



EXECUTIVE REVIEW & 2023 Strategic Planning



SME
April 27, 2023

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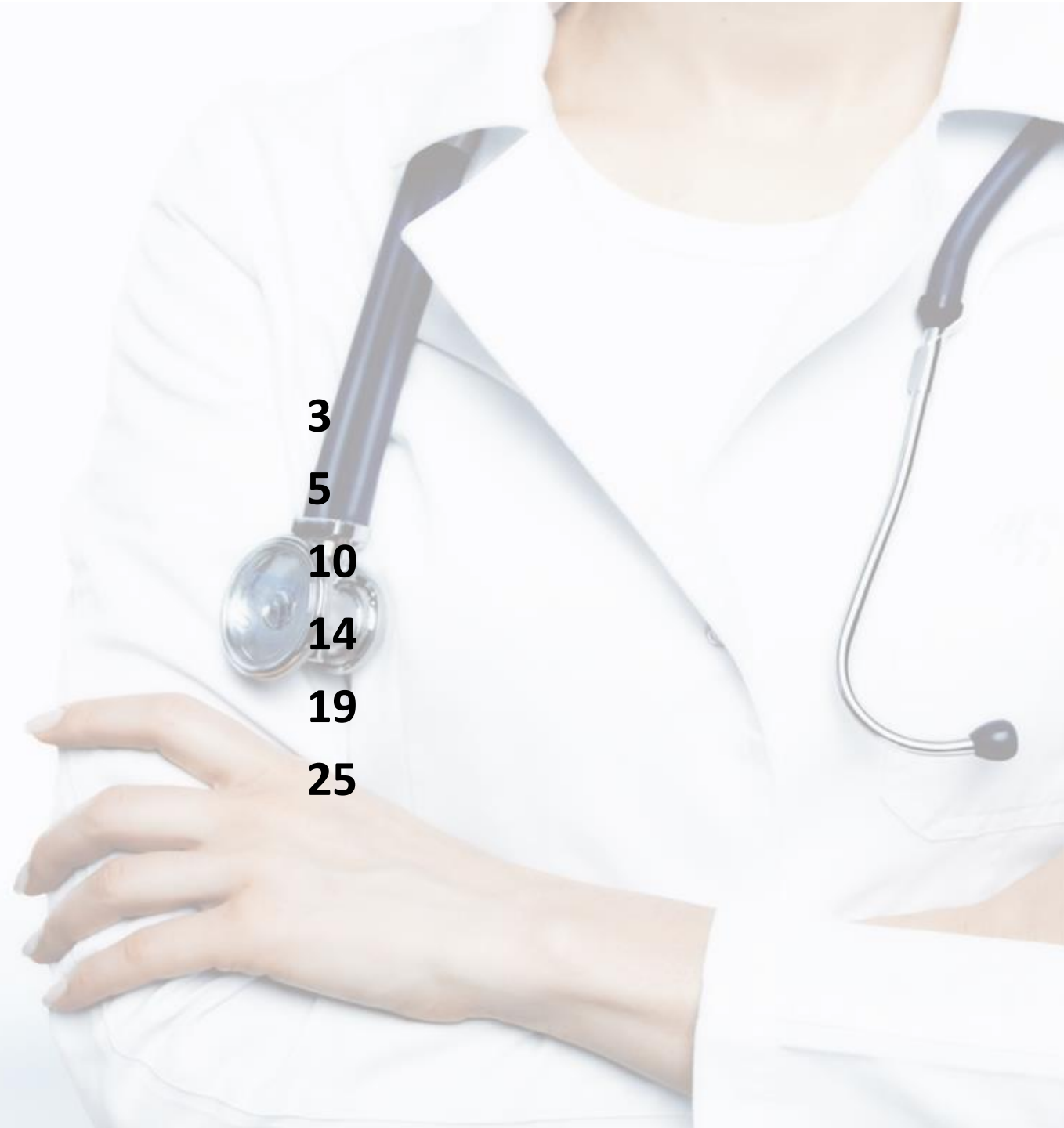
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2022 KEY FINDINGS

- Of the 52 participants that screened, **90%** earned the wellness incentive by scoring 70 or higher
- **94%** of repeat participants stayed in ideal or low risk OR made a positive risk migration
- Average biometric results all remained in low risk in **2019, 2021, and 2022**
- **80%** of participants that indicated they are a tobacco user are interested in quitting, up from 50% in 2021
- Only **3%** of repeat participants made a negative risk migration based on health score
- Portal users earned a total of **176,738** strive rewards points in **2022**

HEALTH SCREENINGS

- October - December

WELLNESS CHALLENGES

- Get Fit Crime Mystery: 8 participants
- Strive Corporate Challenge: 7 participants
- Hydration Station: 12 participants
- Disconnect to Reconnect: 2 participants
- Maintain Don't Gain: 7 participants

WELLNESS PRESENTATIONS

- Decluttering + Health Report Review
- Happiness Is...
- Live Smart, Play Smart: Reducing the Risk of Skin Cancer
- Managing Mental Health
- Navigating Fad Diets

MONTHLY WEBINARS

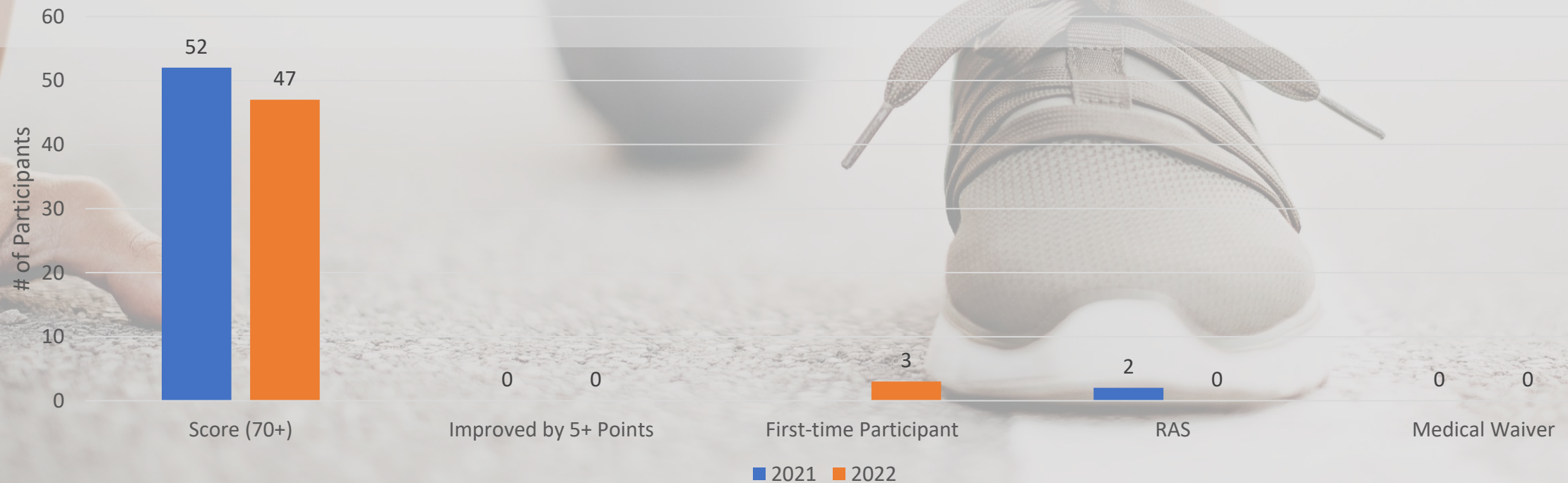
QUARTERLY MEDITATION SESSIONS

2022 EMPLOYEE EVENTS



WELLNESS INCENTIVE BREAKDOWN

2022 INCENTIVE ELIGIBLE: 50/52 = 96%





PARTICIPATION

2022 Repeat Participants - 35



YEAR	TOTAL PARTICIPATION	EMPLOYEE PARTICIPATION	% OF ELIGIBLE EMPLOYEES	SPOUSE PARTICIPATION
2022	52	45	23%	7
2021	57	53	28%	4
2020	-	-	-	
2019	75	68	41%	7
2018	44	44	28%	-
2017	29	29	14%	-

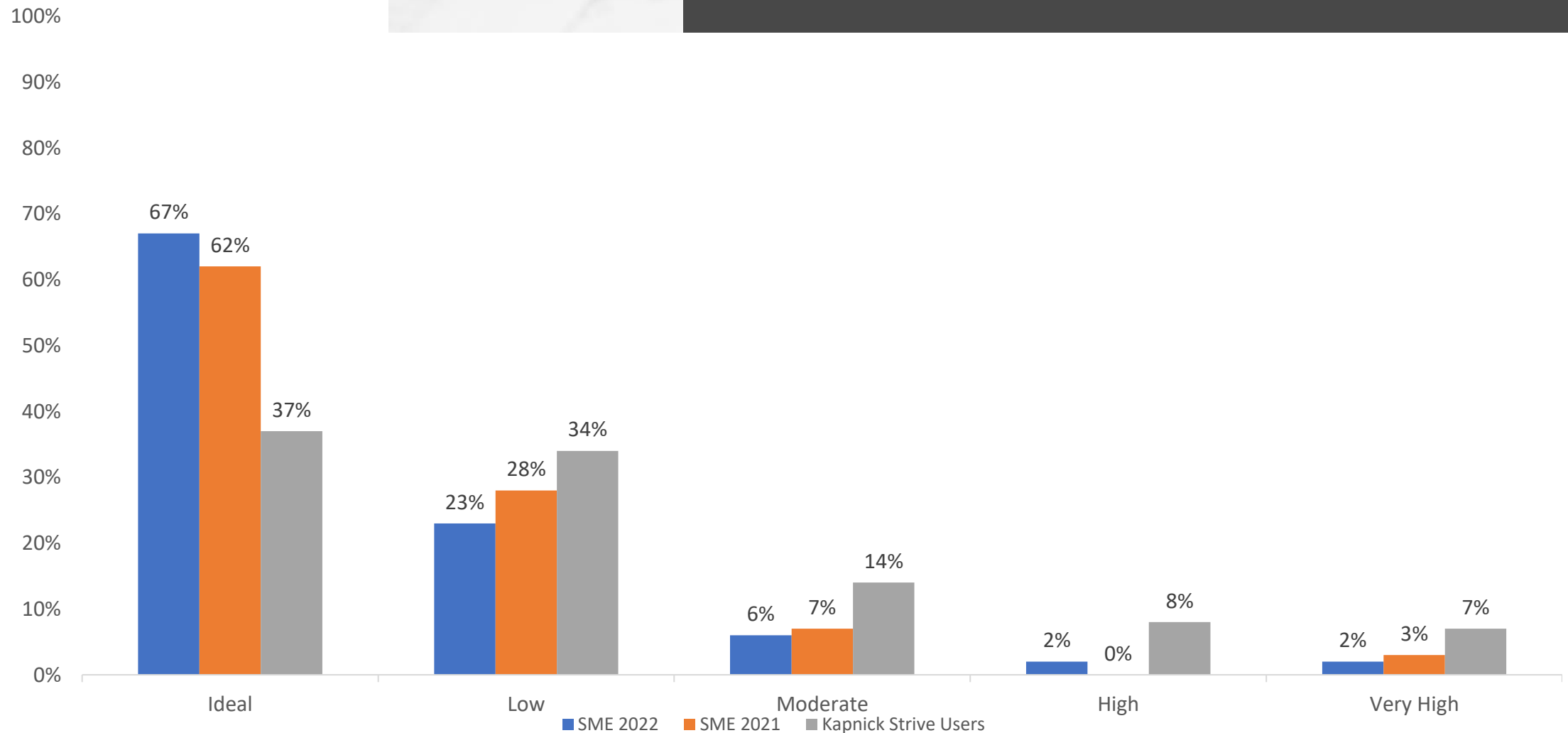


PARTICIPATION % BY LOCATION



LOCATION	2022 TOTAL PARTICIPATION	% OF ELIGIBLE EMPLOYEES	2021 PARTICIPATION
Southfield Office	24: 22 EMP, 2 SPO	19%	31
Cleveland Office	15: 14 EMP, 1 SPO	30%	23
Remote	13: 9 EMP, 4 SPO	28%	4

HEALTH SCORE BENCHMARKING



AVERAGE RESULT – 86

Ideal = 100-85

Low Risk = 84-70

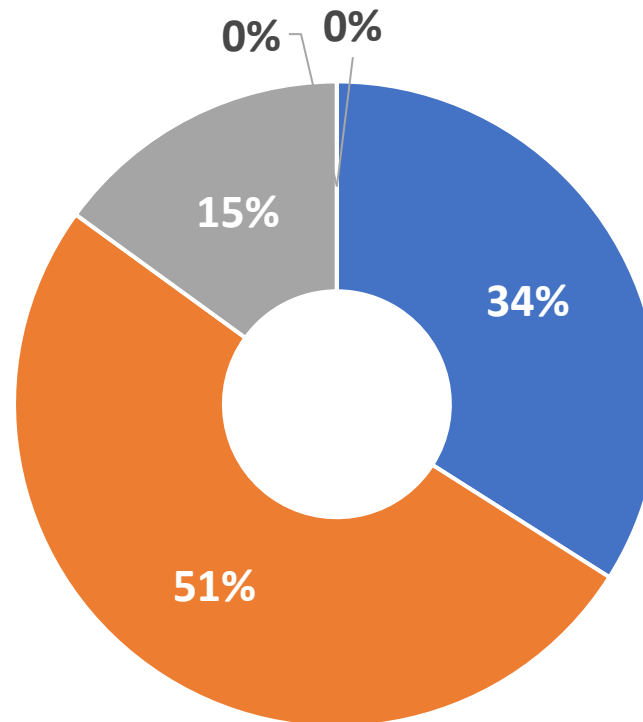
Moderate Risk = 69-60

High Risk = 59-50

Very High Risk = 49-0

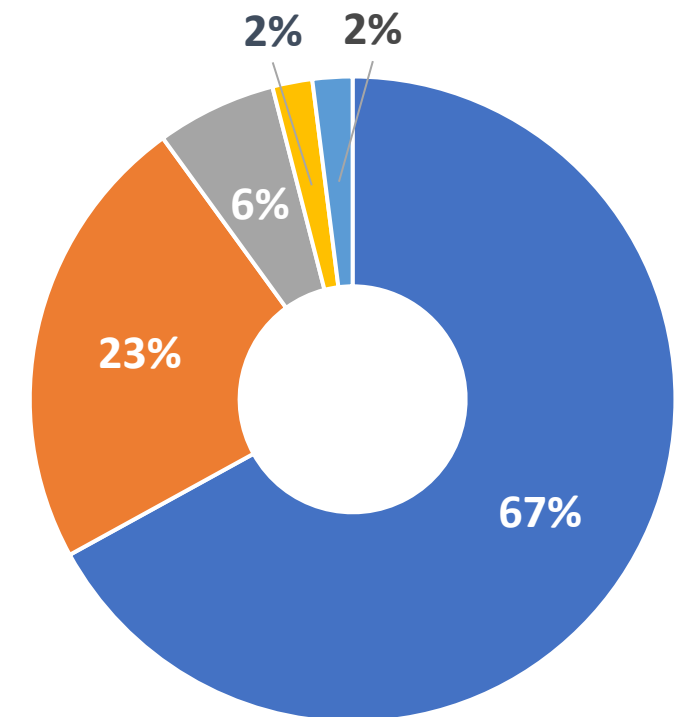
SELF-PERCEPTION VS ACTUAL HEALTH

SELF-PERCEPTION OF HEALTH



■ Ideal ■ Low ■ Moderate ■ High ■ Very High

ACTUAL HEALTH SCORE



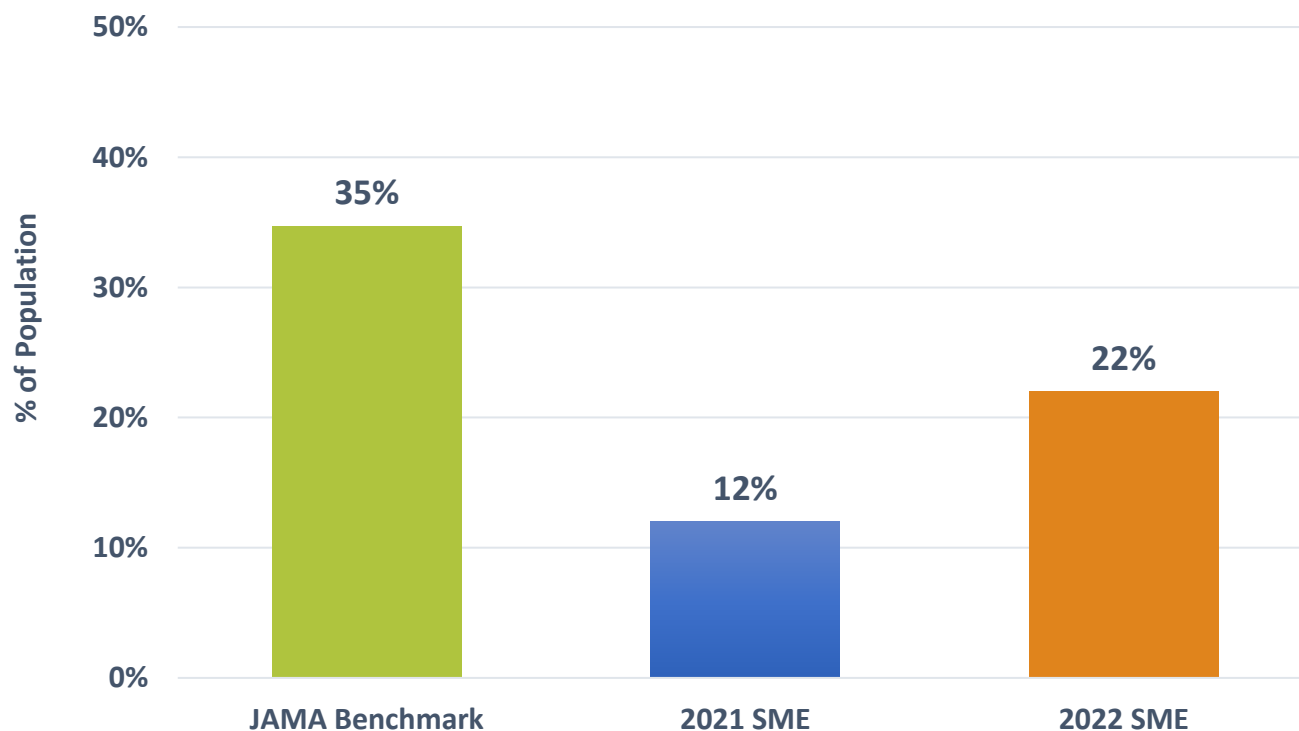
■ Ideal ■ Low ■ Moderate ■ High ■ Very High

BIOMETRIC AVERAGES

Biometric	2022 Average	2021 Average	2019 Average	2022 Strive AVG	Ideal Range
Health Score	86	86	76	76	70 - 100
BMI	29.1	29	29	30	18.5 - 29.9
Waist/Hip Ratio	.86	.85	.87	.88	<= 0.95
BP: Systolic	114	114	116	115	≤121mmHg
BP: Diastolic	74	74	74	75	≤81mmHg
Total Cholesterol	190	198	191	193	<200mg/dL
HDL Cholesterol	59	63	61	54	≥50
LDL Cholesterol	109	115	108	112	<=129
Triglycerides	108	111	109	134	<150
Blood Glucose	95	96	98	100	≤100mg/dL
Hemoglobin A1C	5.5	5.4	5.4	5.6	<5.7%

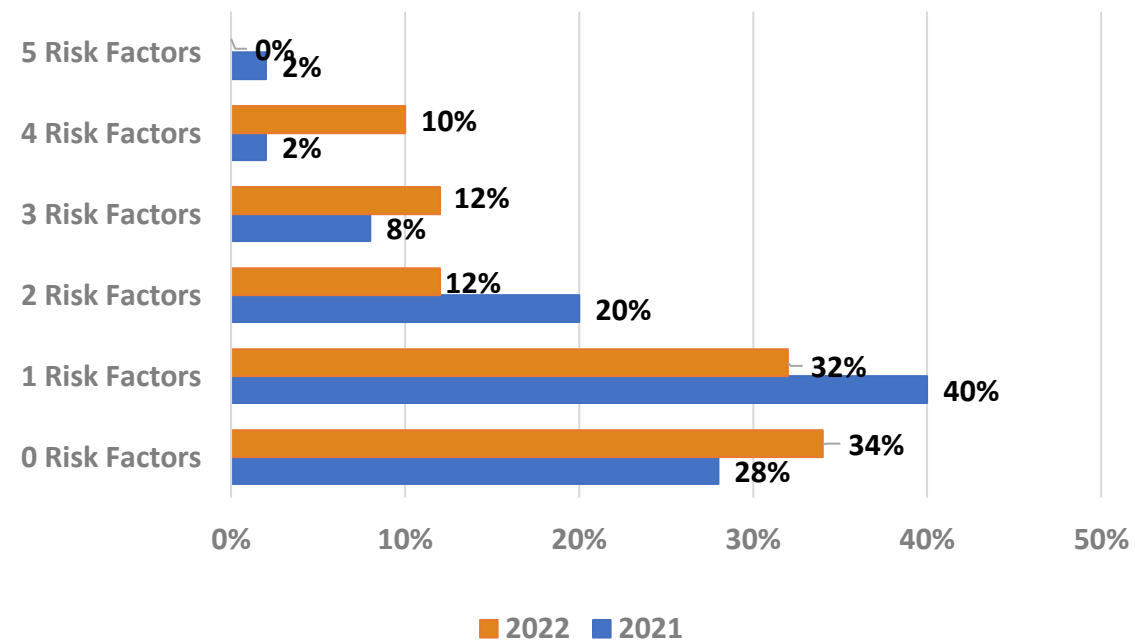


Prevalence of Metabolic Syndrome – 3 or more risk factors



Source: Journal of the American Medical Association. 2020; 232(24)

% Breakdown



REPEAT PARTICIPANT RISK CHANGE

**REMAINED IDEAL/LOW
AND/OR MADE
POSITIVE RISK
MIGRATION**

33 😊 94%

**REMAINED MODERATE
OR HIGH/V HIGH**

1 😐 3%

**MADE A NEGATIVE
RISK MIGRATION**




1 😞 3%

REPEAT PARTICIPANT BIOMETRIC RISK CHANGE




Total Cholesterol

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
26  74%	6  17%	3  9%




Blood Glucose

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
30  86%	3  9%	2  5%




Systolic Blood Pressure

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
28  80%	3  9%	4  11%




Hemoglobin A1C

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
27  77%	7  20%	1  3%

Diastolic Blood Pressure

Remained low risk or made a positive risk migration	Remained in moderate or high risk	Made a negative risk migration
29  83%	0  0%	6  17%

Nicotine

Remained low risk or made a positive risk migration	Remained positive	Made a negative risk migration
32  91%	3  9%	0  0%

1 participant moved from smoker to **non-smoker**

TOP RISK FACTORS



CHOLESTEROL



HEMOGLOBIN A1C



BODY COMPOSITION



CONSIDERATIONS



Kapnick
Strive

CURRENT WELLNESS PROGRAMMING

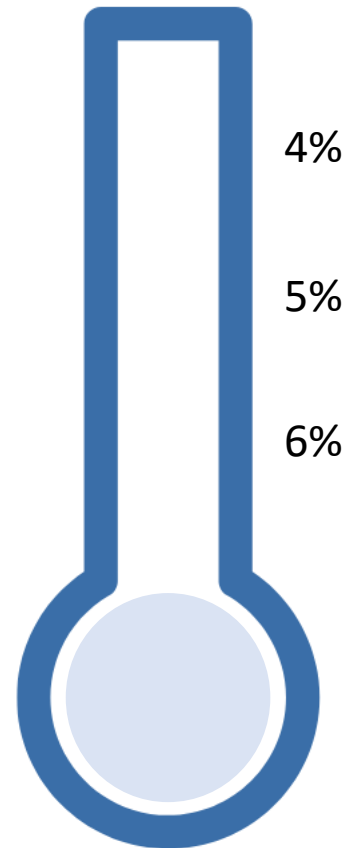
Well-Visit Incentive	Gym Reimbursement	Strive Screening Incentive	Strive Quarterly Rewards
<ul style="list-style-type: none">• \$200 incentive• Employees provide proof of well-visit• Offered to full- and part-time employees• Offered to employees regardless of medical coverage• Managed by SME	<ul style="list-style-type: none">• Up to \$300 reimbursement for gym/equipment• Employees submit receipts• Offered to full- and part-time employees• Offered to employees regardless of medical coverage• Managed by SME	<ul style="list-style-type: none">• \$500 incentive• Offered to full-time employees with medical coverage• Managed by Strive	<ul style="list-style-type: none">• Quarterly prize• 2 winners per quarter; 8 per year• Winners selected by Strive• Prizes managed by SME

PROGRESS BY QUARTER

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	YTD
Active Users *# of unique users per quarter and YTD	21	20	19	63	77
Total Points Tracked *per quarter, cumulative YTD	15,672	14,617	36,669	109,780	176,738
% of Census Active *# unique users/census per quarter	9%	8%	10%	32%	40%
Reached 500 or more points *# of unique users per quarter	19	12	35	7	73
Reached 1000 or more points *# of unique users per quarter	4	2	7	39	52
Health Assessments Completed *# of completions per quarter	20	9	6	39	74

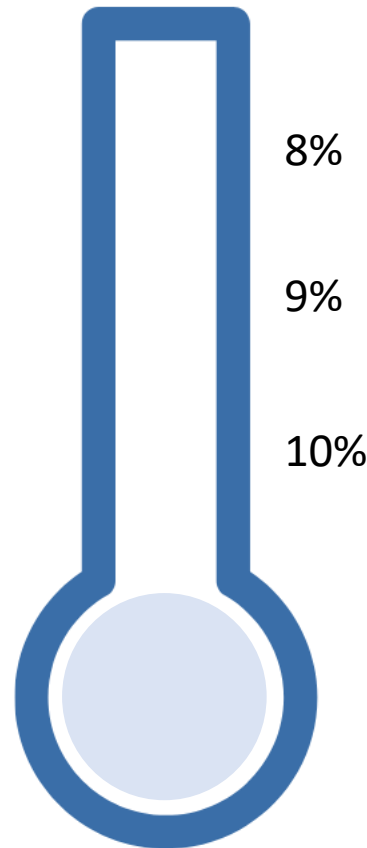
STRIVE 2023 PROGRAMMING GOALS

GOAL: 50% of census



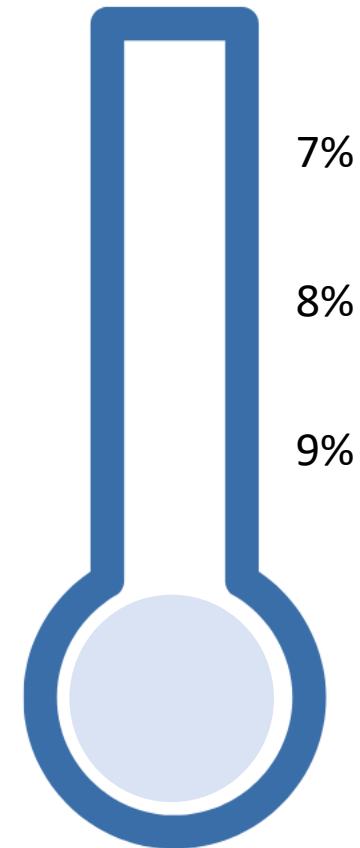
HRA Participation
2022 – 38% of census
2023 Goal – 50% of census

GOAL: 30% of census



Challenge Participation
2022 – 4% of census
2023 Goal – 30% of census

GOAL: 40% of census



Screening Participation
2022 – 23% of census
2023 Goal – 40% of census

2023 GOALS AND STRATEGIES

2023 Goals	Strategies	Overall Strategies
<ul style="list-style-type: none"> HRA Completion <ul style="list-style-type: none"> 2023 Goal: 50% of census 	<ul style="list-style-type: none"> HRA Incentive Ex. Complete by 6/1 to be entered into raffle 	<ul style="list-style-type: none"> Establish quarterly meetings with team leads/managers Advertise wellness testimonials Have a wellness ambassador within your engagement committee; in each office location Executive level support Continued employee communications delivered by Kapnick Strive On-site visits Needs & interest survey; emphasis on screening barriers Recommendation: Silver+ servicing
<ul style="list-style-type: none"> Challenge Participation <ul style="list-style-type: none"> 2023 Goal: 30% of census 	<ul style="list-style-type: none"> Continue Quarterly Rewards Incorporate team-based challenges 	
<ul style="list-style-type: none"> Screening Participation <ul style="list-style-type: none"> 2023 Goal: 40% of census 	<ul style="list-style-type: none"> Incentive & screening benefits campaign 	

2023 WELLNESS PROGRAMMING

Wellness Presentations	Challenges	Communications	Screenings	Miscellaneous
<ul style="list-style-type: none"> • SMART Workshop • The Benefits of Spending Time in the Great Outdoors • Nutrition 101 • Relaxation Response 	<ul style="list-style-type: none"> • No Time Like the Pleasant • Strive Corporate Challenge • Around the World • Cancer Awareness • Beat the Flu • Maintain Don't Gain 	<ul style="list-style-type: none"> • Cholesterol awareness campaign • Nutrition & movement campaign • Quarterly wellness newsletter • HRA & Resource reminders • Incentive & screening benefits campaign 	<ul style="list-style-type: none"> • October 24th • November 14th • December 5th 	<ul style="list-style-type: none"> • Strive webinars • Meditation Moments • Wellness ambassadors • Needs & Interest Survey

2023 WELLNESS CALENDAR

JAN

Patient Experience & Empowerment

- National Drugs & Alcohol Facts Week: 1/20 - 1/26
- SMART Workshop: 1/18, 12:00 - 1:00 PM

FEB

The Cost of Health & Self-Investment

- Wear Red Day: 2/5
- African Heritage & Health Week: 2/1 - 2/7
- No Time Like the Pleasant: 2/13 - 2/27

MAR

Practical Nutrition & Your Relationship with Food

- Neurodiversity Celebration Week: 3/21 - 3/27
- Q1 Reward Points Due: 3/31

APR

The Environment & You

- National Oral Health Month
- Earth Day: 4/22
- Strive Corporate Challenge: 4/3 - 4/21

MAY

All About Allergies

- Women's Health Month
- Mental Health Awareness Week: 5/10 - 5/16
- Around the World: 5/15 - 5/29

JUN

Children's Mental Health

- National Migraine & Headache Awareness Month
- Q2 Reward Points Due: 6/30
- The Benefits of Spending Time in the Great Outdoors: 6/21, 12:00 - 1:00 PM

JUL

Hearing Loss & Ear Safety

- UV Safety Month
- International Self-Care Day: 7/24
- Cancer Awareness: 7/19 - 8/16

AUG

Cannabis: Reducing Harm

- International Overdose Awareness Day: 8/31
- Nutrition 101: 8/17, 12:00 - 1:00 PM
- Cancer Awareness: 7/19 - 8/16

SEP

Ergonomics, Posture, & Reducing Pain

- Pain Awareness Month
- Q3 Reward Points Due: 9/30
- Beat the Flu: 9/4 - 9/25

OCT

Disillusionment, Community Action, & Self-Care

- World Food Day: 10/16
- Health Screening: 10/24

NOV

Perfectionism & OCD

- American Diabetes Month
- World Diabetes Day: 11/14
- Relaxation Response: 11/1, 12:00 - 1:00 PM
- Maintain Don't Gain: 11/17 - 12/29
- Health Screening: 11/14

DEC

Disconnect & Reconnect (To Your Youth)

- Human Rights Day: 12/10
- Maintain Don't Gain: 11/17 - 12/29
- Health Screening: 12/5

- Awareness Observance Dates
- Wellness Challenge
- Wellness Presentation
- HRA/Quarterly Reward Points Dates
- Other



Kapnick
Strive

PROGRAM OUTREACHES

CRITICAL VALUES

- There were no critical values reported in 2022

HEALTH COACHING

- 60 or below: 2 participants scored 60 or below
 - A health coach was able to connect with both participants
 - No repeat participants scored 60 or below
- RAS health coaching program: 2 eligible
 - Neither participant enrolled in RAS

STAND-OUT-STATS & STORIES

Participant A: Improved by 22 points, moving from high risk to ideal risk! They lowered their blood pressure, total cholesterol, LDL, and glucose!

Participant B: Increased their health score by 21 points and moved from high-risk to ideal-risk! They lost around 10 pounds and lowered their triglycerides, blood pressure, and glucose!

Participant C: Improved by 14 points moving from moderate risk to ideal risk! They quit smoking and lowered their cholesterol!



7 PARTICIPANTS IMPROVED BY 5+ POINTS
9 PARTICIPANTS RECEIVED A HEALTH SCORE OF 100



THANK YOU
QUESTIONS?



BIOMETRIC RESULTS



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BIOMETRIC DESCRIPTIONS



CHOLESTEROL

A fat-like, waxy substance found in the blood. In excess, it can form tough, fatty plaques that clog arteries, which can increase the risk of heart disease.



BLOOD PRESSURE

Blood pressure is another main factor in determining overall heart health. Systolic pressure is the pressure in the arteries when the heart is contracting. Diastolic blood pressure is the pressure on the walls of the arteries when the heart is relaxing.



BLOOD GLUCOSE & HEMOGLOBIN A1C

Blood glucose is sugar that the blood stream carries to all the cells in the body to supply energy. High blood glucose for a prolonged period of time can cause damage to the kidneys, eyes, and other organs. Hemoglobin A1C measures average glucose levels over a 2-3 month period and is the best predictor and indicator of diabetes.



BODY COMPOSITION

BMI is an indicator of excess body weight. Generally, those with a higher BMI are also more likely to suffer from high cholesterol, increased blood pressure, and diabetes. BMI does have its limitations, but overall is a good indication of a serious risk.



TOBACCO USE

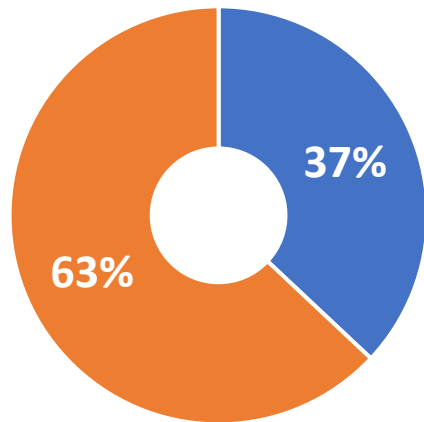
Nicotine use presents a serious risk to individuals. Those who abuse tobacco not only have increased rates of cancer and other diseases, but they are more likely to miss work. The CDC estimates that tobacco use costs \$156 billion in lost productivity each year and \$170 billion in healthcare expenditures (CDC, 2017).



Kapnick
Strive

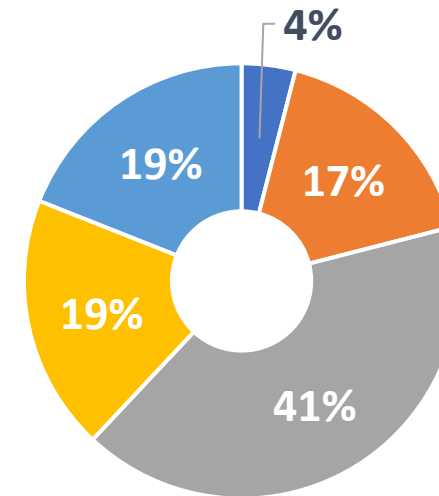
2022 DEMOGRAPHICS

GENDER



■ Male ■ Female

AGE



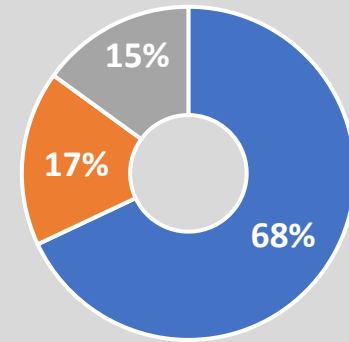
■ 18-29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60+

AVERAGE - 47

HEART HEALTH: TOTAL CHOLESTEROL

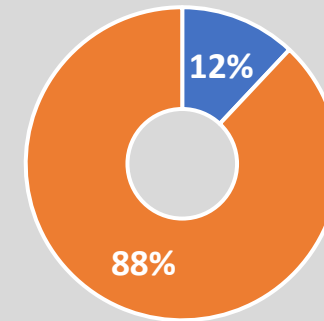
(HDL + LDL + TRIGLYCERIDES)

TOTAL CHOLESTEROL BREAKDOWN



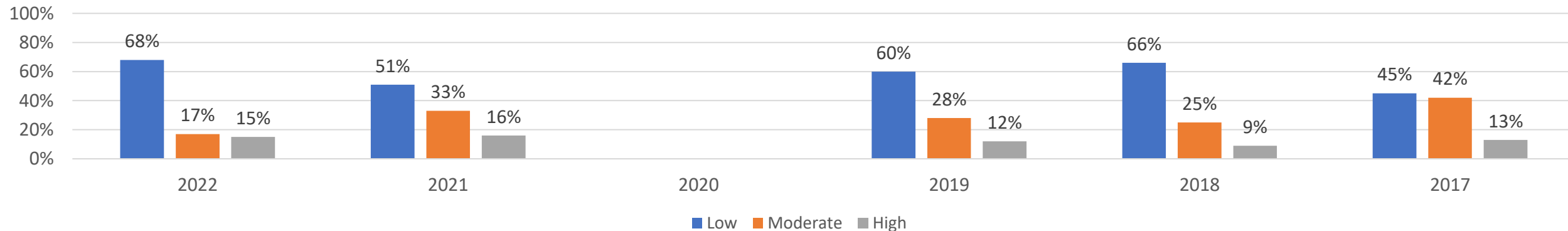
■ Low ■ Moderate ■ High

HIGH RISK AWARENESS



■ Aware ■ Not Aware

Low Risk = <200mg/dL Moderate Risk = 200-239mg/dL High Risk = ≥240mg/dL

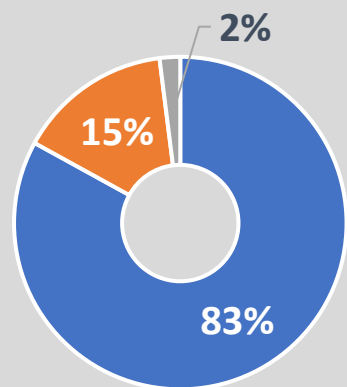


HEART HEALTH: BLOOD PRESSURE

Low Risk = ≤ 121 mmHg Moderate Risk = 122-140mgHg High Risk = ≥ 141 mmHg

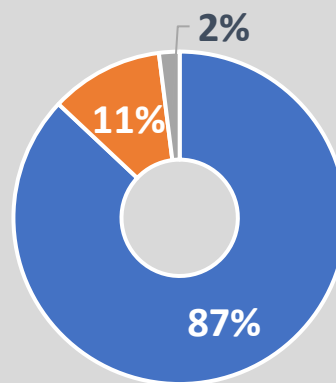
Low Risk = ≤ 81 mmHg Moderate Risk = 82-90mgHg High Risk = ≥ 91 mmHg

SYSTOLIC BREAKDOWN



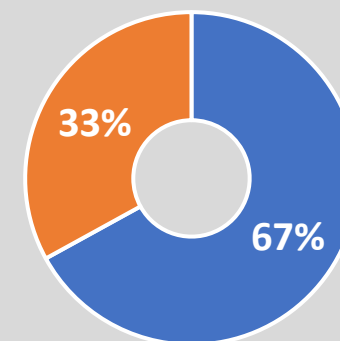
■ Low ■ Moderate ■ High

DIASTOLIC BREAKDOWN

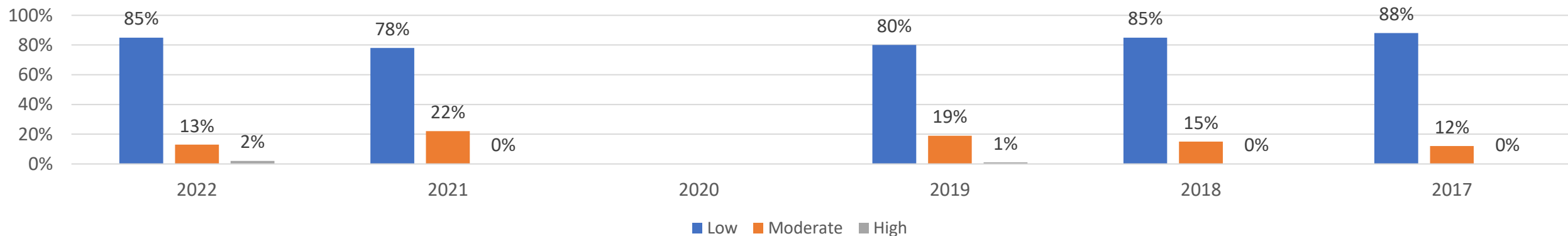


■ Low ■ Moderate ■ High

High Risk Awareness



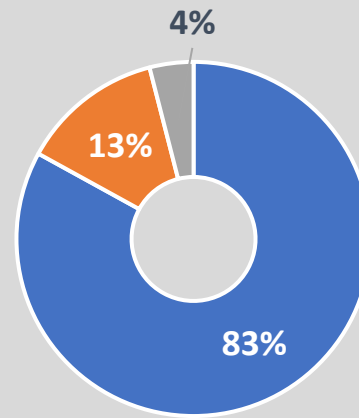
■ Aware ■ Not Aware



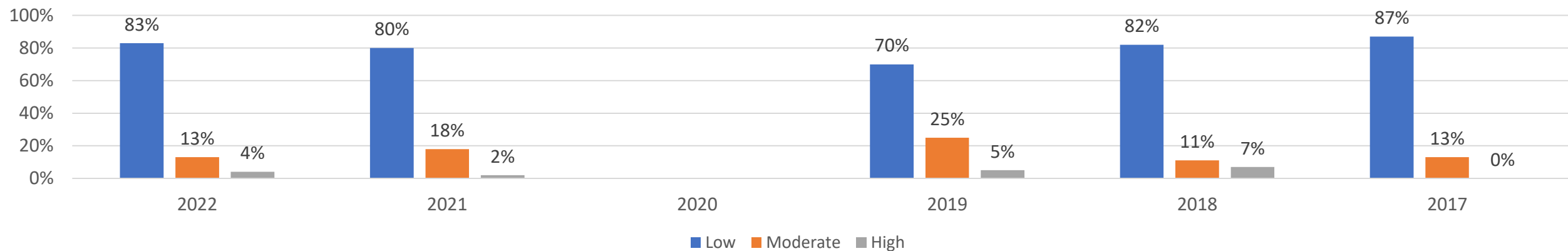
DIABETES: BLOOD GLUCOSE

Low Risk = $\leq 100\text{mg/dL}$ Moderate Risk = $101-125\text{mg/dL}$ High Risk = $\geq 126\text{mg/dL}$

BLOOD GLUCOSE BREAKDOWN



■ Low ■ Moderate ■ High



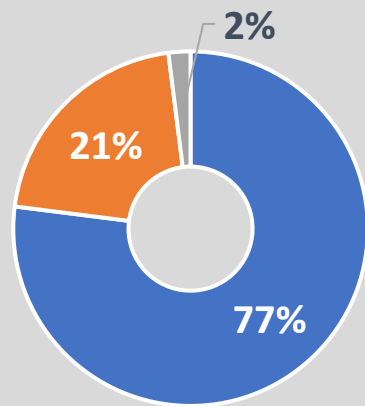
DIABETES: HEMOGLOBIN A1C

Low Risk = <5.7%

Moderate Risk = 5.7%-6.4%

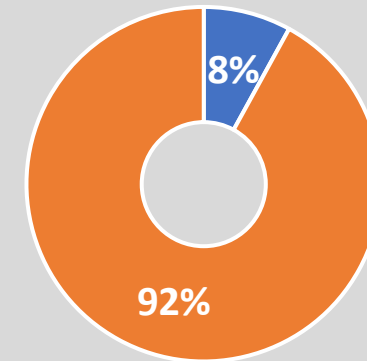
High Risk = ≥6.5%

A1C BREAKDOWN

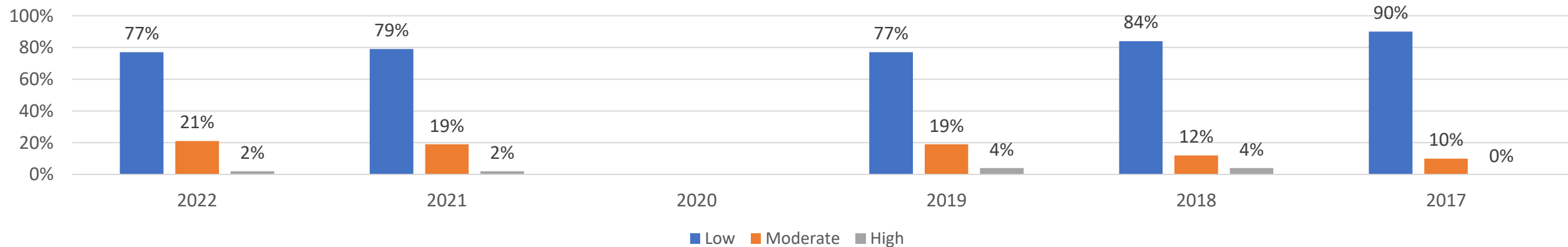


■ Low ■ Moderate ■ High

Moderate & High Risk Awareness

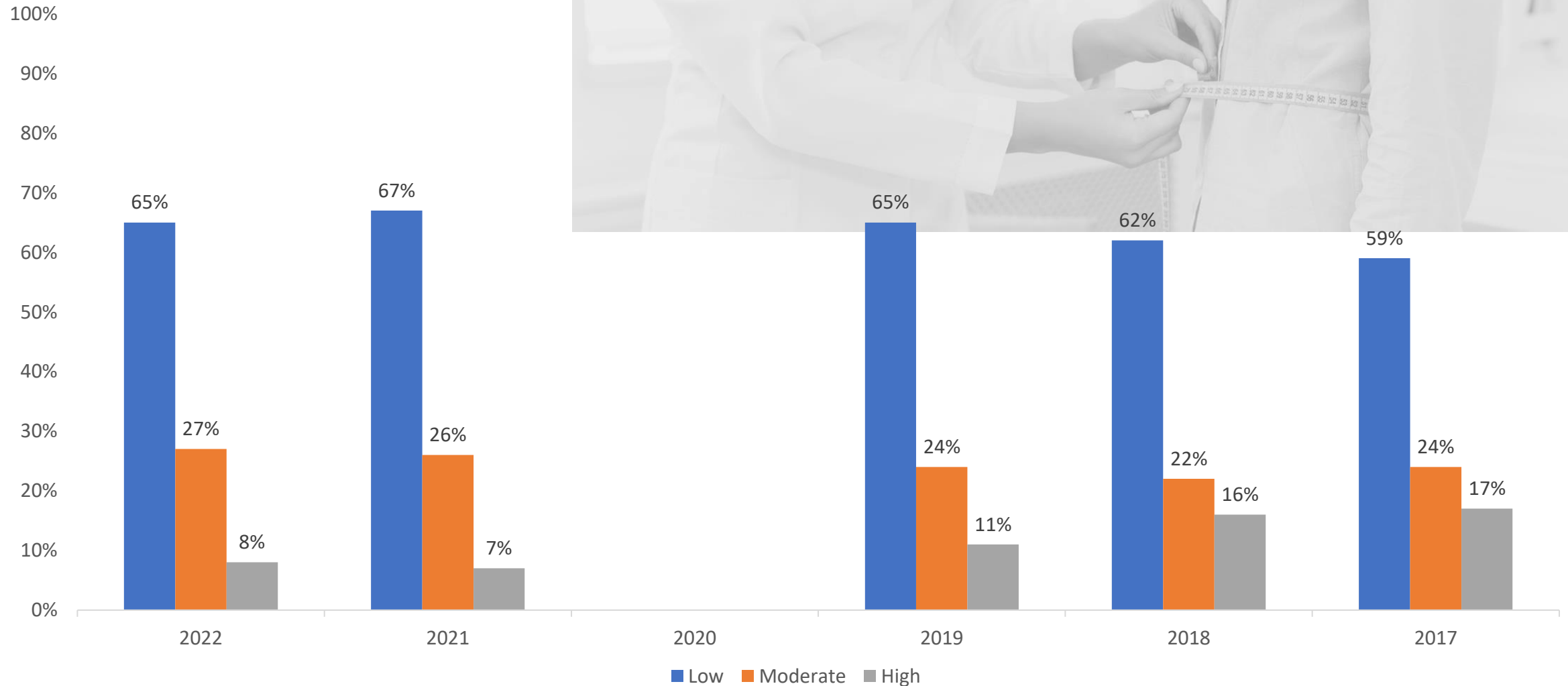


■ Aware ■ Not Aware

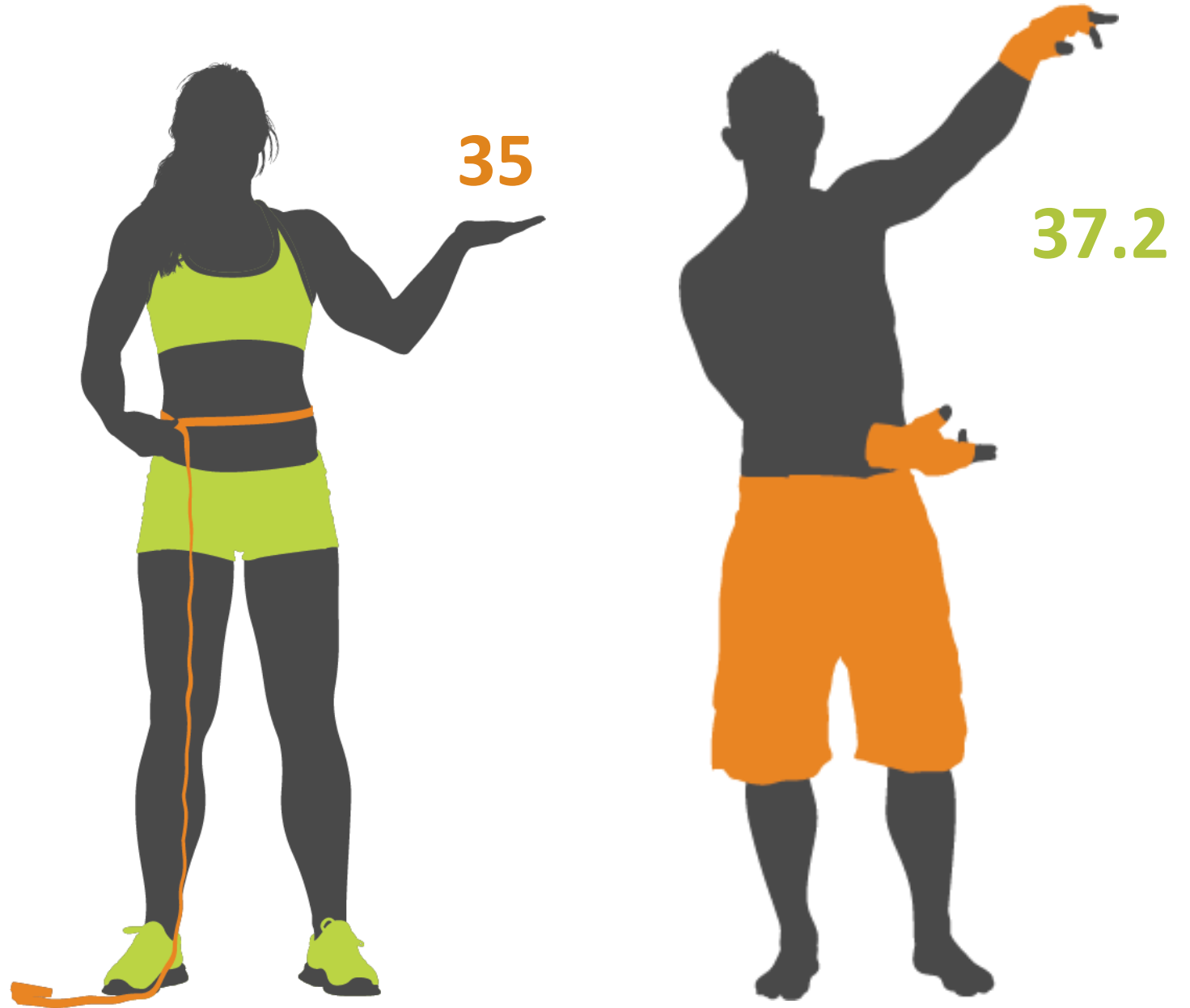


BODY COMPOSITION: BODY MASS INDEX

Low Risk = 18.5-29.9 Moderate Risk = 30-39.9 High Risk = ≥ 40



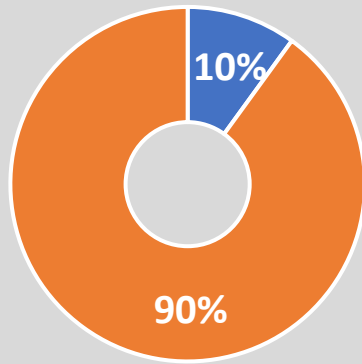
AVERAGE WAIST CIRCUMFERENCE BY SEX



Female High Risk= >35 inches

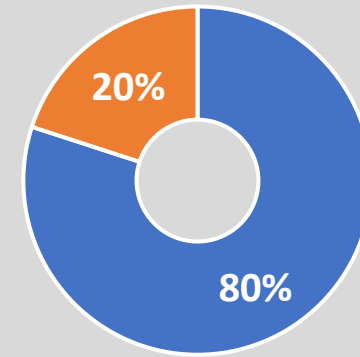
Male High Risk= >40 inches

TESTED POSITIVE

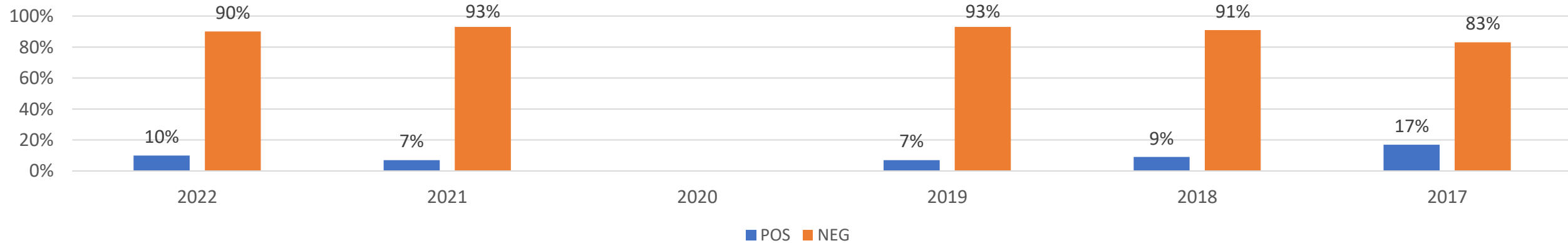


■ POS ■ NEG

INTERESTED IN QUITTING



■ Interested in Quitting ■ Not interested

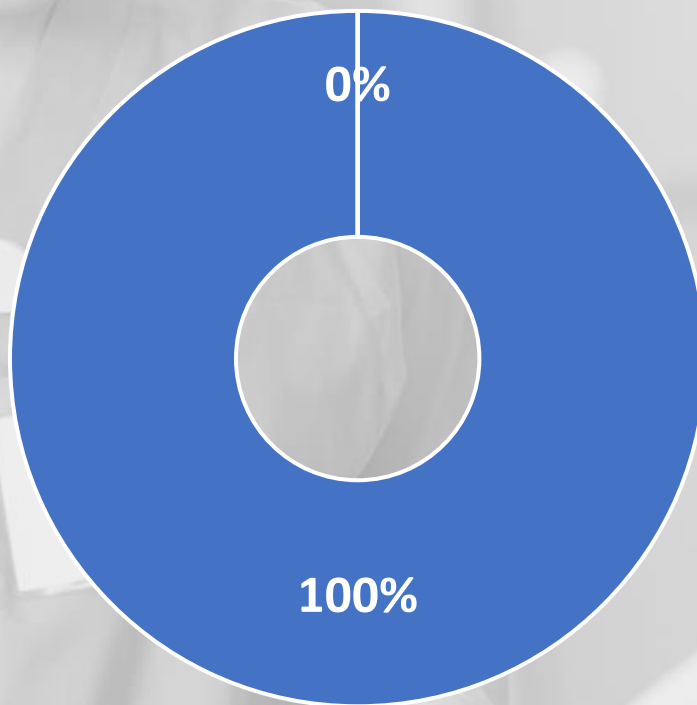




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GAMMA-GLUTAMYLTRANSFERASE (GGT) TEST RESULTS

GGT BREAKDOWN



Low Risk = <66 High Risk = ≥ 66

■ Low ■ High