



A new partner in reducing & preventing obesity

Presentation to the Alabama Obesity Task
Force





1 in 3

<3%

There is
NO app for this

Pack Health is addressing obesity

Poor health behaviors
drive 50% of obesity

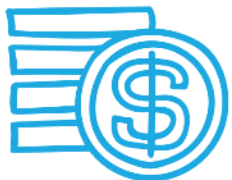
We address behaviors by...



Investing time



Focusing on lifestyle



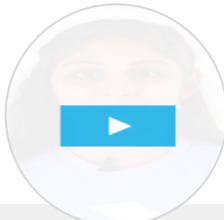
Saving money



A Health
Advisor



Helpful
Tools



Online
Education



Convenient
Technolog
y

Return on Investment of 4:1



BMI

Down 3.8%

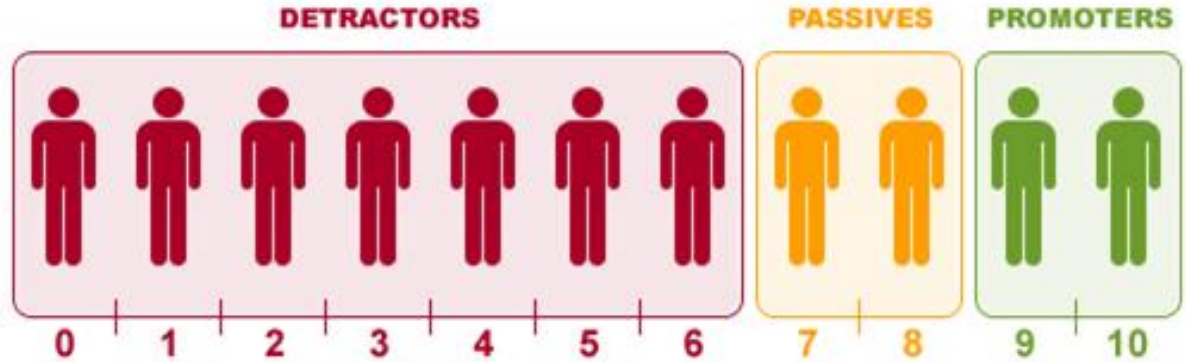
Healthy meals

Up 160%

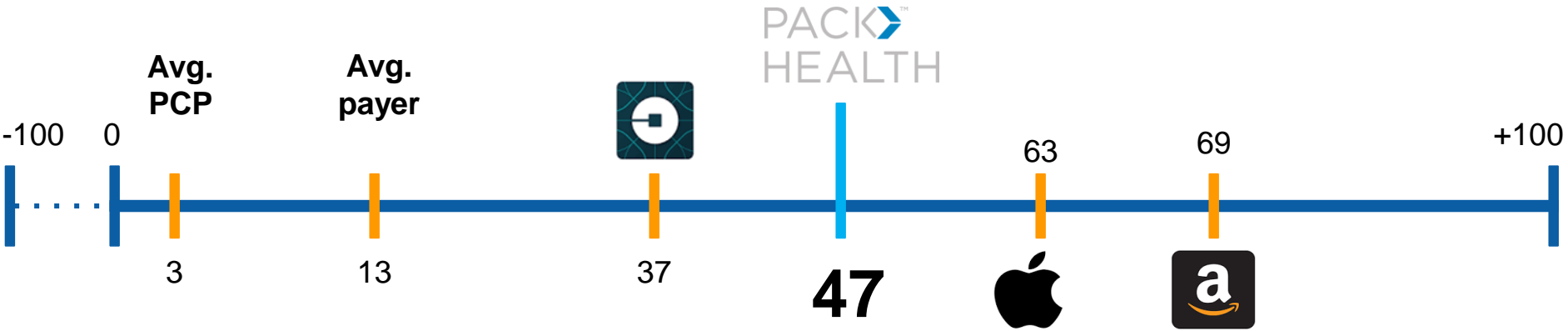
Activity-level

Up 83%

Net Promoter Score (NPS)



Net Promoter Score = **% Promoters** - **% Detractors**



Start up

\$99

Monthly

\$29.99

Risk-based

Only pay for activity

**It is working
&
We are growing**



We are
excited to
partner in
this effort

Obesity Program Impact – core metrics

Patient reported outcomes	Baseline	Month 3	Change
Weight (lbs)	234.75	225.84	-3.79%
BMI	37.97	36.51	-3.84%
Medication Adherence (% members adherent)	70%	86%	+16%
Healthy meals per week (Healthy Plate)	4.62	11.99	+159.8%
Activity Level (times per week)	2.15	3.94	+83.1%
Average hours of sleep (per night)	6.42	6.78	+5.6%
Motivation (% members highly motivated)	57%	66%	+9%
Drinking (drinks per week, excl. non-drinkers)	3.39	2.47	-27.1%
PROMIS: Physical Health (score out of 20)	12.76	14.32	+12.2%
PROMIS: Mental Health (score out of 20)	11.65	13.41	+15.1%