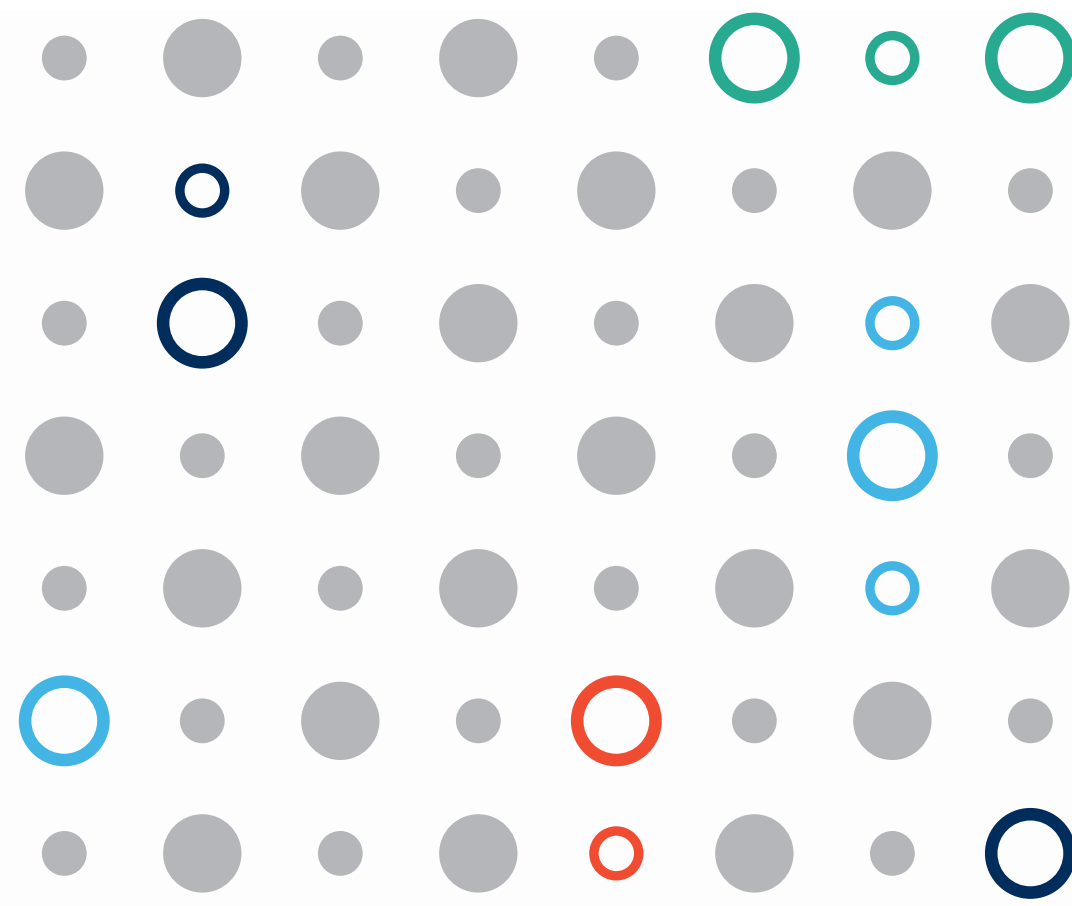
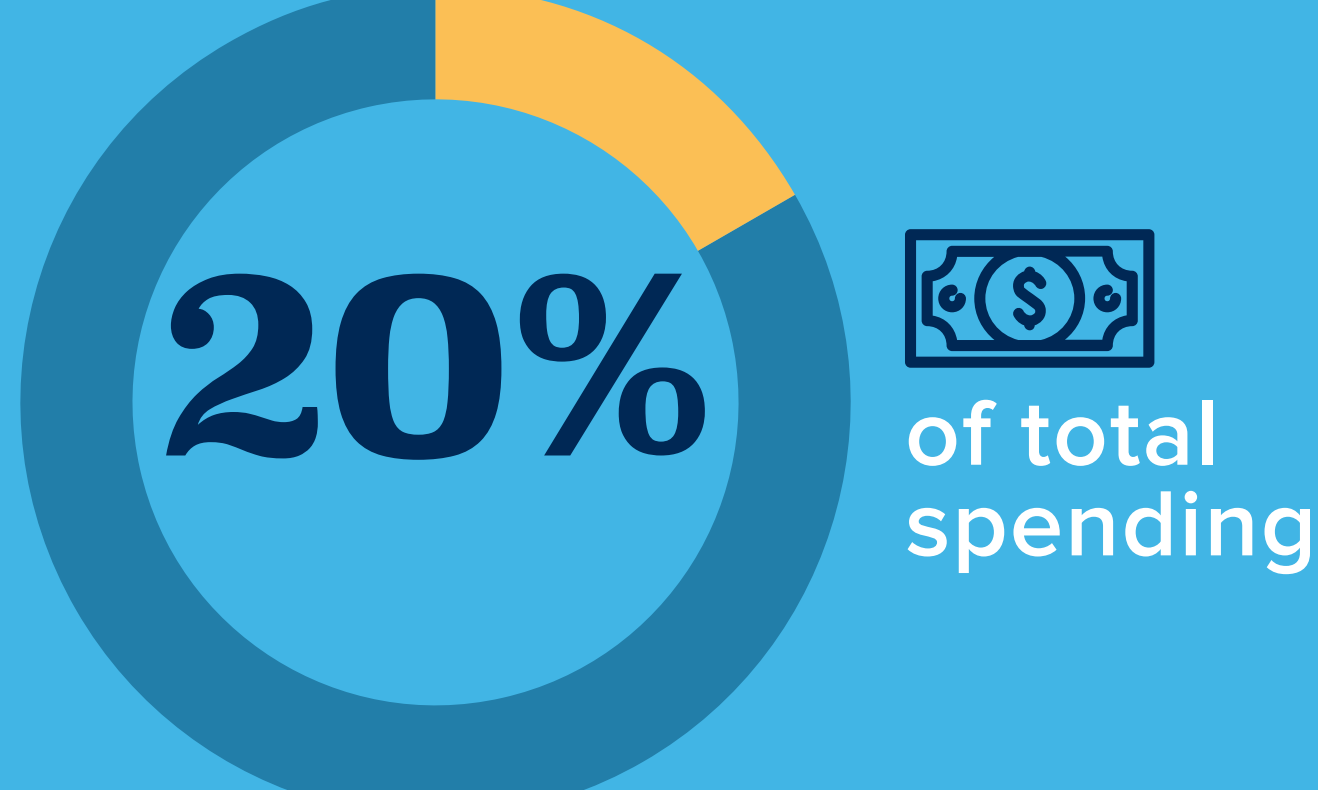


Helping a hidden population get healthier.



For a hidden population of millions of Americans,¹ their health isn't improving—and they're spending more on medical care each year.

5% of private insurance plan members, making up **9MM** Americans²



totaling **\$158 billion** each year³

- They use the medical system **4x more** than other members³
- Use a higher number of prescription medications³
- Spend approx. **\$18,000** each year³
- Don't fit neatly into any one chronic condition and likely not participating in wellness programs

The hidden population isn't getting healthier.

MEET SUSANNE, AGE 52

A chronic condition took away her ability to teach and she believed medication wasn't helping. Susanne synced up her lifestyle with her medical plan.

MENTAL HEALTH



Personalized guidance empowered Susanne to:

ENGAGE and sync her lifestyle with her medical care.

UNDERSTAND the complete picture (intersection of medical and lifestyle).



IDENTIFY lifestyle choices impacting health outcomes.

LEARN about health motivations (kids, work, etc.).

SET health goals that address nutrition, fitness, sleep, social stressors and emotional health.

1:1 guidance is working.

4 of the nation's large insurers are connecting **90,000** people like Susanne with MOBE.

And **MOBE** participants are...



Achieving better health.



Helping save **\$100MM** in total medical costs to-date.



Living healthier and happier lives.

Look at Susanne today.

- Reduced Rx fills by **50%**.
- Reduced medical visits by **42%**.
- Returned back to the classroom teaching.
- Started her own business.

MOBE provides participants with knowledge, motivation and mindset to better partner with their doctors to achieve their health goals.*



Learn more at **MOBEforlife.com**

MOBE®

SOURCES:

¹ <https://www.ebri.org/docs/default-source/ebri-press-release/pr-1254-highcostclaims-24oct19.pdf>
² Based on 180MM Americans receiving insurance through their employer as of 12/31/18.
https://www.census.gov/content/dam/Census/library/visualizations/2019/demo/p60-267/Figure_1.pdf
³ MOBE data on file, March 2020. <https://www.MOBEforlife.com>