Experiential Obesity Learning Platform: *Discussion Maps™*

healthyIQ

1 Importance of Initiative

Obesity is root cause of many health conditions:

- 60% of Americans have a chronic condition
- 45% of Americans have obesity
- Over 1 billion people worldwide have obesity
- 53% HCPs have stigma towards patients with obesity
- Education is key for both HCPs and Patients with obesity
- Current obesity education is ineffective
- HealthyIQ education method has improved the lives of over 50 million patients with diabetes

"HealthyIQ program was so important to myself and my wife as we started GLP1 to know what to expect. We likely would have given up if we had not gone through the Obesity Reality program. It truly simplified and helped with confusion." Patient with Obesity

2 Initiative will Change

- Leveraging the proven patient education platform that improved over 50M lives, HealthyIQ will transform obesity education for both HCPs and patients
- HCPs obesity stigma will diminish dramatically
- Educating HCP's on obesity clinical guidelines
- Patient education will become a pillar for obesity care, improving the standard of care
- People with obesity will become significantly better informed, more engaged patients
- Educating HCP's that obesity is a chronic disease
- Role of hormones in weight homeostasis
- Impact of weight loss on comorbidities
- Improve obesity self-care
- Obesity is a disease and impacts multiple other diseases
- Overview of treatment options
- Eating right to improve weight loss, comorbidities, and reduce side-effects
- Importance of exercise in weight maintenance and comorbidities

"HealthyIQ stigma program helped both myself and my staff understand what weight bias is and the overall impact it has on our patients. It improved our ability to help our patients with obesity." HCP

3 Reason to Believe

- HealthyIQ started by the founders of Healthy Interactions
- HealthyIQ using the same proven methodology, assets and capabilities to improve the lives of tens of millions of people with obesity and Improved the standard of care provided by educating HCPs about obesity, stigma, and obesity clinical guidelines
- Partnered with many disease associations over 10+ years including:

  DIABETES CANADA | American Diabetes Association | DIABETES UK | International Diabetes Federation | healthy interactions

- Improved the lives of over 50 million people with diabetes
- Recruited and trained and supported over 100,000 licensed HCPs in 129 countries to use our tools to improve lives of people with diabetes

4 Proven Methodology

- Socratic Learning Principles
- Metaphoric visual imagery alongside powerful data
- Small group learning environment
- Facilitated by a trained, licensed HCP
- Language and cultural accuracy
- Examples of efficacy data presented at ADA conferences

% Patients with HbA1c <7 | Increased Care Plan Compliance | Reduced Hypoglycemia

5 50 Million Lives of People with Diabetes Improved in over 120 Countries

- 50 million patients
- 120+ countries
- 120,000 HCPs
- High patient satisfaction: NPS 95

Countries where we have deployed programs

6 60 Independent Clinical Studies Validated Program & Methodology Efficacy
Clalit Research Institute 48-month study published and presented at ADA and IDF

Demonstrated Significant Improvements in:
- Multiple cardiometabolic clinical measures:
  - A1c and FBG
  - LDL and HDL
  - Diastolic blood pressure
- Increased patient self-care:
  - Adherence to medications
  - Glucose self-testing
  - Well visits with nutritionist and ophthalmologist

Additional Insights:
- Durable Impact:
  - Improvements persist 48 months after education
- High Patient Satisfaction:
  - Net Promoter Score (NPS) of 95

An evaluation of the Diabetes Conversation Map™ Program: Health Outcomes and Healthcare Utilization during a 4-Year Follow-Up

Clalit Research Institute — Real people. Real data. Real change.

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Experiential Options

7 Group Virtual Sessions

Same as in-person, except virtual:
- Synchronous / real-time
- Facilitated by licensed HCP
- Small group patients (& caregivers)
- Socratic learning principles
- Metaphoric visual learning
- Insightful data & infographics
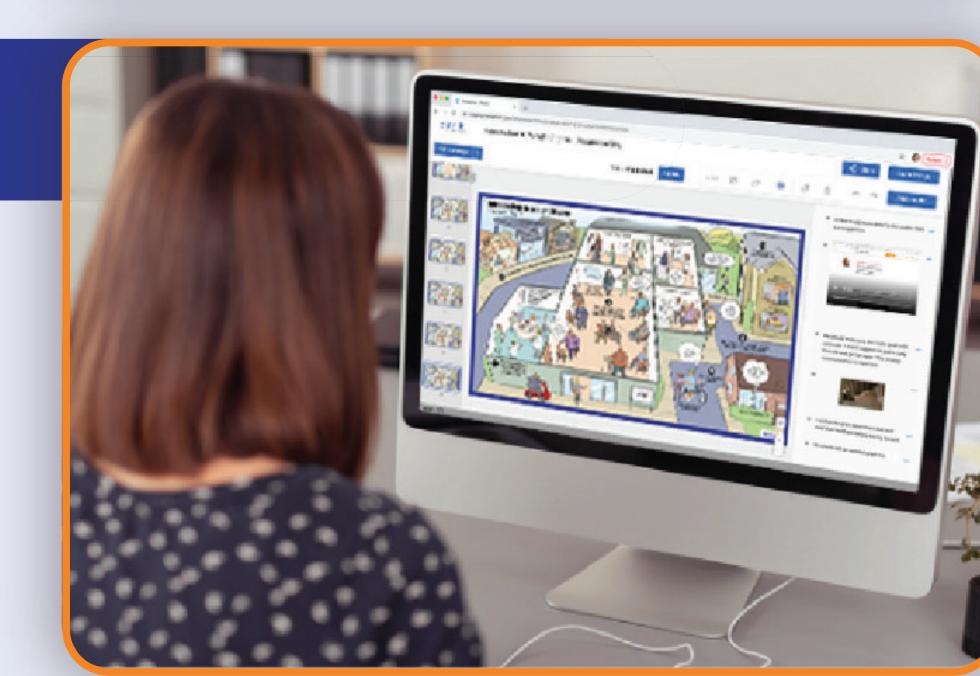- Concludes with a personal action plan

8 Group In-person Sessions

- Facilitated by licensed HCP
- Small group patients (& caregivers)
- Socratic learning principles
- Metaphoric visual learning
- Insightful data & infographics
- Concludes with a personal action plan

9 Virtual Asynchronous Option

Anytime Virtual Asynchronous:
- Socratic learning principles
- Metaphoric visual learning
- Insightful data & infographics
- Concludes with a personal action plan

10 Launch Programs

- HCP Education:
  - Obesity clinical guidelines
  - Weight stigma

- Patients Education:
  - GLP1 realities
  - Body composition implications
  - Farm vs. factory food
  - Comorbidities
    - Sleep apnea
    - Cardiovascular disease
    - Diabetes
    - Neurologic