

(ns)

A FOCUS ON ROI

How NS delivers on three types of ROI

Measuring the ROI of health improvement in your business starts with identifying what matters most to your organization.

- 1 Financial ROI:**
The impact of a program on your company's bottom line. How are your solutions saving your organization and your people money?
- 2 Clinical ROI:**
The impact of a program on your population's physical health. How has the program impacted the long-term health (and thereby health expenses) of participants?
- 3 Cultural ROI:**
The impact of a program on your population's overall engagement, job satisfaction, and mental, physical, and social wellbeing. How has the program improved morale and engagement among the population?

There's no one-size-fits-all solution for analyzing ROI. It boils down to what matters most to your organization and what goals you're trying to achieve.

Naturally Slim® (NS) is a behavioral health program that will help your organization realize a positive ROI, no matter which type—financial, clinical, or cultural—you value most.

1





Unhealthy employees impact an employer's bottom line in more ways than one. Added healthcare costs (that are only continuing to rise), decreased productivity, and increases in workers' comp claims to name a few.

NS is proven to create healthier and happier employees, showing an ROI in year 1 that only increases year-after-year.



Proven Cost Savings

The Naturally Slim program paid for itself within the first year¹.

-  NS ROI Analysis by a large multi-state health plan
-  **4,773** members
-  **1.4X** return on investment
-  **11.6 lbs** average weight loss

“

We launched this wellness program to control our costs and avoid the alarming trend of double-digit percentage increases in health care costs. We never expected to save millions of dollars or experience the instant success we got, but we'll take it.”

- **Doug Cropper**, President and CEO of Genesis Health System

Pounds lost lead to dollars saved

For each pound of excess weight your employees carry, your organization pays \$82 in medical and disability costs annually². With 70% of Americans in the overweight or obese category³, those extra pounds add up quickly...but so do the savings.

What could that mean for your population?

$$\begin{array}{ccccc}
 \text{\$82} & \times & \text{8 lbs} & = & \text{\$656} \\
 \text{Cost per pound of} & & \text{Average pounds lost} & & \text{Potential savings on future} \\
 \text{excess weight}^2 & & \text{per NS participant}^* & & \text{claims cost per NS participant}^2
 \end{array}$$

For a 10,000-life group with 35% adoption, potential savings could look like:

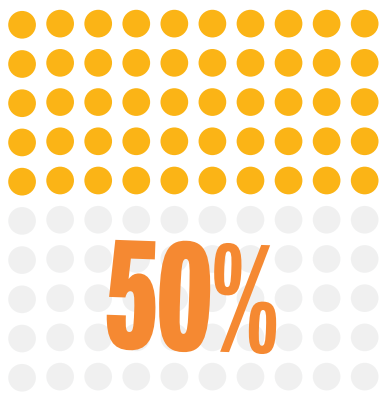
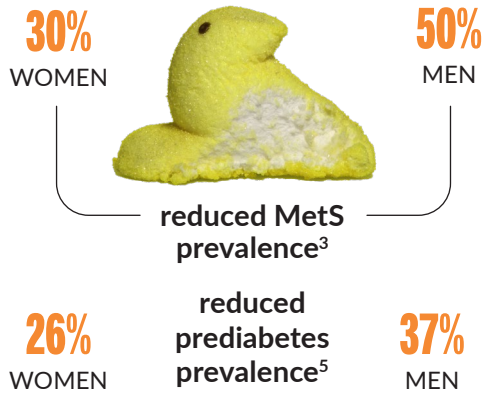
\\$2.3M
Gross total potential savings in future claims costs



\\$770K
Net total potential savings in future claims costs

¹Average weight loss for NS participants at week 8 of the program

Sustainable health improvement



of participants reversed their high blood pressure*

*among those who lost 5-10% of their weight. Results based on published study in Journal of Metabolic Syndrome & Related Disorders.

“ We wanted outcomes that lasted year-over-year and not another quick fix for our employees who were trying to improve their health. Naturally Slim’s mindful eating program not only delivers great results, but also keeps people healthy, decreasing our claims costs and improving employee wellbeing.”

– Nicole Martel,
System Director,
Health & Wellbeing for
Mercy Health

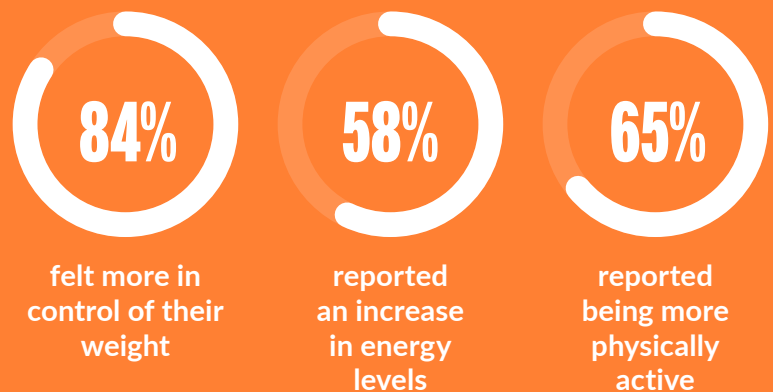
Improving the clinical health of program participants is at the core of what we do. By targeting metabolic syndrome (a cluster of risk factors that increase the likelihood of heart disease and diabetes), the NS program helps participants make sustainable lifestyle, diet, and health changes to prevent or reverse metabolic syndrome.

2

CLINICAL ROI

NS customer Concordia Plans sought a solution that could help drive sustainable lifestyle and health changes among its members. When analyzing ROI, they found a measurable improvement in participants’ clinical data, indicating progress in reducing metabolic risk factors.

In 2019, Concordia Plans members participating in the NS program lost a combined 14,294 pounds. The weight loss data also showed a positive trend in sustaining the weight loss effort over time, meeting the customer’s goal of a program that would help drive sustainable health improvement among participants. Finally, quality of life measures⁵ among NS participants were also favorable:



In partnership with



3

Investment in the health and wellbeing of your people has become an expectation of today's workforce. A 2018 Global Talent Trends survey from Mercer found that 1 in 2 employees want to see a greater focus on wellbeing at their company.⁶ Enabling and championing your population's health and wellness journey drives an organization-wide commitment to living well and boosts overall employee engagement.

Qualitative feedback from NS program participants also touts improvements in physical activity, sleep, mood, and self-confidence – all contributors to a healthier, happier, and more engaged population.



A 2018 Global Talent Trends survey from Mercer found that 1 in 2 employees want to see a greater focus on wellbeing at their company.⁶



85%

felt more in control of their weight

61%

felt more energetic

No matter what your organization values most, you can easily implement NS to make a positive impact on your people, on your culture, and on your bottom line.

Contact us today at learnmore@naturallyslim.com or visit www.naturallyslim.com to get started.

¹2019 Naturally Slim Clinical Strategy Analysis conducted by leading, multi-state health plan's Clinical Strategy Team

²https://journals.lww.com/joem/fulltext/2019/11000/direct_and_indirect_cost_of_obesity_among_the.3.aspx

³2016 NHANES data

⁴NS cost-savings per pound

⁵NS Post-Program Report- Concordia Plans

⁶What Employees Really Want at Work. Forbes. <https://www.forbes.com/sites/alankohl/2018/07/10/what-employees-really-want-at-work/#725d86245ad3>. Accessed 5 July 2020.