



# Making the Switch

Why reversal is replacing management for diabetes and weight loss



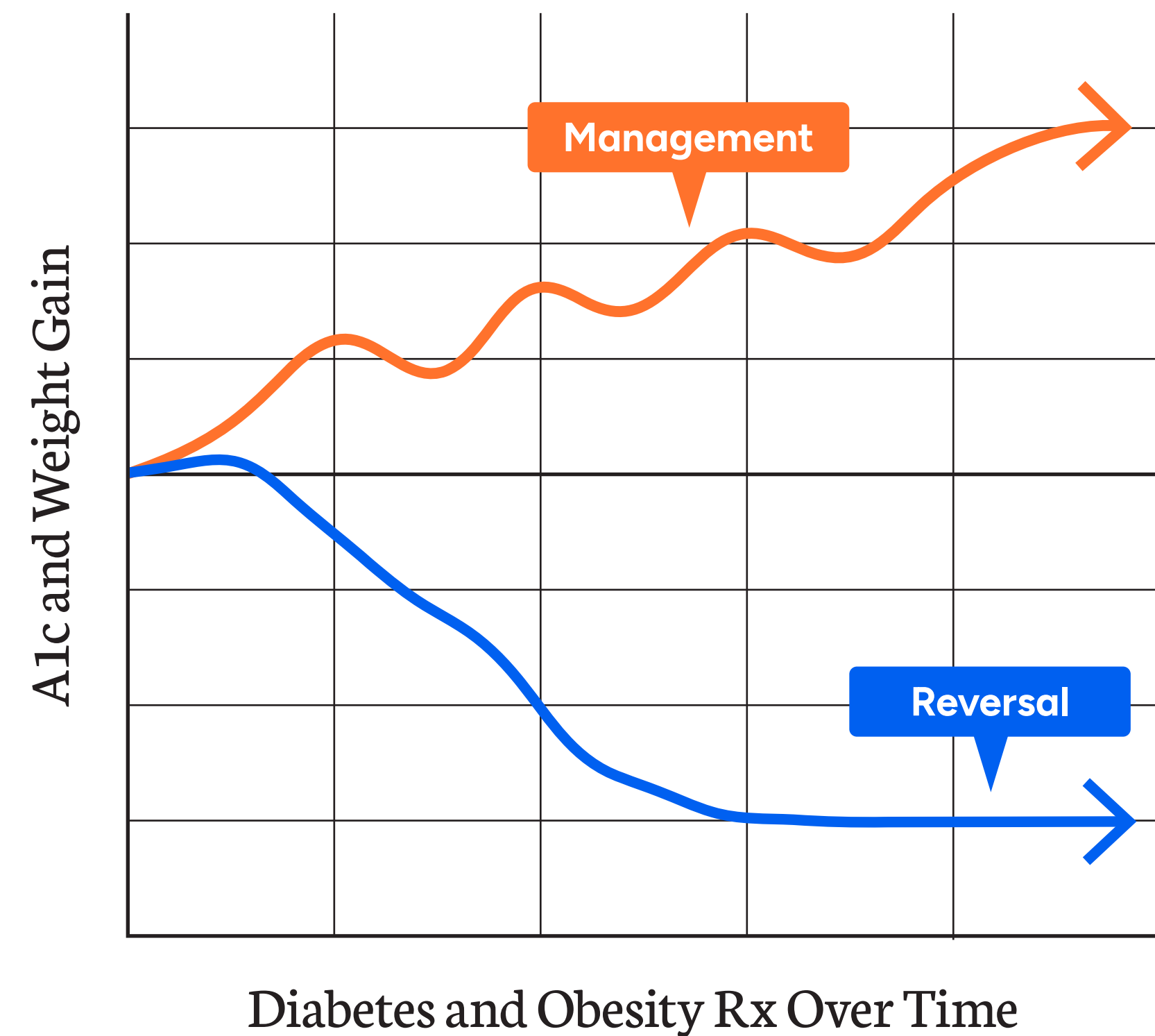
## Putting a bullseye on diabetes, prediabetes and obesity management

For 50 years, we've watched diabetes and obesity prevalence climb; despite new innovations and medications, the fundamental approach to these diseases has been to manage or maintain them.

Under the condition management paradigm, patients get progressively worse, comorbidities increase, drugs get more expensive and come with more side effects—but, outcomes don't improve.

**Benefits leaders and health plan executives are dropping condition management solutions in favor of condition reversal programs** that are clinically proven to drive rapid and sustainable weight loss and reductions in A1c.

**Reversal:** An alternative to a lifetime of chronic disease progression



# Management solutions have failed to deliver for members and sponsors

Program type	Why it's failed to deliver?
<p><b>Diabetes Management</b></p> <p>Uses digital app to track A1c levels, leverages medication to keep blood sugar in check.</p>	<p><b>Dependence on high cost Rx</b></p> <p>Doesn't get A1c below diabetic threshold and doesn't provide education or support to make necessary changes.</p>
<p><b>Diabetes Prevention Programs</b></p> <p>Uses unpersonalized diet and exercise recommendations to encourage weight loss.</p>	<p><b>Continued progression to type 2 diabetes</b></p> <p>15% still progress after 1 year.<sup>1</sup> Doesn't meet people where they are and address their unique needs.</p>
<p><b>Traditional Weight Loss</b></p> <p>Uses unpersonalized diet and exercise recommendations, relies on willpower to make change.</p>	<p><b>Ineffective and unsustainable</b></p> <p>&lt;5% weight loss on average at one year.<sup>2</sup> 95% of weight lost is regained within two years.<sup>3</sup></p>
<p><b>Medication-Assisted Weight Loss</b></p> <p>Uses meds to kick start weight loss, integrates unpersonalized diet and exercise recommendations.</p>	<p><b>Unsustainable without proper oversight</b></p> <p>Low persistence — 68% discontinue GLP-1s within first year.<sup>4</sup> 65% of weight lost is regained after stopping drugs.<sup>5</sup></p>

## Reversal delivers where management is failing

**New treatments have arrived for chronic metabolic conditions like type 2 diabetes, prediabetes, obesity and overweight.**

Unlike legacy condition management solutions, reversal drives sustainable reductions in blood glucose and weight while getting members off their medications.

### **Treating the root cause of metabolic disease**

Gone are the days of solutions that use medication to maintain blood glucose levels or achieve weight loss. No more relying on an individual's willpower to stick with diet and exercise routines. Research shows that metabolic health conditions can be reversed by treating the root cause - nutrition and insulin resistance.

### **Life-changing results, without costly medications**

Virta works quickly, creating a positive feedback loop for behavior change. Members report sleeping better, having more energy, improved self-esteem and more. They achieve normal blood glucose and weight loss – without expensive drugs like insulin or GLP-1s.



**I was in tears when speaking to my Virta enrollment advisor because I felt like I had found the answers I'd been looking for.**



Japhet was hospitalized in 2015 due to symptoms of diabetes and an A1c of 15.3%, then he found Virta.

# Reversing diabetes, prediabetes, obesity and overweight

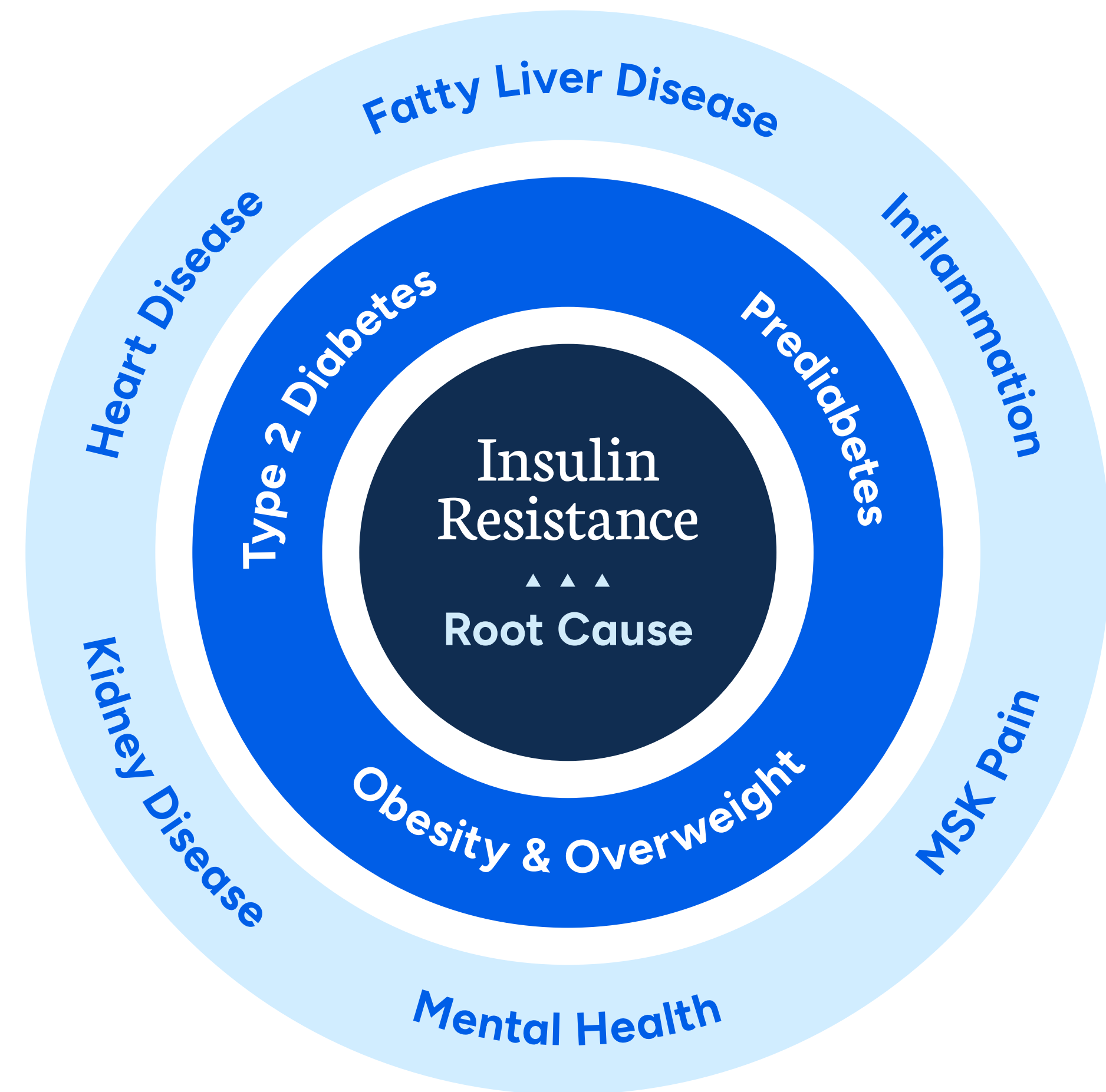
## What is reversal?

Reversal describes the process of returning glucose levels below the diagnostic HbA1c threshold of diabetes (6.5%) or prediabetes (5.7%) or below class 1 obesity BMI (30).

## How does it work?

Virta health coaches develop a nutrition plan tailored to the individual member that is designed to lower the dietary carbohydrates and rely on fat as the primary fuel. Virta members can eat until they are truly satisfied and full with no calorie counting or exercise required. Coaches teach members to fit the care plan into their existing lifestyle and budget, making these changes sustainable over time.

Virta reverses type 2 diabetes, prediabetes, obesity and overweight by focusing on nutrition to combat insulin resistance—the root cause of many other chronic conditions.



## 5 Reasons leaders are switching to reversal

- 1 Improved health outcomes:** Within the first year of our clinical trial, reversal delivered 12% weight loss on average, a 1.3% reduction in A1c and helped members eliminate 63% of diabetes Rx.<sup>6</sup> There are positive downstream effects too, like reducing comorbidities and eliminating the need for amputations.
- 2 Medical and Rx cost savings:** Virta's diabetes reversal solution saves \$551 PMPM across medical and Rx costs, which is 5x more than typical diabetes management solutions.<sup>7</sup> Virta's weight loss solution saves \$335 PMPM.<sup>8</sup>
- 3 Members want reversal:** In a consumer survey, 78% of people living with type 2 diabetes were unaware that reversal of their condition was possible, but once they know, 87% were motivated to try it.<sup>9</sup>
- 4 Whole health benefits:** The benefits of reversal go beyond decreased blood glucose levels and weight loss. In addition to improved sleep,<sup>10</sup> blood pressure<sup>11</sup> and liver function,<sup>12</sup> Virta members improved depressive symptoms<sup>13</sup> and reduced knee pain.<sup>14</sup>
- 5 GLP-1 alternative or off-ramp:** Virta delivers comparable weight loss to GLP-1s at a fraction of the cost.<sup>15</sup> Reversal gives members an option to lose weight without the use of drugs. Virta can also be a pathway or offramp from the drugs, resulting in sustained weight loss, even after stopping the medication.

# Comparing management and reversal of chronic conditions

The digital health market exploded in the past year with new entrants vying for a piece of the \$100B weight loss market.<sup>16</sup> Buzzwords, jargon and ROI claims are being carelessly thrown around as vendors compete to be heard through the noise. To help you understand what is right for your population, here is an evidence-based comparison of these programs:

	Management (Diabetes and Obesity)	Reversal (Diabetes and Obesity)
<b>A1c reduction</b>	⬇️ 0.66% at 1 year <sup>17</sup>	⬇️ 1.3% at 1 year <sup>18</sup>
<b>Weight loss</b>	⬇️ 4% at 2 years <sup>19</sup>	⬇️ 11% at 2 years <sup>20</sup>
<b>Deprescription focus</b>	Limited / None	Yes
<b>Medication reduction</b>	⬆️ 3% in diabetes medication at 1 year <sup>21</sup>	⬇️ 63% in diabetes medications at 1 year <sup>18</sup>
<b>Cost savings</b>	Diabetes management: \$88 PMPM <sup>22</sup> Obesity management: \$75 PMPM <sup>23</sup>	Diabetes reversal: \$551 PMPM <sup>24</sup> Obesity reversal: \$335 PMPM <sup>25</sup>
<b>Retention</b>	15-30%, varies by solution and provider <sup>26</sup>	83% at 1 year in clinical trial <sup>18</sup>
<b>Coaching</b>	Format and frequency varies	Intensive 1:1 format to support sustainable behavior change
<b>Supplies</b> (ex: smart scale, glucometer, testing strips, etc)	Included	Included

## Experts recommend Virta

In early 2024, the Peterson Health Technology Institute (PHTI) published a new report on digital diabetes solutions, confirming what many health plan and benefits leaders already know: diabetes management solutions don't move the needle on outcomes and aren't meeting promises on cost savings.

This third party, unbiased report analyzed the top names in digital diabetes. Of the 8 companies analyzed, **Virta was highlighted as the only solution that delivers meaningful health improvement and economic impact.**<sup>27</sup>

### Top 3 takeaways from PHTI's detailed report and April 2024 webinar:<sup>28</sup>

- 1 Diabetes Management solutions preserve the status quo, while Virta leads to lasting change
- 2 Diabetes reversal leads to lower spending and improvements to overall health
- 3 Virta's approach to nutrition is essential to any diabetes strategy



“Evidence supports broader adoption”

# Case Study: State employees transition from management to reversal



Benefits leaders for a state government with 275,000 employees were not satisfied with the results of their diabetes management solution. Outcomes for their members with type 2 diabetes were stagnant and costs were on the rise.



Their platform partner suggested Virta’s reversal solution as a way to drive real change for members — including a decrease in A1c and weight and medication cost savings.



The state used a multi-touch activation campaign that included email, direct mail and direct outreach to alert members to the new option available to them: reversal. Over 60% of members who were enrolled in management enrolled in Virta’s reversal program in the first 90 days.



Benefits leaders quickly began receiving “HR Love” notes from members expressing their gratitude: *“I think this is a great program. Preventative and corrective treatment is better than just maintenance.”*



After 90 days, members that transitioned from management to reversal experience on average:

eA1c reduction	↓ 0.7%
Weight change	↓ 4.2%
Diabetes Rx reduced	↓ 34.2%
Insulin dose	↓ 54 units

**Source:** Member data from 3 enterprise populations (2 Fortune 500 companies, 1 state government entity) enrolled in Virta’s type 2 diabetes reversal program for at least 90 days as of 6/16/2023. Baseline HbA1c was laboratory measured. In the absence of follow up laboratory data, eA1c is derived from a proprietary model which estimates A1c on each day based on baseline information and actual biomarker data recorded on each patient in the last 120 days. The median absolute error is 0.23. Weight loss utilizes 3d average carried forward from last recorded in case of missing data at one year. T2D Rx reduced is the percentage of non-metformin diabetes medications at baseline discontinued one year into care.

## Members talk about switching from management to reversal



### Kevin feels better than he has in 15 years.

Getting diagnosed with diabetes felt like a life sentence for Kevin. Under traditional management, doctors wanted to treat his diabetes using medications that cost \$500 a month. Since switching to reversal, he's come off all his diabetes-related medications, lost 50lbs, and feels better than he has in 15 years.



### I can enjoy participating in activities with the grandkids again!

I've tried a variety of programs to try to lose weight and get healthier, but nothing seemed to last — even if I made progress in the short-term, I'd eventually bounce back to unhealthy habits because I couldn't maintain the changes. Virta is totally different — it's not a diet, it's a realistic lifestyle change and something I feel I can stick to long-term. In just six months, I've lost 90 pounds, lowered my blood sugar to below prediabetes levels, and reduced my medications. Plus, I'm feeling so much better.

— Lynn H., Virta member

## How to switch from management to reversal

Virta has a proven track record of partnering with clients to effectively transition members participating in another metabolic health solution to Virta.

Our rigorously-tested marketing tactics are engineered to drive member action and minimize abrasion. The full transition can be completed in 90 days.

### Make the switch in just a few simple steps:

- 1 Alert members to the upcoming change
- 2 Remind members about the program transition
- 3 Go live and announce Virta's launch using 2 multi-touch, multi-modal campaigns:
  - Targeted campaign to members enrolled in management program
  - Broad campaign to reach full population



**Virta is like going from the farm leagues to the big leagues.**

“We did try various carrier solutions and we were seeing that we were solving a big problem, but getting small results. We needed something very strong that could hit as many of those issues in one spot with one coach.”

— **VP of HR from Jumbo US Employer**

# Virta has reimagedined type 2 diabetes and weight loss care

## Only Virta delivers:

### Validated Outcomes

Virta's outcomes are peer-reviewed, published and its approach to nutrition is a frontline therapy to reverse type 2 diabetes.

### A Proven Approach to Deprescription

Virta providers have a track record for deprescribing GLP-1s, insulin, and other medications, while helping members improve health and maintain results.

### A Smart Financial Bet

Virta puts 100% fees-at-risk for achieving lofty clinical and financial outcomes. Virta can also be used as a cost-effective alternative or off-ramp to costly GLP-1 drugs.



**Trusted by 400+ enterprise customers and more than 40 health plans.**

## The Virta Health Member Experience



Submit an application to enroll in type 2 diabetes, prediabetes, or obesity reversal\*



Receive a welcome kit with all the tools needed for success



Meet your care team – Virta providers are licensed in all 50 states



Begin nutritional changes under the guidance of your personal care team



Start seeing results



**“Diabetes was a generational curse in my family. With Virta’s support, I am breaking that cycle!”**

**Quentin** — Virta Member



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Contact us to learn more about reversing type 2 diabetes, prediabetes, obesity and overweight for your population.