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Wondr Health eMindful Acquisition FAQs

Everything you and your teams need to know about our rebrand.

FAQ Table of Contents

[About Us](#)

[About the Acquisition](#)

[FAQs for Current Wondr Clients](#)



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About Us

1. Who is Wondr Health?

Based in Dallas, Texas, Wondr Health is a digital behavioral change company with 15+ years in the benefits space. We help people improve their physical and emotional health by preventing and reversing the impact of weight-related chronic illness through whole person care. We're experts in health who help experts in business—we get what employers, brokers, and health plans need, and our goal is to be the easiest benefits vendor they'll ever work with.

Wondr Health is not new to the benefits space, and we pride ourselves in being a trusted solution for Fortune 500 and beyond employers, health plans, brokers, and consumers. We provide life-changing programs to:

- 800+ clients across the U.S.
- 6.5 million eligible participants
- 82 partners in the public sector across 30 states
- 47 Fortune 500 companies
- 41 higher education clients
- 40 health plans carriers
- 100 employees

2. Who is eMindful?

With 13+ years of data-driven insights and proven outcomes, eMindful is a leading provider of purpose-driven mindfulness solutions that improve productivity and lower healthcare costs by providing evidence-based mindfulness for everyday life and chronic conditions by helping individuals make every moment matter with greater focus, creativity, and purposeful decisions.

Fortune 500 employers trust eMindful to build a healthier, happier, and more productive workforce. Large health plans trust them to differentiate their business by reducing risk and improving health outcomes and quality ratings.

Based in Orlando, Florida, eMindful has 33 employees and 35 contracted expert mindfulness teachers. They work with Fortune 500 employers and health plans and have 90+ total clients, representing 7.4M lives.



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3. Who are Wondr Health's clients?

Wondr health partners with over 800 health plans, brokers, and employers of all sizes from all industries across the United States with a total of 6.5M eligible lives. We provide life-changing programs to:

- 800+ clients across the U.S.
- 6.5 million eligible participants
- 82 partners in the public sector across 30 states
- 47 Fortune 500 companies
- 41 higher education clients
- 40 health plans carriers
- 100 employees

4. Who are eMindful's clients?

eMindful partners with leading health plans, brokers, and Fortune 500 employers across the United States with a total of 7.4M eligible lives.

5. How will your impact expand with the addition of eMindful to Wondr Health?

With a combined 28 years in the benefits industry, the two companies bring together an unmatched understanding of the employer-sponsored healthcare space. The acquisition serves to expand the reach of both companies in line with furthering our mission of doing the most good for the most people. eMindful and Wondr bring together:

- 28 years of expertise
- 40+ expert instructors from a variety of fields
- 890+ clients

6. What are the financial results of Wondr Health (growth, profitability, revenue)?

We do not communicate on that.

7. How is Wondr Health revenues split by business line?

We do not communicate on that.

8. To what extent is Wondr Health considered a leader (number of clients, revenue)? Is it the leading provider?

Wondr Health is a unique solution in the employer-sponsored healthcare space with no one competitor that operates with the same proprietary curriculum based in behavioral science, is infinitely scalable, and is highly personalized to each participant's individual health improvement goals, challenges, and lifestyle.



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9. To what extent is eMindful considered a leader (number of clients, revenue)? Is it the leading provider?

Uniquely positioned in their space, eMindful drives proven outcomes through their personalized approach and purpose-driven mindfulness.

The program is built on a solid foundation of 13+ years of data-driven insights and consistent success in improving workplace performance and health, with peer-reviewed research backing their results.

About the Acquisition

10. What are the terms of the deal? When is this deal expected to close?

Under terms of the agreement, eMindful will continue to operate under the eMindful name for now and will be part of the Wondr Health family of brands. eMindful's management team will remain in place. eMindful operates out of their offices in Orlando, FL and the corporate headquarters for Wondr Health is based in Dallas, TX.

11. What is the joint goal of eMindful and Wondr Health?

Leaders in mind-body health, Wondr Health acquired eMindful, combining extensive expertise in weight management and mental health to fill gaps in employer-sponsored benefits offerings.

First of its kind, this new partnership is changing the game in preventive care. Building on the clinical expertise and outcomes of the two offerings, the unique combination is foundational to a benefits strategy that functions as a catalyst for the best health outcomes, highest ROI, unparalleled employee engagement- with minimal lift for employers.

By combining behavior change and applied skill building, our solutions fill the gaps in traditional preventive care by not only opening the door to better health, but to keep people engaged and on track for outcomes that last.



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12. Why has Wondr chosen to acquire eMindful?

For 15+ years, Wondr has been teaching our participants that mind and body connection is fundamental to behavior change and weight loss. eMindful brings to the table mindfulness across all aspects of life, not just eating. Using eMindful techniques in conjunction with Wondr will increase chances of weight loss success and help individuals cope with depression, anxiety, and stress—all factors we know have an immense impact on both weight and quality of life. Acquiring eMindful expands Wondr Health's breadth and depth and creates the opportunity to impact the greatest number of lives. Bringing together these two solutions founded in behavior change and skill building, gives employers the core foundation they need to produce truly lasting results across all of their preventive care and disease management platforms, and beyond.

13. What will happen to the employees and leadership of both organizations?

Both eMindful and Wondr Health's teams will remain in place and the combined company will now operate out of dual headquarters in Dallas, TX and Orlando, FL.

14. How does this acquisition contribute to the culture and mission of Wondr Health?

Missionally, our two companies are aligned. Both believe in empowering people to rediscover purpose in their lives and support each other to make every moment matter. We have "people first" cultures that encourage connection with oneself, colleagues, and a greater sense of purpose for the world. At Wondr Health, our mission is to do the most good for the most people. And together with eMindful, we will be able to reach millions more and change even more lives by treating the whole person.

Both eMindful and Wondr Health have always been rooted in the core values of passion, kindness, humility, transparency, and innovation. We care strongly for the wellbeing and growth of our employees, participants, and clients. For this reason, we believe that eMindful and Wondr are the perfect fit. Our products are highly complementary, aligning clinically and scientifically. Together we will provide two digital programs that will change lives for the better.

15. Will your customers experience a change in their current product offerings or service?

Wondr Health customers will see improvements in their experience and access to leading product and service offerings through the Wondr Health family of brands.



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16. Are the programs being combined?

Initially, the programs are not being combined, but instead, are offered individually or together to build a foundation of mental and physical preventive care that drives unparalleled engagement and health outcomes. However, we are always trying to improve and deliver the most impactful solutions possible. If integrating our programs will have the greatest impact on the health and emotional wellbeing of our members, then that may be the path we follow.

17. When will the full breadth of new offerings be available to Wondr Health and eMindful customers?

Effective July 13th, both Wondr Health and eMindful customers will be able to add Wondr and eMindful to their suite of benefits offerings.

18. Will eMindful undergo rebranding?

eMindful will officially be “eMindful, a Wondr Health company.”

19. How do the programs differ?

Both programs are digital, preventive care solutions that can help increase physical and mental health, engagement, and impact chronic conditions. While eMindful is an applied mindfulness program with live and on-demand classes that can improve participants day-to-day lives or chronic conditions, Wondr Health uses evidence-based behavioral change to help participants lose weight, increase physical activity, stress less, and more.

20. Is there an advantage for employers to implement both Wondr Health and eMindful?

Absolutely. This key partnership provides a powerful foundation of mental and physical preventive care benefits that prevent and reverse chronic disease, increase engagement, and improve the ROI of an employer’s entire suite of benefits.

21. Does this change the pricing structure of Wondr Health and eMindful? Will there be bundled pricing?

As we continue to innovate and expand our program offerings, we’re continuously evaluating our price and pricing structure, but there will be no changes to pricing at this time.

22. Will this change who is eligible for these benefits?

No, this doesn’t change eligibility at this time.

23. Can participants access Wondr Health if they’re already signed up for eMindful (or vice versa)?

At this time, the programs are separate, purchased and accessed separately.



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24. Is Wondr Health planning any other acquisitions of other innovative companies?

Aligned with our mission of doing the most good for the most people, Wondr health is committed to continual enhancement and innovation of our product line and company to expand our reach and drive the highest health outcomes. We will continue to scout for opportunities in this space that are aligned with our corporate growth strategy.

FAQs for Wondr Clients

25. Will Wondr and eMindful be offered as one program instead of two separate programs?

At this time the two solutions will remain separate programs.

26. What does the eMindful program focus on?

The program delivers evidence-based mindfulness programs applied to everyday life and chronic conditions.

27. How does eMindful compare to other mindfulness solutions on the market?

- **Evidenced-based approach.** Guided by 13 years of data-driven insights and workplace results and delivered by live, certified expert teachers with average of 20+ years of experience.
- **Live certified experts.** eMindful Teachers help deliver perspective, accountability, and personalized mindfulness practices through live, interactive sessions. Participants can choose the right teacher for them from eMindful's cultural group of globally diverse experts.
- **Real-time relevance.** Delivering unique population insights to create a personalized experience designed for daily use with fresh, relevant content and programming for evolving needs.
- **Applied mindfulness.** Integrating into everyday moments with applied mindfulness practices that help people make more purposeful decisions about their health, well-being, and chronic conditions.
- **Connection that magnifies results.** Cultivating an experience that creates a deeper connection to oneself and others, fostering an environment that helps populations flourish.



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28. Wondr Health also has a big impact on stress and improving overall quality of life. Do we really need both programs?

For 15+ years, Wondr has been teaching our participants that mind and body connection is fundamental to behavior change and weight loss. eMindful brings to the table mindfulness across all aspects of life, not just eating. Using eMindful techniques in conjunction with Wondr will increase chances of weight loss success and help individuals cope with depression, anxiety, and stress—all factors we know have an immense impact on both weight and quality of life.

29. What can we predict for combined ROIs?

Depending on the health of the population and chronic conditions present, Wondr and eMindful clients can expect an ROI between 2-9X.

Clinically-proven, evidence-based results for employees, highest cost-savings and better engagement for employers:

- **Wondr Health**
 - 10.6 lbs average weight loss
 - 50% of men and 30% of women reversed MetS
 - 50% of participants reversed high blood pressure (among those who lost 5-10% of their weight)
 - 84% of participants lost weight
- **eMindful**
 - 54% improved sleep
 - 67% reduced stress
 - 49% improved productivity
 - 40% reduced tobacco consumption

*All stats based on Wondr and eMindful book of business.

30. If we're interested in implementing eMindful, how soon can we implement?

Effective July 13th, eMindful will officially be a Wondr Health company. After that it's business as usual—just like Wondr, implementation is seamless. Just reach out to your Wondr Health contact and we'll get you to the right people.

31. Will this change the current implementation process and timeline? What does that look like?

This acquisition will not impact your Wondr Health implementation, class schedule, or timeline. If you're interested in implementing eMindful for your population, reach out to your client services team and they'll provide you with everything you need.



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32. Can we start classes for Wondr and eMindful at same time?

Yes, in fact it's encouraged. The two solutions are synergistic in nature and the foundational behavior change principles of each serve to compound the impact of the other.

33. How many classes per year are recommended for eMindful and Wondr?

We recommend a cadence of 3-4 classes per year for mid- to large-sized employers. Since the program is infinitely scalable, the class can accommodate as many employees as desired based on criteria outlined by the employer.

34. Is eMindful on-demand only or is it based on a class-structure?

eMindful provides a unique structure that's a combination of a class model and on-demand model to provide participants with a highly personalized experience with timely and relevant content available live or on-demand. Programs include:

- Mindful Dailies: Live 14-minute mindfulness programs led by experts multiple times a day
- Live monthly online programs led by experts covering everything from stress to weight balance
- Hundreds of hours of on-demand content on a wide range of topics

35. Does eMindful have their own custom communications and enrollment themes we can use if we implement?

Yes, like Wondr, eMindful provides clients with a toolkit of tailored marketing communications designed to keep participants engaged and on track towards reaching their goals. Communication materials include enrollment and program emails, enrollment flyers, timely and relevant resources for participants, newsletters, and more.

36. Will we be provided with additional resources for our employee population regarding the details eMindful, who they are, and how they can get access?

Yes, your Wondr client services team will be in touch to communicate our partnership and answer any questions you may have.

37. Will this add additional communications to our employee population or will both Wondr and eMindful be communicated together?

At this time, program communications will remain separate to ensure that participants receive timely, engaging, and relevant communications on each step of their journey through Wondr and eMindful. Our teams will work with yours on the best communication strategies for your populations.



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38. If we have Wondr and eMindful, can you provide combined reporting?

While the programs have many benefits that cross over, they are still very separate programs with separate health objectives and outcomes, so reporting is separate at this time.

39. What is eMindful's pricing structure?

eMindful has a flexible billing structure with a variety of pricing options including PEPM and case rate billing to fit different budgets and benefits strategies. Get in touch with your Wondr Health client services team for more information.

40. Will engagement go down for Wondr if we implement another digital program and encourage to do both at once?

Actually, we anticipate the opposite. Both solutions are built on the science of behavior change and increase an individual's likelihood of engaging in other programs that make an impact on their health. Not only do we see high engagement in both eMindful and Wondr program, but those benefits extend beyond the programs creating higher engagement throughout an employer's entire benefits spectrum.