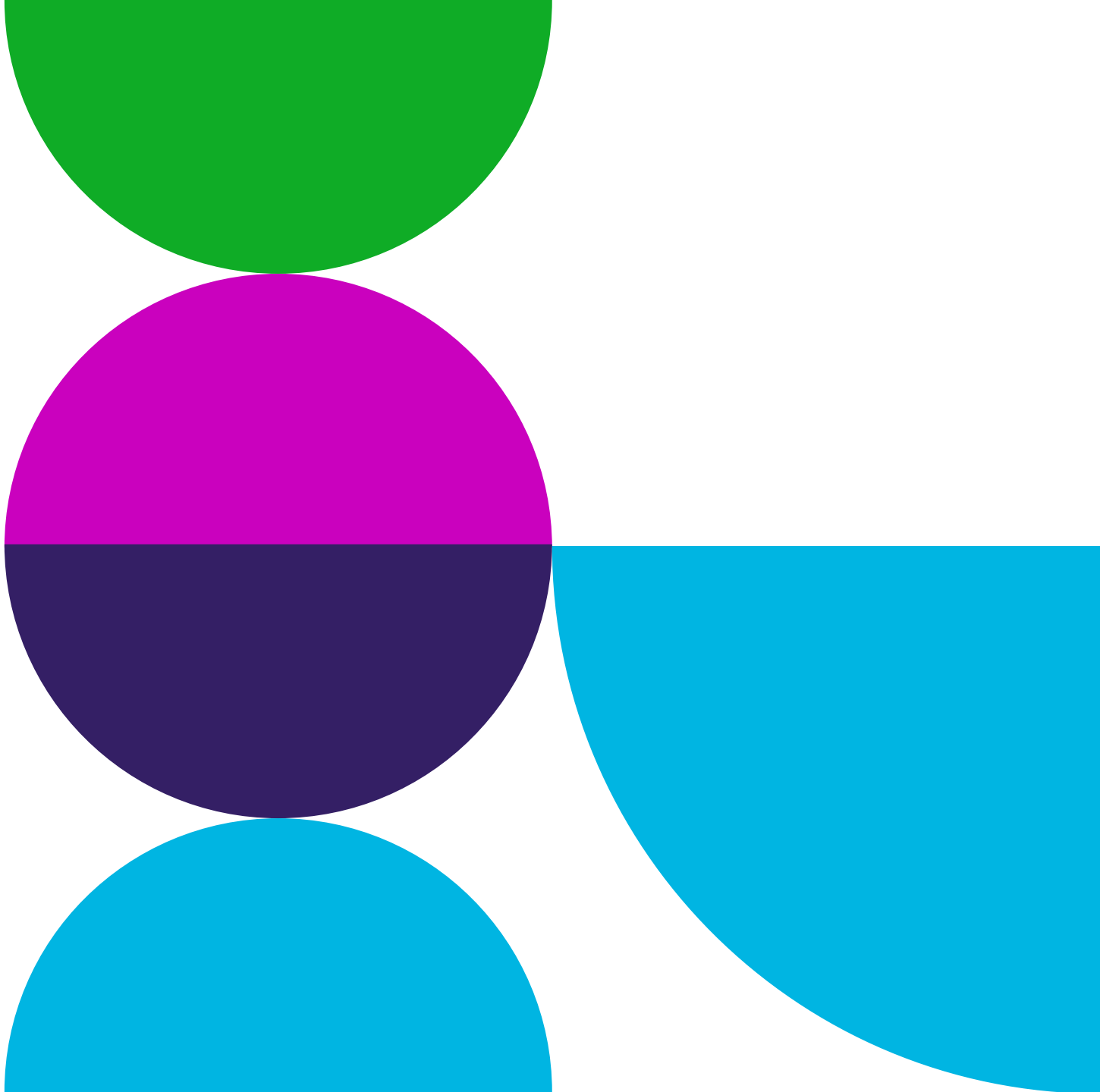


Type 1 & 2 Diabetes



The burden of diabetes

A COMMON, COSTLY DISEASE CONNECTED TO SERIOUS HEALTH RISKS

PREVALENT

1 in 10

adults in the US have diabetes—25% are undiagnosed¹

COSTLY

\$327B

US annual spend for diagnosed diabetes²

HEALTH RISKS



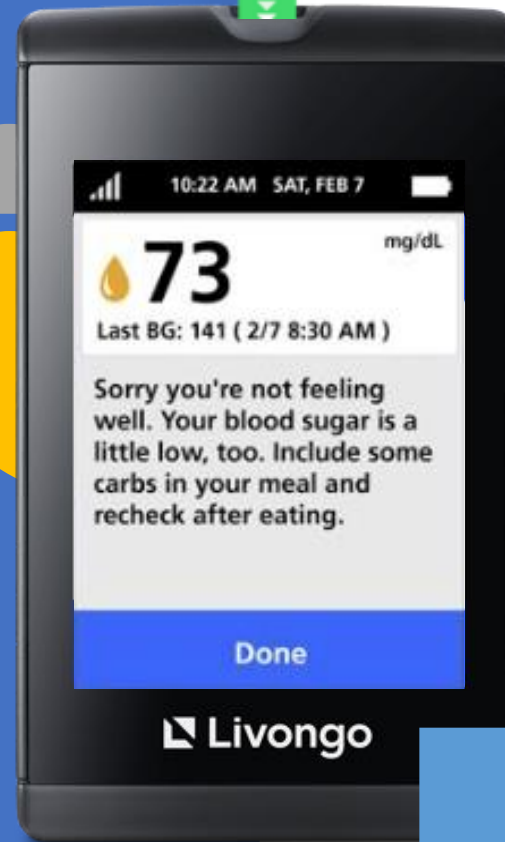
increased risk of complications

Driving engagement

EASY CHECKING AND REAL-TIME FEEDBACK

>89%

activated members who used connected device¹



In one click:

- Contact a coach
- Share health report
- Contact support
- Order strips

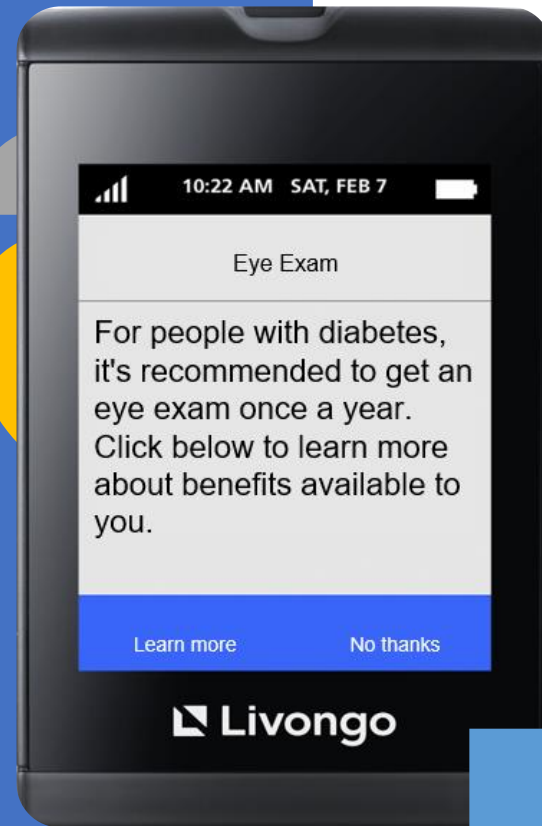
Real-time feedback and analytics with readings seamlessly recorded and viewable in meter, app or online

Strips automatically shipped when members are running low, **unlimited strips** available to reduce barriers to checking

1. [DS-9295]

Partnering with you on behavior change that matters

CUSTOMIZED MESSAGING CAN IMPROVE HEALTH SCREENING BEHAVIOR AND HELP CLOSE GAPS IN CARE



- **Daily engagement**

Members habitually check their blood sugar on their device

- **Push meter message**

Once a month, member receives a message according to your goals

- **Convenient follow-up**

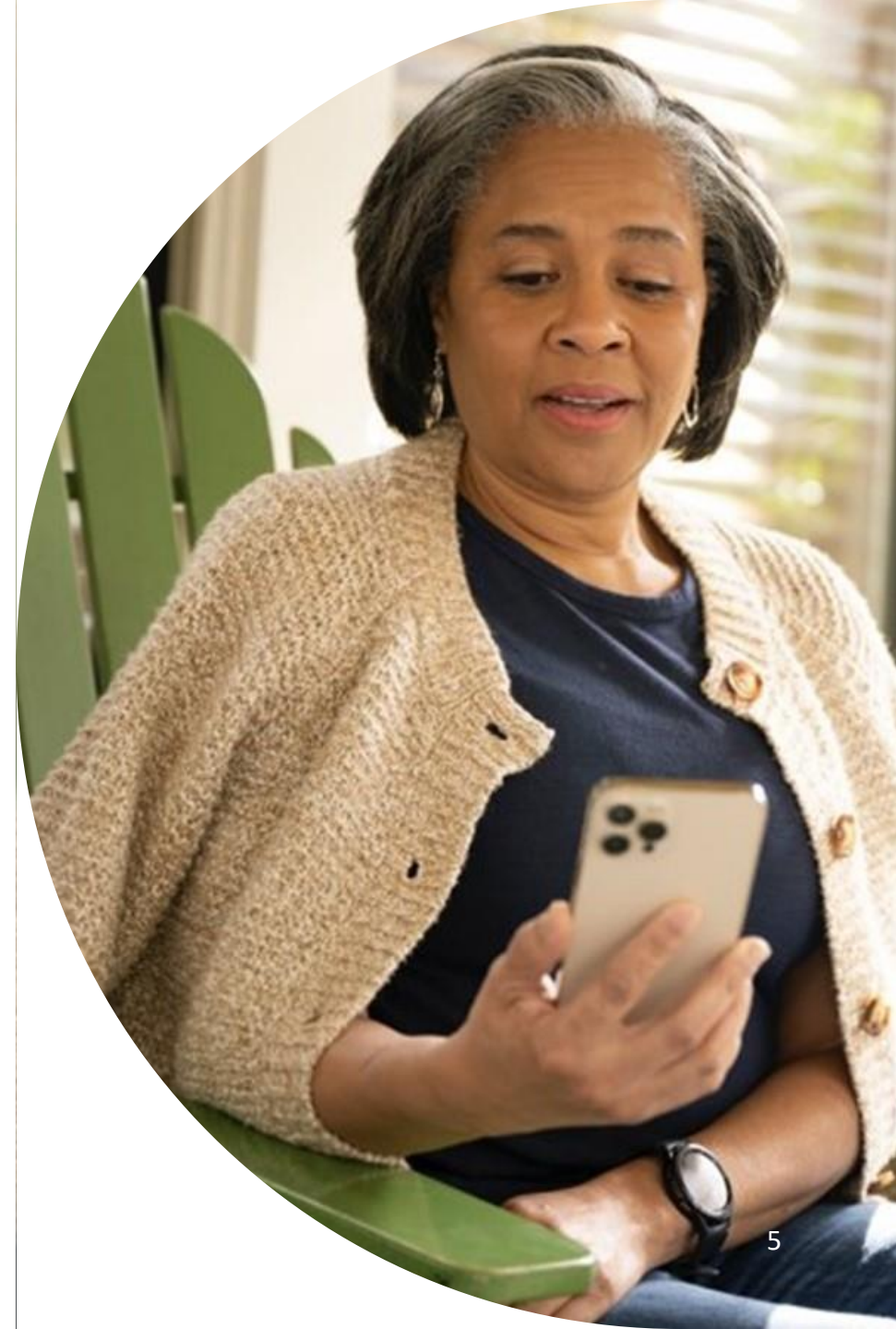
Tailored email helps member complete next steps

1. [DS-9295]

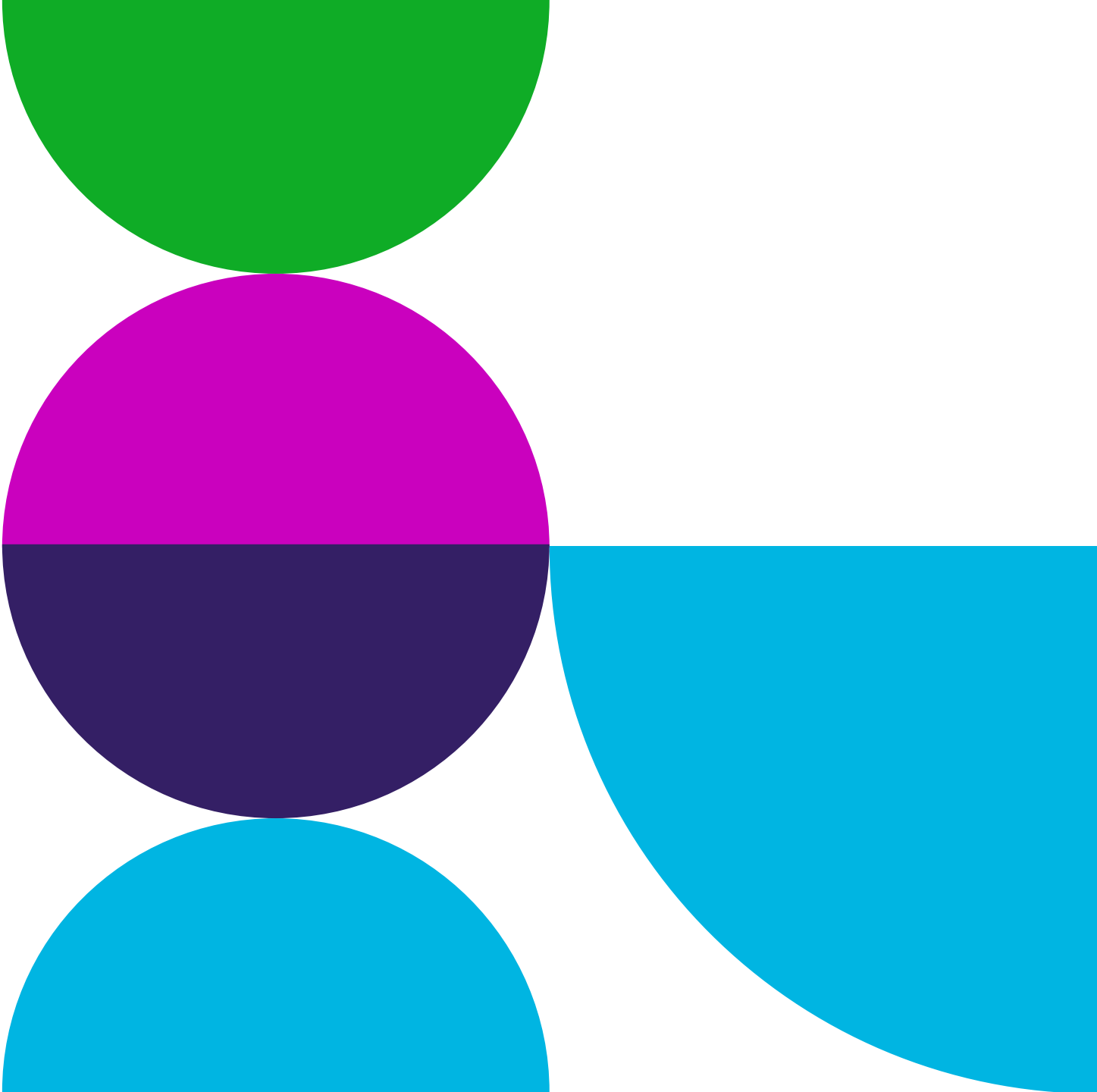
How coaches support our members

• COACHES EDUCATE MEMBERS FOR BETTER OVERALL HEALTH

- Educate to close condition-specific knowledge and skill gaps
- Identify barriers and support strategies for resolution
- Provide accountability and build awareness around decision-making
- Motivate and increase member's mindfulness
- Set realistic, sustainable goals
- Celebrate successes and recognize small wins



Hypertension



Hypertension Management: Driving Engagement

- EASY BLOOD PRESSURE MONITORING
TO BUILD HEALTHY HABITS

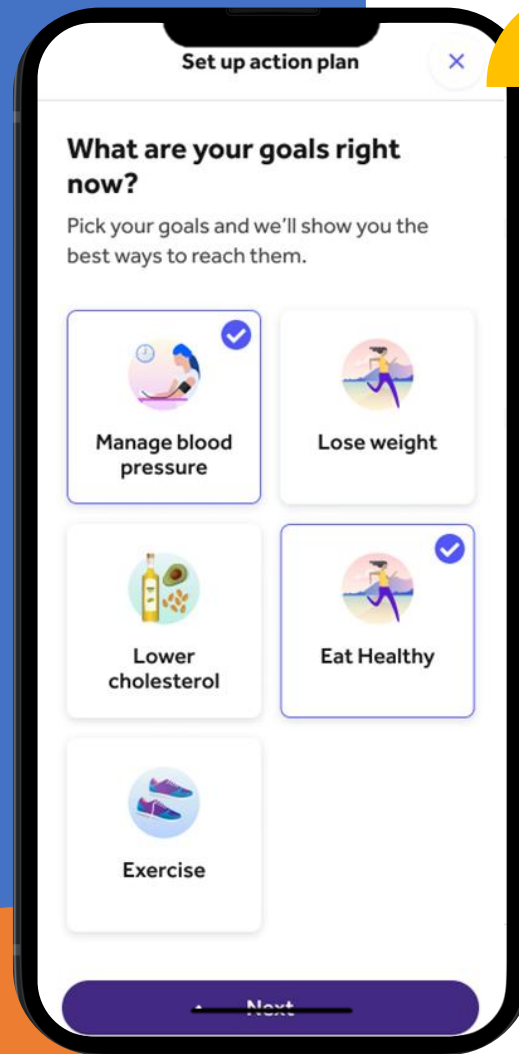


- ✓ Data automatically uploaded to our data engine
- ✓ Easy to access reading and education
- ✓ "Drive to 5" campaign to build habit of consistent monitoring
- ✓ Heart healthy recipes and DASH diet support
- ✓ Helps support American Heart Association's Life's Essential 8 guidelines

Hypertension Management: Data-informed Personalization

Building a healthy path forward

MEMBER-DRIVEN AND DATA-INFORMED PERSONALIZATION DRIVE LONG-TERM CHANGE



Goal selection

Members are invited to play an active role in building their plan, starting with the goals they want to focus on

Activity recommendation

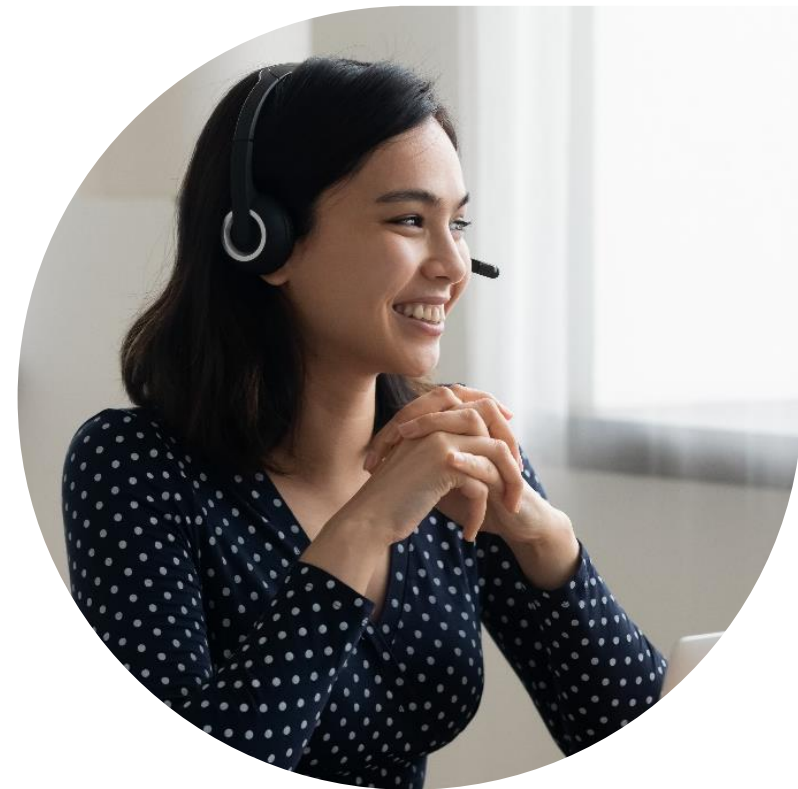
We then intelligently match members with activities that relate to their goals and clinical needs

Activity encouragement

We make it easy to stay on track with reminders and progress, plus next steps can be viewed at any time

Hypertension Management: Expert coaches providing continuous guidance

- DEDICATED COACHES ALLOW MEMBERS TO DEVELOP A TRUSTED RELATIONSHIP



UNLIMITED ACCESS

Including live, over-the-phone coaching sessions and messaging

PERSONALIZED INTERACTIONS

Blood pressure control, medication, diet, activity and lifestyle management

HIGHLY QUALIFIED

Coaches are CDCES or National Board-Certified Health & Wellness Coach (NBC-HWC)

+83 NPS

coaching satisfaction¹

96%

members **felt coaching session was personalized** to their needs and health goals¹

94%

members **felt coach gave them confidence** to manage their health¹