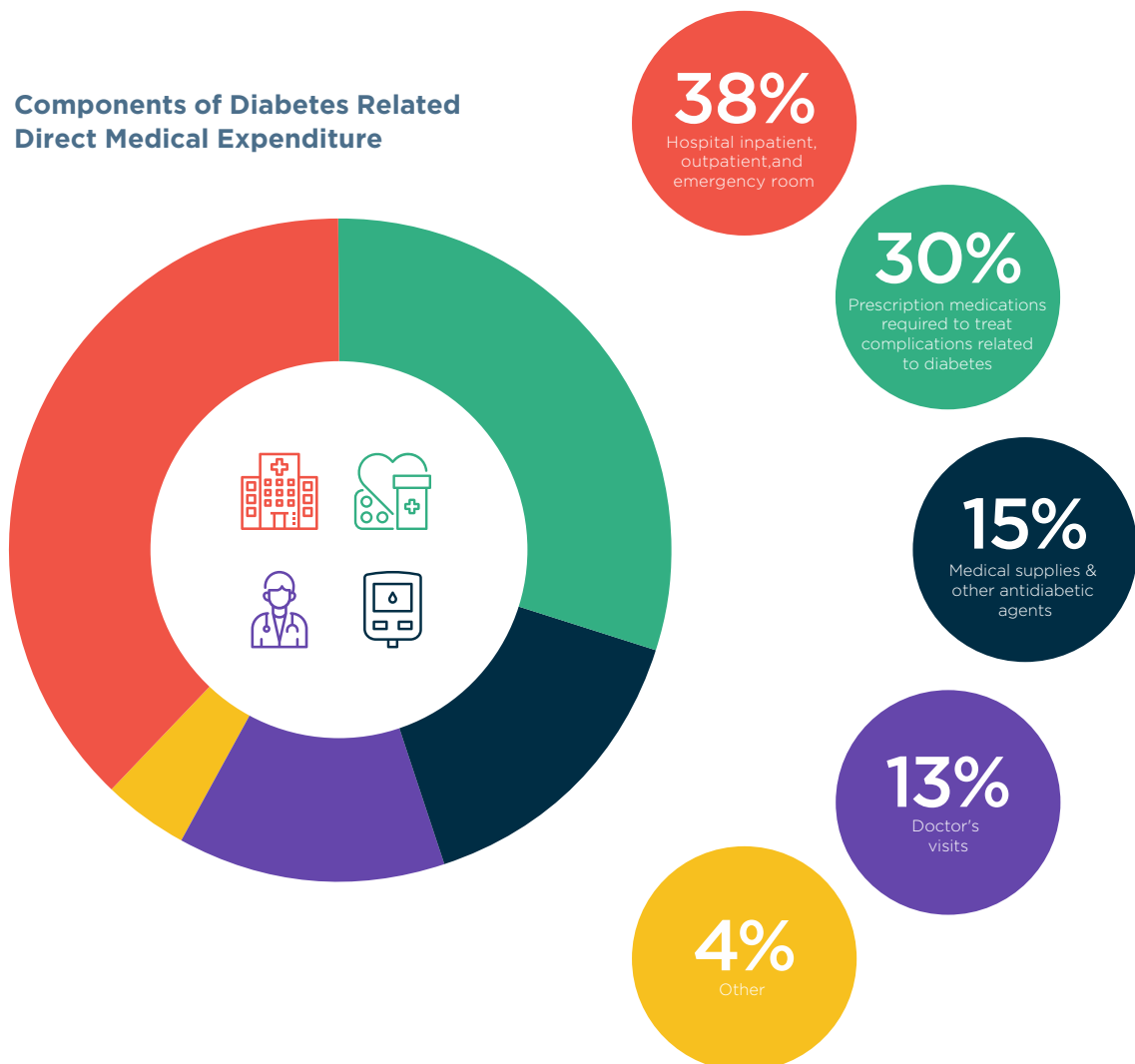


HOW TELEHEALTH COACHING CAN HELP KEEP YOUR EMPLOYEES HEALTHY

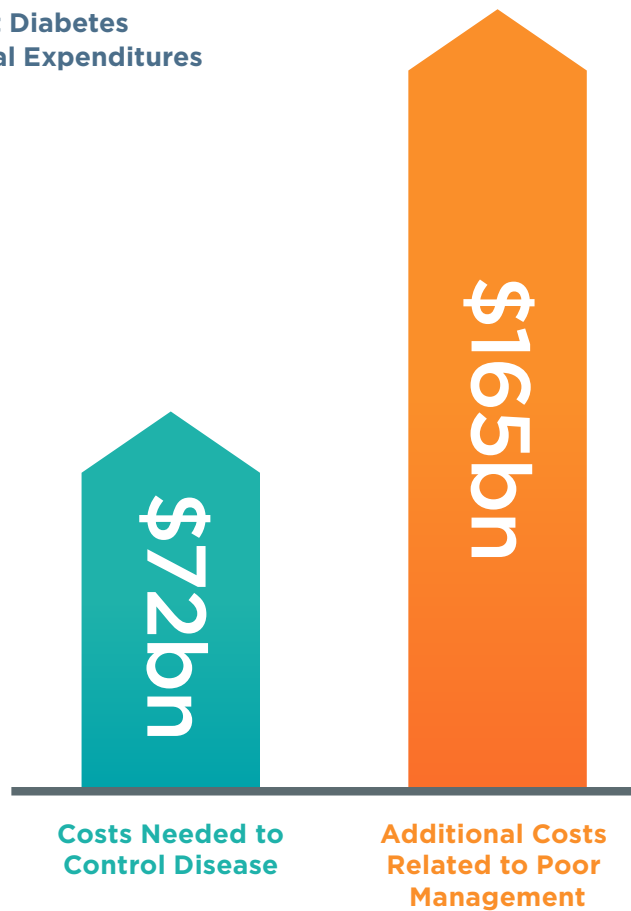
Approximately 60 percent of U.S. adults have a chronic disease, which is defined as health conditions lasting a year or more and requiring ongoing medical treatment, limitations placed on daily activities, or both. **Four out of every ten adults in this nation are struggling with two or more chronic diseases.** Health conditions such as heart disease, diabetes, and cancer are a leading cause of death and disability in the United States, as well as the leading drivers of an estimated \$3.5 trillion in healthcare costs each year. More than 10 percent of all U.S. adults have diabetes, with around 1.5 million new cases being diagnosed each year.

It's important for employers to consider that there are often vast disparities in cost for those with chronic illness that manage their disease as compared to those that struggle to effectively manage their illness. For example, on average, people with diabetes incur a medical expenditure of \$16,752 per year. However, individuals that do not successfully manage their disease can experience costs up to 60% higher on an annual basis or as much as \$26,803 annually. Individuals that are not effective at managing their disease experience a higher number of complications and resulting comorbidities. While there are many costs that are essential to control a disease like diabetes such as medication and supplies, things like hospitalizations and additional medications can be avoided.

Components of Diabetes Related Direct Medical Expenditure



Total US Direct Diabetes Related Medical Expenditures



With typically 50% or more of your employee population falling into the “poorly managed” category, your organization can’t afford not to take action.

Chronic diseases are also one of the main causes for the loss of productivity and associated costs for U.S. businesses. Around half of all adults coping with a chronic disease are unable to manage their condition properly, resulting in increased need of medical attention, hospitalization, and even death. Five chronic diseases or risk factors—high blood pressure, diabetes, smoking, physical inactivity, and obesity—cost US employers \$36.4 billion a year because of employees missing days of work. The costs of treating these conditions are expected to continue to increase.

Because of the extraordinary costs associated with treating and living with a chronic disease, the toll it takes on valued employees and their families, and the negative impacts that poor health have on productivity, it makes sense that you would look for ways to help your employees stay healthy. Knowing that you need to develop an effective health program for your employees is half the battle. The other half is determining the most effective way to address the growing challenges associated with chronic illness.

cost of missed workdays

\$36.4bn

per year.

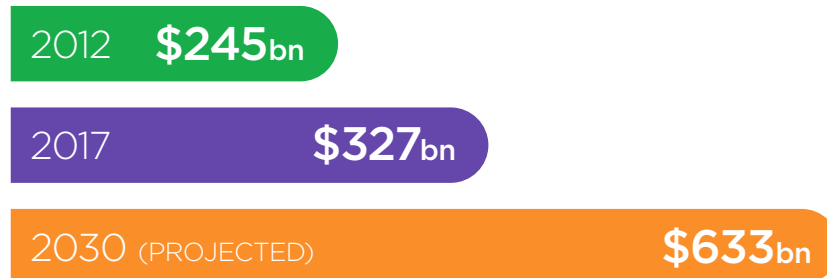
How to Develop an Effective Program to Address Your Employees' Health Needs.

One of the keys to developing an effective employee wellness or digital care program is to consider the common behaviors and issues that contribute to chronic diseases. These most common issues are as follows:

Poor nutrition

An example of poor nutrition would be a regular diet that is low on fruits and vegetables and high in sodium and saturated fats. Studies show that fewer than 10 percent of the U.S. adult population consumes the recommended amount of fruits and vegetables, yet nearly half of all Americans over 18 consume a sugary drink on any given day. **40 percent of adults in the U.S. are considered obese.** Obesity causes a number of chronic health conditions, including heart disease, diabetes, and some types of cancer. The two leading causes of heart disease and stroke are high blood pressure and high cholesterol. High blood pressure often results from diets that are high in sodium. Over 70 percent of the sodium consumed in U.S. diets comes from packaged, processed, store-bought, or restaurant food. A third of the U.S. adult population has prediabetes, which is the precursor to type 2 diabetes.

The number of U.S. adults with type 2 diabetes has doubled in the past 20 years and 1 in 3 adults are expected to have type 2 diabetes by 2050.



Employee tobacco use and/or exposure to second-hand smoke in the home

Around 34 million U.S. adults smoke cigarettes and another 58 million non-smokers are exposed to second-hand smoke. Cigarette smoking results in approximately 480,000 deaths each year, with about 41,000 of those deaths attributed to second-hand smoke. For every American who dies due to smoking, at least 30 more are living with a chronic, smoking-related disease. **Smoking-related illnesses produce societal costs of \$300 billion each year, and more than half of those costs are directly related to health care.** Some of the chronic diseases and acute health issues that can be caused or worsened by smoking include: cancer, heart disease, stroke, lung diseases such as COPD, and type 2 diabetes. 90 percent of lung cancer deaths are a result of smoking. Individuals who are exposed to second-hand smoke have a 20-30 percent higher risk of getting lung cancer. Smoking also leads to cancer of the larynx (voice box), mouth and throat, esophagus, bladder, kidney, liver, pancreas, cervix, colon, rectum, and stomach, as well as a type of blood cancer known as acute myeloid leukemia.



Approximately
\$117bn

a year due to lack
of physical activity

Lack of physical activity

Only one in every four U.S. adults gets the recommended daily amount of physical activity and approximately 31 million individuals in this nation over the age of 50 are considered physically inactive, meaning that they get no physical activity beyond that involved in daily living. **Approximately \$117 billion a year is associated with individuals who are physically inactive, as the lack of physical activity can lead to chronic issues including obesity, heart disease, type 2 diabetes, and some types of cancer such as cancers of the bladder, breast, colon, uterus, esophagus, kidney, lung, and stomach.** The risk of cancer caused by low physical activity occurs regardless of the inactive individual's weight. Physical activity helps to control blood sugar, weight, and blood pressure, and helps raise good cholesterol while lowering bad cholesterol.

Alcohol use

While a limited amount of alcohol is enjoyable in social situations, excessive drinking results in approximately 93,000 deaths a year. One out of every 10 deaths among working-age adults is a result of excessive alcohol consumption, which includes binge drinking. Binge drinking is defined as more than four drinks during an occasion for women, and more than five drinks for men. Nearly half of the deaths and the costs associated with excessive alcohol use involve binge drinking. **Over time, using alcohol in excess can lead to a number of chronic diseases and acute conditions such as high blood pressure, heart disease, stroke, liver disease, and some types of cancer.** Additionally, alcohol use is associated with an increased risk of dangerous situations, including violence, poisoning, unintended pregnancy, sexually transmitted infections, and poor pregnancy outcomes.

Employers have lately taken steps to try to address these high-cost conditions, but actual impact and return on investment remains elusive. The challenge in doing so is to develop a program that is not only enjoyable, but that focuses on developing a one-on-one relationship between the employee and the provider of your program in order to provide a personalized, human-led plan to meet each employee's health goals. The program should surround personal chronic condition specialists with technology that empowers them to offer data-driven insights to members who need individual coaching. That program also needs to build from your own strategies to effect behavior change and achieve positive health outcomes for your employees. Optimal results can be achieved when you partner with medical experts who understand the treatment and management of chronic diseases.

That's where Cecelia Health comes in.



Cecelia Health Transforms Lives & Delivers Employer ROI

Cecelia Health positively transforms the lives of people living with diabetes and other chronic diseases. Our technology-enabled personalized coaching solution optimizes patient health outcomes at high return on investment for customers as well as health care partners. Our innovative telehealth model has evolved from coaching to care, and we work with partners to coach their employees on diabetes and other chronic disease management best practices and provide unique data-driven insights that help employers make informed choices on how to best deliver targeted interventions to their employee population.

Currently, there is an abundance of digital health apps available on the market for employees and others interested in improving overall health. Because of this, many employers adopt web or mobile digital solutions to encourage healthy living for employees at little to no cost. The problem is that most of these apps offer a reactive, one-size-fits-all program that do not effectively engage the employees that need education and support the most. The bottom line is that apps often do not deliver the **personal, human interaction necessary to drive behavior change to address many of underlying conditions that contribute to poor health and chronic conditions**. Thus, digital first programs often do not have a lasting and measurable impact on those that participate. If employees are not empowered to manage their disease, they face an increased for complications as well as reduced productivity resulting in increased direct and in-direct costs for your organization.

For example, with each 1pt increase in A1C levels, employees see an increased risk of other comorbidities such as:

66%

increase in developing eye, kidney, and nerve disease

59%

increase in microvascular complications

16%

increase in risk for heart attack

21%

increase in death related to diabetes

The Cecelia Health approach is different given that it not only recognizes the importance of human relationship-building in the quest for good health, but also in that it provides a segment based, personalized omnichannel engagement approach to educate and motivate individuals with chronic illness to improve their behavior:



Proactive Omnichannel Communication

Providing engagement with your employees about their health that is proactive, scalable, omnichannel, and responsive to the participant's needs. Cecelia has a demonstrated track record of transforming patient lives and delivering a return on investment for employers.



Expert Clinician Coaching

Providing one-on-one coaching with expert clinicians that breaks down barriers and builds trust with each individual participating in the program. The human touch is often sorely lacking in digital-only solutions. Cecelia's mix of human, expert clinicians and a state-of-the-art platform provides the best of both worlds.



Reduce Healthcare Spend

Addressing the root causes of chronic diseases and the poorly managed populations that result in the highest health care spend. Failing to address these high-risk segments of your workforce prevents you from addressing the largest portion of your health care spend.



Access to Specialty Care

Providing opportunities for the employer and employees to access specialty care services for device management and care plan adjustments.



Engagement

According to the American Journal of Managed Care, people living with chronic diseases often deal with a lack of confidence in understanding their condition and would welcome input from experts. Consider the following statistics:

35%

of people living with chronic conditions do not know what their own target numbers are for healthy blood pressure, weight, and cholesterol levels.

48%

of all people with chronic illnesses feel only "somewhat confident" in their ability to manage their disease.

6/10

people with chronic diseases confess that they are not doing all that they should do in order to manage their condition.

20%

rate their own management of their chronic disease as "poor."

65%

of people with chronic diseases reported that their appointments with their health care provider are consumed by the discussion of symptoms rather than strategies for managing their condition.



Clinical Outcomes

An A1C test is a method for measuring how well the body is maintaining blood glucose levels. What it shows is the average percentage of sugar-bound hemoglobin in a blood sample that is acquired either through a finger stick or a blood draw. The higher the blood glucose levels are, the more hemoglobin it binds. This test is recommended by the American Diabetes Association not only to help diagnose prediabetes, type 1 and type 2 diabetes, but also to inform the treatment plans of those with these conditions.

Studies indicate that lowering A1C levels helps to slow the progression of diabetes and to control a number of diabetes-related complications, including nerve damage and cardiovascular disease for both type 1 and type 2 diabetics. Even small changes to this number have been found to have significant effects. Management of A1C levels involves a treatment plan that includes diet, exercise, and sometimes medication.

Taking medicine as prescribed or medication adherence is important for controlling chronic conditions, treating temporary conditions, and overall long-term health and well-being of people living with chronic conditions. A personal connection with a health-care provider or pharmacist is generally accepted an important part of medication adherence. However, given the lack of regular access to HCPs and pharmacists, they are often unable to hold patients accountable and provide the support necessary to be able to drive medication adherence. Studies indicate that improved medication adherence can have a significant impact on chronic disease related outcomes.

Medication Adherence rates

80%

Cecelia Health is pleased to report that our programs drive a significant improvement in medication adherence amongst participants. Our coaches provide expert medication specific advice and accountability.



Cecelia Health
demonstrates an average

1.5 point

A1C reduction for people
living with diabetes.

Return on Investment

If you are a self-insured employer, we don't need to tell you that assuming the risk involved in paying for your employees' healthcare can be costly. That being said, your ownership, provides you with a powerful incentive to reduce your overall healthcare spend. When evaluating chronic disease management partners, you should be thinking in terms of how a partner can best deliver you a strong return on investment. When determining the current value of an investment involving the development of an employee health management program, you should consider several factors, including:



A reduction in claims costs:

If your employees are able to more effectively manage their chronic diseases, it will result in fewer visits to the doctor or to the emergency room, and fewer costs associated with medication.



Mitigations of comorbidities:

Comorbidities in the health care arena are associated with worse outcomes, including more missed days of work, more complex medical management of conditions, and higher health care costs.



Reduction in unhealthy days:

Poor management of chronic illnesses is associated with lost productivity, both in terms of the number of days that chronically ill employees are required to miss due to the complications of their disease, as well as the loss of productivity involved in having employees who are not feeling a hundred percent attempting to do their work-related tasks.

The typical ROI for employers who partner with Cecelia Health to manage the chronic illnesses experienced by their workforce is six times, via reduced claims costs, mitigation of comorbidities, and reduction in unhealthy days. Typically, poorly managed employees that participate in our programs will reduce their direct healthcare costs by an average of \$2,675 annually.

Typical annual reduction
in healthcare costs

\$2,675
per employee.

Typical

6x

ROI for
employers

Conditions

Cecelia Health's experts specialize in a number of chronic conditions, including:



Diabetes:

Diabetes and its related complications result in about 16 million emergency department visits for adults over 18 in the U.S. each year. The condition is also a factor in around 7.8 million hospitalizations a year. An estimated, 37 percent of adults with diabetes will also suffer from chronic kidney disease.



Cardiovascular Disease:

Also known as heart disease, cardiovascular disease refers to a number of conditions that affect the heart, including coronary artery disease, heart rhythm disruptions known as arrhythmias, or narrowed or blocked vessels that can lead to heart attacks, chest pain, or stroke.



Obesity:

Obesity is an extremely common disease in the U.S. While many people regard obesity as merely a cosmetic concern, the danger of the condition is far more on the side of the conditions it can lead to, such as diabetes, cardiovascular diseases, and certain cancers. The good news is that many of these adverse health outcomes can be avoided through moderate weight loss, which is often treated through diet and exercise, along with medication for some individuals.

We know that your employees are important to you. The best benefit of providing a health care management program for them is the opportunity to have a positive proactive impact on their health. At the same time, your bottom line is also important to you. It is impossible to focus on saving money on your employees' health care without focusing on the highest costs involved, which is the treatment of your employees' chronic conditions.

Let the experts of
Cecelia Health help.
Contact us today
for more information.

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