

Doing the most good for the most people.

(ns)

Naturally Slim® (NS) is a digital behavior change program that focuses on improving the physical and mental health of employees and plan members across America, starting with weight loss. With NS, participants learn the skills needed to sustain clinically meaningful weight loss, lower stress, sleep better, and move more—all without the hefty price tag of traditional health coach-centric programs. Simply put, NS is the single most cost-effective way for plan sponsors to reduce obesity-related disease and foster resilience in populations, helping plan sponsors do the most good for the most people.

Our impact.

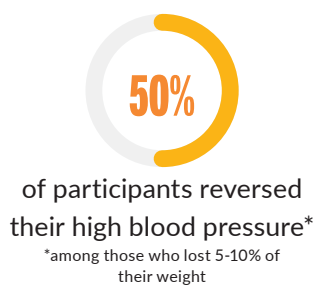
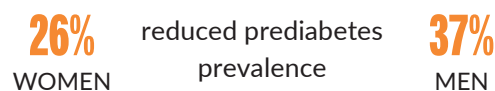
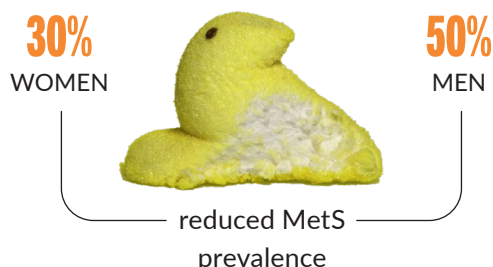
Whether your focus is financial bottom line, clinical outcomes, improving employee engagement, or all three—NS clients see a positive ROI in the first year of implementation.

Financial ROI¹



NS clients enjoy
an ROI of
1.4x

Clinical ROI^{2,3}



Cultural ROI⁴



85%

of participants felt more in control of their weight

61%

felt more energetic

Clinically proven.

Obesity and metabolic syndrome (MetS)—a cluster of risk factors that predicts serious conditions such as diabetes, heart disease and stroke—are growing at an alarming rate. Individuals with MetS average 60% more in medical costs per year than those without MetS⁵ and are five times more likely to develop Type 2 diabetes⁶. NS is proven to deliver sustainable weight loss and meaningful reversal of MetS risk factors—including hypertension and prediabetes—as illustrated in peer-reviewed clinical studies published in the *Journal of Metabolic Syndrome & Related Disorders* and the *Journal of Occupational and Environmental Medicine*.

NS has been offered to millions of employees and plan members nationwide, helping hundreds of companies reduce the costs associated with obesity-related chronic disease.

Our secret sauce.

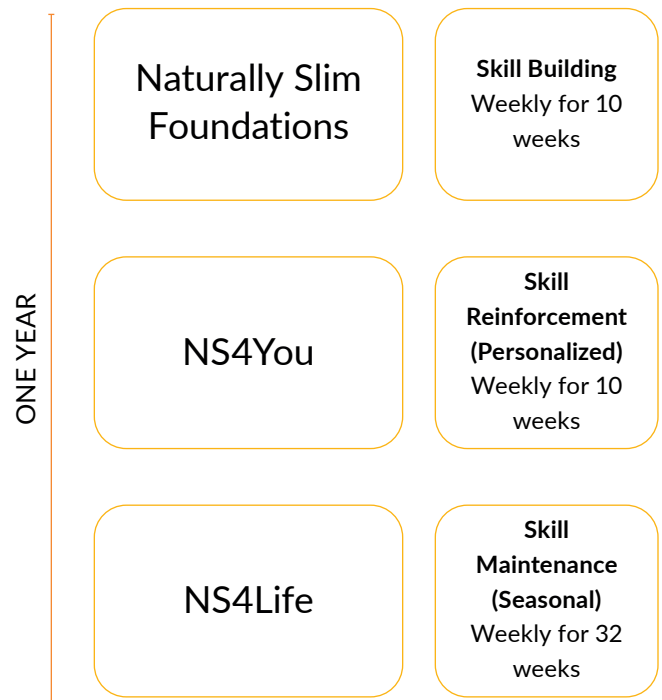
The NS curriculum is delivered in a common sense, real-world way to help people understand when, how, and why they eat (which often has nothing to do with hunger) and then retrains them with new skills to use throughout their daily lives, **without giving up the foods they love**.

Unlike “eat less, move more” programs that use dated approaches and restrictive dieting, NS teaches participants sustainable skills to lose weight (and keep it off!), cope with stress and anxiety, sleep better, and move more.

The entire experience, including the digital curriculum, online dashboard, mobile app, social community, coaching support and more, is focused on helping participants improve their health—starting with changing their relationship with food.

How it works.

NS is a year-long program broken up into three phases: Foundations, NS4You (reinforcement), and NS4Life (maintenance). The video-based curriculum is delivered weekly by a team of expert clinicians with live support from certified health coaches and digital nudges to keep participants engaged and on track. Participants practice and master program skills using our mobile app and build community with other NS participants and our coaching team through our online social network, NSTown™.



Who's using NS?

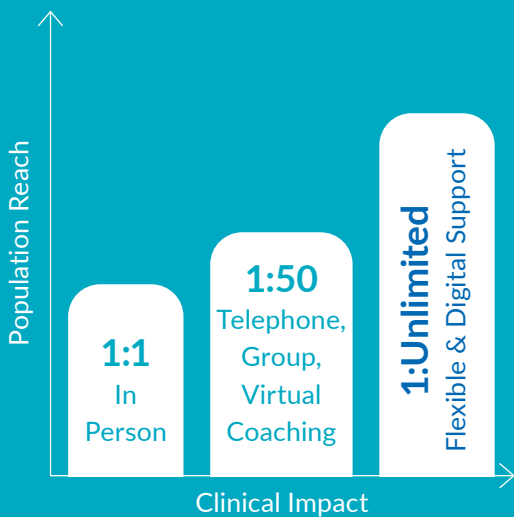


Maximize the good you can do.

Your people are busy. Finding time to attend pre-arranged group counseling or individual coaching sessions is one more thing they don't have time to schedule. Instead, NS offers participants the flexibility to engage whenever or wherever it's convenient, on their smartphone, tablet or computer.

Combining best practices in user experience and behavioral science, NS allows participants to learn new skills and use them in real-world situations, bridging the gap between theory and practice.

Our digital curriculum guarantees every participant gets high-quality, consistent instruction from our expert panel of highly credentialed clinicians and, without the hefty price tag associated with traditional one-on-one coaching, NS allows plan sponsors to maximize the impact they can have on their population's health.



"In my 22 years in this position at System, Naturally Slim is the only benefit we have ever offered that gives us continuous positive feedback. The implementation was smooth, relatively quick, very easy and it is literally on cruise control and we sit back and take the compliments."

- **Laura Chambers,**
Executive Director of Employee Benefits,
University of Texas System

Billed as a preventive care claim.

NS can also be offered as a covered preventive benefit through many leading health plans, TPAs, and PBMs with program fees seamlessly billed through medical claims with no need for a direct contract or even an eligibility file.

What's included?

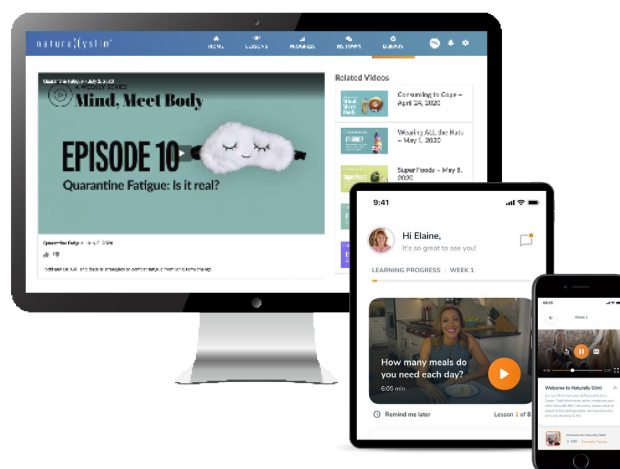
For employers and plan sponsors:

- The easiest implementation ever
- Full implementation support
- Custom marketing materials
- Reporting on enrollment, participation, weight loss, & more
- A co-branded Naturally Slim website for enrollment
- Post-program participant feedback
- Optional claims billing through many leading health plans, TPAs and PBMs
- Employee engagement experts to tailor program roll-out to your population



For participants:

- Weekly, personalized video lessons delivered online for added convenience & increased engagement
- Digital dashboard for interactive learning, goal setting, tracking, & more
- Welcome kit to build excitement, & set intentions
- Tailored communications (email, text messaging, & app notifications) to promote program adherence and accountability
- Options to connect live with health coaches to overcome hurdles and address unique challenges.
- Mobile app for on-the-go access, skill reinforcement, & habit formation
- Online community for social support
- Tools to provide feedback & encourage mastery and accountability
- Personalized curriculum for a customized participant experience
- Integration with activity trackers, scales, & voice controlled speakers (e.g. Amazon Alexa)



Learn how NS can improve your population's health and lower your healthcare spend.

Email learnmore@naturallyslim.com or visit www.naturallyslim.com/employers

Instructors



Tim Church

MD, MPH, PhD – is one of the country's leading clinical thought leaders in exercise and obesity research. As author of more than 300 published clinical articles, Dr. Church has received numerous awards for his research in preventive health. He leads the development of the curriculum and shares his medical expertise on weight loss and exercise throughout the program.



Todd Whitthorne

BS Kinesiology – is a nationally recognized health and wellness speaker as well as author of *Fit Happens! Simple Steps for a Healthier, More Productive Life!* Mr. Whitthorne is an Emmy award-winning broadcaster who has spent the last 20 years using his kinesiology & exercise physiology background to help organizations develop strategies to improve health and productivity in their workforces.



Dana Labat

PhD – is a licensed clinical psychologist who specializes in psychotherapy for women's mental health as well as eating disorders and disordered eating behavior. Throughout the curriculum, Dr. Labat utilizes her experience teaching and bolstering behavioral skills to help participants navigate their weight loss and health improvement journey.



Meridan Zerner

MS, RDN, CSSD, LD – is a registered dietitian nutritionist with more than twenty years experience in health and wellness including being certified in sports nutrition, sports dietetics, and as a wellness coach. Mrs. Zerner, who has a Masters of Nutritional Science and received the Excellence in Practice award from the Academy of Nutrition and Dietetics, uses her experience to help participants understand the value of food choices.



James Maas

PhD – is an international authority on sleep and performance having served as a researcher & professor at Cornell University for more than 48 years as well as authoring four best-selling books on sleep. Dr. Maas coined the term 'Power Nap' and in addition to numerous honors for his commitment to teaching, he is also one of the world's most sought-after speakers. He shares his expertise on sleep and sleep quality with participants throughout NS4You.

NS Curriculum

Foundations.

Session One:

- Skills to use during and between meals
- Determining your hunger pattern

Session Two:

- The reasons we eat and overcoming urges
- Why you don't need to count calories

Session Three:

- Learning your Vital Needs and their role in eating
- Setting goals to help you succeed

Session Four:

- Addressing emotions, stress, and boredom using skills, not food
- The effect of sugar on the body and weight loss
- Salt intake and its impact on health and weight loss

Session Five:

- Identifying and dealing with saboteurs
- Handling buffets and holidays

Session Six:

- Techniques for managing urges
- Understanding metabolism and its effect on weight loss
- The fundamentals of nutrition

Session Seven:

- Triggers to overeating
- The impact of Vital Needs on stress

Session Eight:

- Emotions and their role in eating
- Eating plans such as the Mediterranean and DASH Diets
- Keeping a healthy perspective

Session Nine:

- In-the-moment strategies to avoid stress eating
- Handling emotions without food
- Foods that are nutritious *and* delicious

Session Ten:

- Review of skills
- Maintaining motivation for long-term success

Physical Activity and Exercise:

Each week, participants will receive a tailored lesson specific to their physical activity and/or exercise habits. Participants who haven't been exercising before beginning the Naturally Slim program will enjoy lessons about the benefits of physical activity, how to make it a habit and the role of strength training. Those who already understand the value of exercise will receive lessons regarding how to vary their exercise regime, balancing eating with exercise, and understanding exercise intensity. Additionally, both groups learn about the effect of exercise on long-term weight maintenance and overall quality of life.

NS4You:

Throughout the ten weeks of NS4You, participants receive instruction to help reinforce the learning provided in Foundations. This includes refreshers on many of the skills learned as well as new topics such as resilience and problem solving to help with long-term weight maintenance. Much of the content in NS4You is personalized for the participant to cover topics important to their success such as unique instruction for shift workers or those who travel frequently. Additionally, the topic of sleep is incorporated throughout NS4You to help participants understand the importance of sleep and its impact on health, weight loss, and quality of life.

NS4Life:

After completing Foundations and NS4You, participants are ready for support to help them maintain their new healthy habits or provide a little extra motivation when real life makes weight maintenance difficult. NS4Life includes new episodes weekly, which are hosted by our ACE (Accountability, Coaching, and Engagement) Team. Each week they address topics requested by participants or provide additional coaching based on the most up-to-date research and seasonal topics.