

# Personalized weight loss program utilizing employee Gut Microbiome and Genetic Risk data

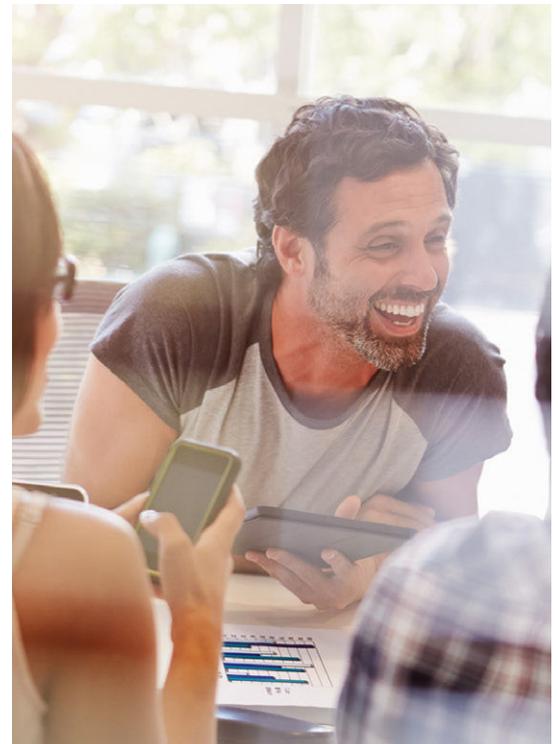
The program fully covered by insurance decreases healthcare costs and weight-related disease risks.





## How a gut microbiome and DNA-based corporate wellness program is more effective in addressing a diverse workforce's health needs.

[The burden of chronic disease<sup>1</sup>](#) is growing in the United States as rising rates of obesity are leading to increased incidence of comorbidities like inflammatory skin conditions, gut health disorders, diabetes, and cardiovascular disease. Even more concerning are the rising rates of obesity and diabetes shifting to younger age groups. This shift increases the economic burden of chronic disease, as illness-related loss of productivity in the corporate workplace is adding to the cost of medical care. To counter this trend, employers are adopting corporate wellness programs and disease prevention strategies for employees at an age when interventions directed at healthy behaviors can change the trajectory of employees' long-term health.



Below are five reasons why a gut microbiome and DNA-based corporate wellness program is more effective in addressing a diverse workforces' health needs.

1. Disease [risk<sup>2</sup>](#) for obesity and associated comorbidities vary significantly by ethnicity and gender as they are rooted in the gene and gut microbiome and lifestyle differences. Traditional digital wellness programs are one-size-fits-all and do not accommodate for specific disease risk, food and lifestyle.
2. The current accepted medical view is obesity is a [multifactorial disease<sup>3</sup>](#) that arises from the interactions between an at-risk genetic and gut microbiome profile and environmental risk factors, such as exercise, insufficient sleep, inflammatory food, medications, and socioeconomic status. Most digital wellness solutions treat obesity as a generic and restrictive condition which assumes the person needs better self-control, to eat less and exercise more. Digbi Health is changing this through specific recommendations based on employee data.
3. Optimized for drug intake. Employees suffering from obesity and obesity associated comorbidities consume 1-4 pharmaceutical drugs to manage their disease. Genetic variance and gut microbiome variances influence dose-response and effectiveness and drug side effects. Digbi provides pharmacogenetic insights and gut microbiome insights on effects of commonly consumed drugs predictability.
4. Optimized for disease risk. Illnesses like familial hypercholesterolemia, macular degeneration have predictable roots in the DNA. Digbi health programs can provide disease risk insights for employees and their family providing early warning and lifestyle change recommendations for lifestyle illnesses.
5. Gut microbiome analysis is targeted at improving gut health which is an underlying driver of inflammatory diseases and conditions.



[In the U.S.](#)<sup>4</sup>, most working adults receive their healthcare through employment-based insurance. Millions of Americans have gained access to health insurance for the first time through the Affordable Care Act. However, the [national health expenditure](#)<sup>5</sup> still grew 4.6 % in 2018 and is projected to grow 0.8% point faster than Gross Domestic Product (GDP) per year over the 2018-27 period. This will place a larger burden on employers and employees.

In order to keep healthcare costs down, reduce absenteeism and improve productivity, employers have an incentive to promote workplace wellness programs. According to [Willis North America's 2014 Health and Productivity Survey](#)<sup>6</sup>, 61 percent of employers said their employees' health habits were their biggest concern when it comes to managing rising healthcare costs. Many employers have [implemented](#)<sup>2</sup> workplace wellness programs since 2009 when the Affordable Care Act (ACA) allowed insurers to charge lower premiums to workers participating in wellness programs ([Centers for Medicare and Medicaid Services, 2012](#))<sup>7</sup>.

A majority of companies regard wellness programs as an effective way to address the rising trend of chronic disease. Having a wellness program available that helps employees adopt healthier habits can significantly reduce illness, accidents, absences and medical claims.

Health insurance and workplace wellness programs are continually evolving. Until the last decade, these programs typically consisted of covering employee cost for fitness centers, but now emerging wellness programs reflect a more personalized approach that provides specific solutions to improve health for chronic conditions, including managing obesity and the wellbeing of their employees. ***Digbi Health is the first and only company that has fully operationalized a gut microbiome and DNA-based obesity and disease preventative corporate wellness platform fully covered by insurance.***

Digbi Health is an innovative and life-transforming gut microbiome and DNA based precision digital therapeutic company focused on empowering those who have struggled under the yoke of ineffective one-size-fits-all diets and stigma of “poor self-control” while fighting obesity and associated comorbidities like skin conditions, hypertension, chronic inflammation, gut disorders, sleep apnea, thyroid disorders, PCOS, elevated cholesterol and diabetes.

The prescription-grade care approach acknowledges that obesity is not solely caused by lack of self-control, but arises from the interactions between an at-risk genetic and gut microbiome profile and environmental risk factors, such as exercise, insufficient sleep, inflammatory food, medications, and socioeconomic status.

Digbi Health's precision care program starts with assessing an individual's genetic, gut microbiome advanced risk markers and medical and lifestyle conventional risk markers. Using machine learning heuristics Digbi has developed a personalized care protocol that is optimized for weight loss and disease reversal.

Employees and their families are supported every step of the way by a smart app and multidisciplinary care team of coaches, meal planners, clinicians, and genetic counselors and pharmacists.

Employees and their families will have access to all the programs on a 100 percent performance-based payment structure (value-based pricing). Improved health and increased productivity from employees is an additional and hard-to-ignore benefit.



## Key Insights:

1

The majority of respondents have tried weight loss services/programs, but most have not found them successful or sustainable.

2

Having an insurance provider cover the cost makes a difference in terms of ensuring participation in a weight loss program.

3

The majority of respondents would like to have their weight loss program on an ongoing basis.

4

The majority of respondents would like to allow their primary care doctor to have access and share blood lab results with Digbi to get a more personalized weight loss plan.

5

People find Digbi's use of DNA, Gut Biome, Blood Markers, and Lifestyle Metrics to recommend food and fitness plans to be particularly helpful.



# Insight #1

The majority of respondents have tried weight loss services/programs, but most have not found them successful or sustainable.

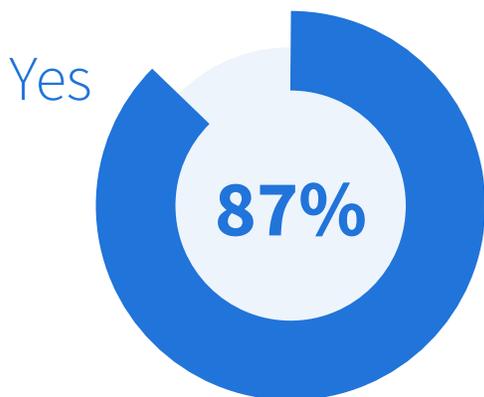


## Question

Have you tried other weight loss services/programs? How did they work for you?

“Yes, They didn’t work.”

“I’ve tried Weight Watchers and Noom (both without insurance). Both programs were focused on Diet and education, but I saw very limited success with either of them.”



“I have tried just about every weight loss program: Weight Watchers, Nutrisystem, Jenny Craig, Lindora on my own, plus Transform through Blue Cross. They worked with varying degrees of success but in the end I gained all the weight back and more.”

“Yes, good in the beginning. Then they stopped working.”

“I’ve tried several and they all worked in the beginning, but I wasn’t able to maintain the regime of the program in the long run.”



## Insight

# #2

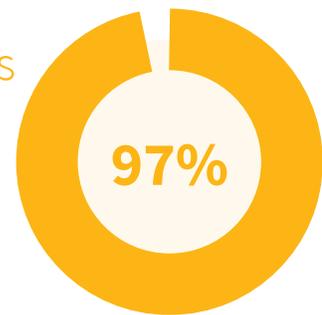
Having an insurance provider cover the cost makes a difference in terms of ensuring participation in a weight loss program.



### Question

Did having your insurance cover the cost of the program make a difference whether you participated in the Digbi program?

Yes



## Insight

# #3

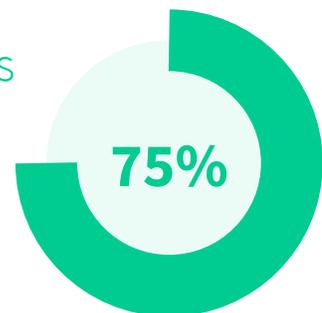
The majority of respondents would like to have their weight loss program on an ongoing basis.



### Question

I would like the service to be available on an ongoing basis vs expiring after one year.

Yes





# Insight #4

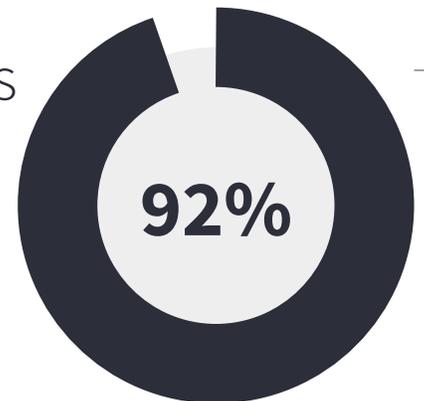
The majority of respondents would like to allow their primary care doctor to have access and share blood lab results with Digbi to get a more personalized weight loss plan.



## Question

Would you like to have the ability to give your primary care doctor access to your reports?

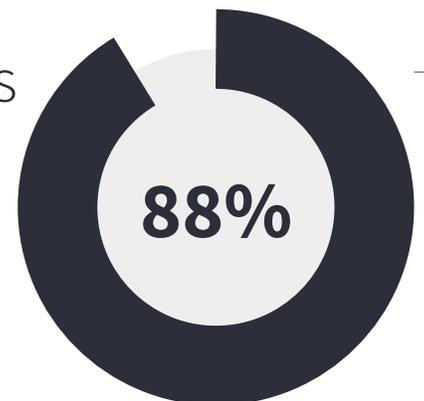
Yes



## Question

Would you like to have the ability to authorize your primary care doctor to share blood lab results with Digbi to give you a more personalized weight loss plan?

Yes





# Insight

# #5

People find Digbi’s use of DNA, Gut Biome, Blood Markers, and Lifestyle Metrics to recommend food and fitness plans to be particularly helpful.



## Question

If you could tell Blue Shield of California how you feel about them choosing to offer and cover Digbi Health on the Wellvolution platform what would you say?

“This model of healthcare is far ahead of other plans. It has made an impact on my health which I may not have engaged in if this service was not covered.”

“I think its a fantastically effective and easy to follow program.”

“I am beyond grateful, this has really changed my life.”

“Yes! Very helpful. I learned about my gluten intolerance. I also learned that the Mediterranean type diet with what people typically think is “healthy fat” is not good for me. Gratified that I don’t have dairy intolerance like so many.”

“It’s the most incredible benefit I’ve ever received through my Health Care. It’s something that offers so much value, and is the first program I’ve ever used that actually works!”

“I love the focus on prevention instead of only treating symptoms after disease has set in. 5 Stars”

“This was my ‘missing link!’ Learning what MY body needs and how it responds was a revelation! I learned I’m not a failure, I was uninformed!”

“Dear Blue Shield of California, Your offering of Digbi Health on the Wellvolution platform has been a life-changer for me. If it wasn’t offered through \*\*and covered by\*\* my health insurance plan, I would not be using this service and would not be experiencing...”

“I’m very thankful that my insurance covers this program and I’ve really enjoyed learning about my body through the DNA and gut biome reports.”

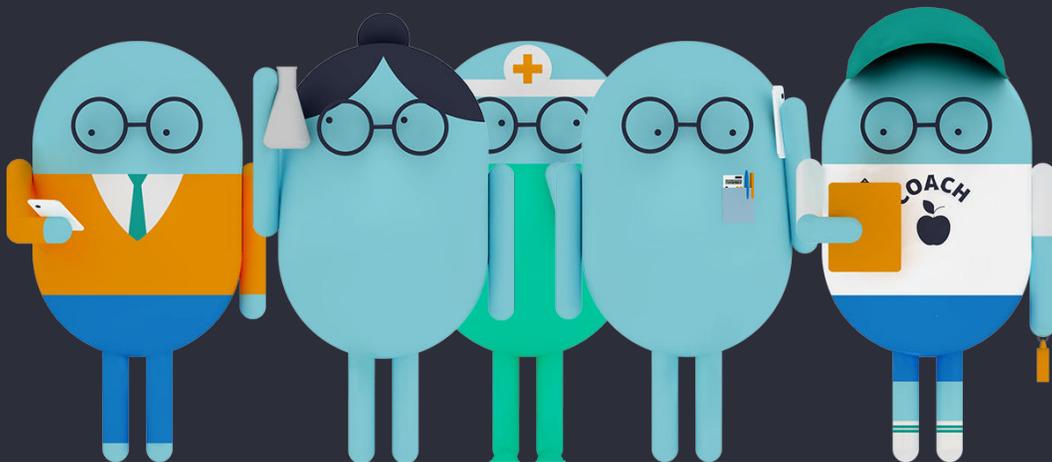
“I think it is a great service. There is no doctor that would do these types of tests, except for nutritionists for modern medicine doctors that are never covered by insurance. The information received from Digbi is above and beyond what any doctor would do for you and way more helpful then just a simple blood test. I did a physical this year, had a blood test done, and the only thing my doctor suggested was to take a vitamin D supplement. REALLY????”

“Digbi is a service I believe should be available to every single person regardless of age, fitness level, diet restrictions, health and wealth status. Every single person can benefit from understanding what their unique body needs nutritionally and actively. Many of the results I got from the program I could have never figured out on my own. Because of Digbi, I now have the tools to live the healthiest life possible. I have never felt more empowered to take my health and fitness to the next level and continue to improve.”

# About Digbi Health

Digbi Health helps employers cost-effectively implement personalized wellness education programs, preventive care programs, healthy habits, and even disease management through its Control and D-Feat programs.

It also arms every user with smart tools that allow them to personalize their diet and manage their healthcare data and wellness tasks more effectively and flexibly. Digbi Health also offers 1-on-1 coaching. Employees will have a 15-minute call every week with their specially trained diet/health team who will provide them personalized guidance.



**Partner with Digbi Health** now so you can roll out a truly personalized, effective, and multiculturally competent wellness program.



<https://wellvolution/Digbihealth>

Email: [eatwell@digbihealth.com](mailto:eatwell@digbihealth.com)



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