

KeepWell™

Helping your members take their health to the next level

Cardiometabolic diseases are on the rise. About 1 in 10 U.S. residents have diabetes, and half of them don't even know it.¹ What's more, according to the CDC, 41% of U.S. adults are obese. And obesity-related conditions like heart disease, stroke, type 2 diabetes and certain types of cancer are among the leading causes of preventable, premature death.² To combat this growing health crisis, it's important to fully understand all the risks and costs associated with cardiometabolic diseases.

Aligned with our Save, Simplify, Support™ approach, the KeepWell portfolio of solutions from Prime Therapeutics (Prime) transforms cardiometabolic care.

Combining scientific advancements in medicine with compassionate support through health coaching, KeepWell empowers members to take control of their health. Through KeepWell, your members get a holistic approach to well-being, including personalized care and tailored solutions. By delivering support at every step of their health journeys, we help your members transform their lives through wellness.

You also benefit from choice and flexibility, with the option to implement one or both solutions from leading providers: Virta Health and Vida Health.



About

1 in 10

U.S. residents have diabetes, and half of them don't know it¹

41%

of U.S. adults are obese²

Questions? Help your members embark on a transformative journey with KeepWell, where solutions meet personalized care for lasting wellness. Reach out to your representative to learn more.

Partnerships

Virta Health

With Virta Health, your members have access to a unique approach to type 2 diabetes and weight loss care that helps them reverse and prevent type 2 diabetes, get off unwanted medicine and lose weight that's preventing them from living their best lives. Virta Health helps members get healthy and recapture the life they deserve.

Programs

You can adopt and offer any or all of the below solutions:

- **Diabetes Reversal**
Helping members control blood sugar while deprescribing high-cost diabetes drugs
- **Sustainable Weight Loss (no medication)**
Supporting members to lose weight and reduce progression to type 2 diabetes and metabolic dysfunction-associated steatohepatitis (MASH)
- **Total Weight Clinic (+ medication)**
Helping members lose weight — with or without drugs — and keep the weight off; allowing plans to control access to GLP-1s

Results

- 1.3% A1C reduction, 59% Rx reduction and 12% weight loss were recorded.³
- 97% of members avoided progression to type 2 diabetes over two years.⁴
- 85% of weight loss was maintained after GLP-1 deprescription.⁵

Vida Health

Vida Health offers the only virtual care solution with 100% fees at risk for both physical and mental health. In addition to weekly virtual visits with certified health coaches, members can sync their wearable fitness trackers and scales and use in-app trackers for weight, food, thoughts and body measurement. And they'll have around-the-clock support through provider messaging, tools and content.

You can adopt and offer any or all of the below solutions:

Weight solutions

- **Preventive Care**
Delivering targeted weight loss and diabetes prevention
- **Clinical Obesity Management**
Providing personalized drug pathways and helping reduce progression to MASH

Diabetes + cardiovascular solutions

- **Chronic**
Delivering medical nutrition therapy tailored to help people with cardiometabolic syndrome
- **Clinical Obesity Management+**
Providing personalized drug pathways and comorbidity management

- 96% of members with prediabetes do not progress to diabetes.⁶
- Average A1C reduction of two points for baseline ≥ 9 was recorded at one year.⁶
- 7% average weight loss was seen in one year.⁶
 - 7.2% in members who are overweight
 - 7.6% in members who are obese
 - 10.4% in members age 60+

¹ Understanding cardiometabolic diseases and their costly effects. (2023, January 25). Vida Health.

Vida.com/Resource/Understanding-Cardiometabolic-Diseases-And-Their-Costly-Affects/

² Adult obesity facts. (2024, May 14). Centers for Disease Control and Prevention. CDC.gov/Obesity/Adult-Obesity-Facts/

³ Hallberg, S.J., McKenzie, A.L., Williams, P.T., et al. (2018, March 5). Author correction: Effectiveness and safety of a novel care model for the management of type 2 diabetes at 1 year: An open-label, non-randomized, controlled study. *Diabetes Therapy*, 9(2), 613–621. DOI.org/10.1007/s13300-018-0386-4

⁴ McKenzie, A. L., Athinarayanan, S. J., McCue, J. J., et al. (2021). Type 2 diabetes prevention focused on normalization of glycemia: A two-year pilot study. *Nutrients*, 13(3), 749. DOI.org/10.3390/nu13030749

⁵ McKenzie, A.L. & Athinarayanan, S.J. (2023) Effect of glucagon-like peptide-1 deprescription following nutrition therapy via telemedicine on glycemia and body weight among people with type 2 diabetes in a real-world setting: A propensity score matched cohort study. *medRxiv*. DOI.org/10.1101/2023.06.18.23291518

⁶ Research. (2023, June 2). Vida Health. Vida.com/Research/