

Reducing Risks, Changing Lives

CASE STUDY



47%

How Naturally Slim Helped **47%** of a State University System's Participants Reduce Their Risk of Type 2 Diabetes



Naturally Slim is the only benefit we have offered that gives us continuous positive feedback.”

**DIRECTOR OF EMPLOYEE BENEFITS,
UNIVERSITY SYSTEM CLIENT**



The Client

A NATIONALLY-RECOGNIZED STATE UNIVERSITY SYSTEM

The State University System oversees many educational institutions across their state, including a top-ranked hospital.

The System is known for its focus on and contributions to the research, healthcare, and STEM fields. It has also steadily ranked high on the Reuters "Top 100: The World's Most Innovative Universities" list.

INDUSTRY

Higher Education

SIZE

100K+ STAFF

230K+ STUDENTS

CHALLENGES

- Limited budget and resources
- Buy-in from Board of Regents required
- Consistent communication and rollout needed for all institutions across the state
- Increasing costs associated with age- and obesity-related conditions



SOLUTION

- 1 A cost-effective, bill-as-a-preventive-care-claim program
- 2 A solution with a track record of consistent, clinically proven results published in peer reviewed journals
- 3 Custom, high-touch promotional materials that participants find relatable and informative



93% of participants felt more in control of their weight

47% of participants reduced their risk of diabetes

The Challenges

A LIMITED BUDGET AND INCREASING HEALTHCARE COSTS.

Benefits packages help attract and retain top talent, especially in the public sector, where yearly pay raises aren't consistent, and lavish profit-sharing packages are virtually nonexistent.

And when done right, benefits packages that include clinically-proven programs can prevent disease risk and lessen employer healthcare costs, too.

Among employees, the State University System is known for its robust benefits program. It's one of the reasons many employees choose to work there for life.

Knowing this, the System's Executive Director of Employee Benefits wanted to offer a solution focused on preventing costly, chronic diseases.

After reviewing their employees' claims and biometric data, it was clear prediabetes, type 2 diabetes, and musculoskeletal-related disorders were the System's highest-cost conditions.

Then, there was the required buy-in from the System's Board of Regents. Before the System could roll out a new solution, they needed to be able to show it would be cost-effective, clinically-proven, and something that employees would actually participate in.

Plus, the Executive Director and her team needed to know that they could easily communicate and roll out whichever program they chose to their geographically dispersed institutions.

With a limited budget and so many costly, only moderately effective programs on the market, she was uncertain they'd find a solution that would work.

Then, they discovered Naturally Slim®.

The Solution

A PREVENTION-FOCUSED, BILL-AS-A-MEDICAL CLAIM PROGRAM.

Naturally Slim is not only a cost-effective program due to its bill-as-a-preventive-care-claim option. It's a clinically proven one, too.

The Journal of Metabolic Syndrome and Related Disorders published a study proving the program to be an effective weight loss and metabolic syndrome improvement strategy for at-risk employees. And learning that was the "a-ha" moment—Naturally Slim was the right program for the State University System.

After sign-off from the Board of Regents and other key decision-makers, Naturally Slim assigned the State University System a Program Success Manager—Lacy Livingston.

Lacy worked closely with the System's insurance provider to get medical claims billing set up before program implementation.

She also worked with the Executive Director and the System's Manager of Wellness Programs to create a strategy that ensured each of their institutions, as well as their respective HR representatives and wellness coordinators, could easily communicate the program and its benefits to their populations.

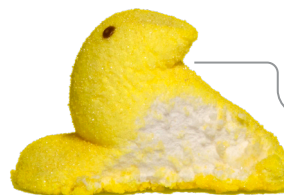
Plus, Lacy enlisted the help of Naturally Slim's Engagement Team to ensure the State University System received high-quality, customized program promotion materials.

And to make sure the State University System's HR representatives and wellness coordinators could access, download, and distribute the promotional materials regardless of their geographic location, Naturally Slim housed them on an online communications hub.

Naturally Slim worked to ensure every aspect of the State University System's application and implementation periods were seamless. The Naturally Slim health coaches fielded questions from and provided guidance to the System employees while Lacy managed program acceptance communications and internal launch processes.

The Results

CHRONIC DISEASE RISKS REDUCED, EMPLOYEE QUALITY OF LIFE IMPROVED.



139,000 lbs

Since 2016, the State University System participants have collectively lost over 139,000 pounds (and counting).



47%

reduced their risk of type 2 diabetes



93%

feel more in control of their weight



70%

increased their level of physical activity



69%

feel more confident

Participants are thrilled (and even a little surprised) with their results.

"I'm always skeptical of these things. I always imagine that they promise more than they can deliver. It actually worked. I was surprised how well it worked and how fast the weight came off, too."

James P., State University System Employee



THEY LIKE HOW THE VIDEO-BASED PROGRAM IS STRUCTURED AND THAT THEY CAN EASILY ACCESS IT VIA THEIR SMARTPHONE, TABLET, OR COMPUTER.

"The program is built in a way to keep you going and to keep you watching the videos and to make sure that you complete it, and that was helpful to me. It was kind of like having a coach at your back saying, 'Come on, you can do it!'"

Jacque F., State University System Employee

AND MANY WHO GAVE TESTIMONIALS BECAME INSTANT CELEBRITIES AT THEIR RESPECTIVE INSTITUTIONS, GENERATING INVALUABLE WORD-OF-MOUTH BUZZ.

"My co-workers have complimented me on my weight loss and have asked me what diet I was on. I have informed them that I am not on a diet but a lifestyle change due to embarking on the Naturally Slim program. I am embracing my new life. I enjoy sharing my weight loss story to motivate others."

RC Velez,
State University System Employee



PLUS, MANY EMPLOYEES SHARED HOW THANKFUL THEY WERE TO THE STATE UNIVERSITY SYSTEM FOR OFFERING THE PROGRAM.

"It makes me very proud to be an employee of [the System] because they're supporting us in our health and in this journey through life."

Stella S., State University System Employee

AS FOR THE SYSTEM'S THOUGHTS ON THEIR NATURALLY SLIM RESULTS?

They're thrilled. And they can't wait for future classes so they can impact even more lives.

Start Changing Lives

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

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