



# Life is complicated. We make getting healthy simple.

Nutrition, fitness and well-being  
support the moment it's needed most:  
Right now.



# Company Overview

Yes Health: On a mission to prevent chronic disease and empower people to live healthier, happier lives

## Company Overview

- Yes Health is a **technology platform** for lifestyle and behavior change providing health services through its patented platform
- Yes Health's interactive platform **captures, analyzes lifestyle moments shared by** members primarily through **images**
- Members receive on-demand feedback on how to make those moments healthier from human **coaches** who are empowered by proprietary AI technology
- Since launch in 2016, Yes Health has catered to tens of thousands of paying members generating over 10 million **engagement**

## Holistic Approach

Fitness

Nutrition

Wellbeing

## Programs Offered



Diabetes  
Prevention Program



Healthy Weight  
Program



Concierge Health  
Coaching Program

## Customer Success Metrics



-6%

Reduction in total  
body weight, on  
average

Greater Weight  
Loss



87%

Far exceeding  
AMA-reported  
industry average

Higher Program  
Completion



2-5x

Depending on  
baseline member  
characteristics

Exceptional  
ROI

# Some our Partners

Helping Solve Diverse Partner Needs: Reducing gaps in care, reaching new/underserved/specific health pops.

## Health Plans All Segments



**BlueCross  
BlueShield**



**CENTENE**  
*Corporation*

## Self Insured Employers

**EXOS**



## Technology Platform Partners



**pulse**



*Walgreens*



**PLANSOURCE**  
*One Source. Many Benefits.*

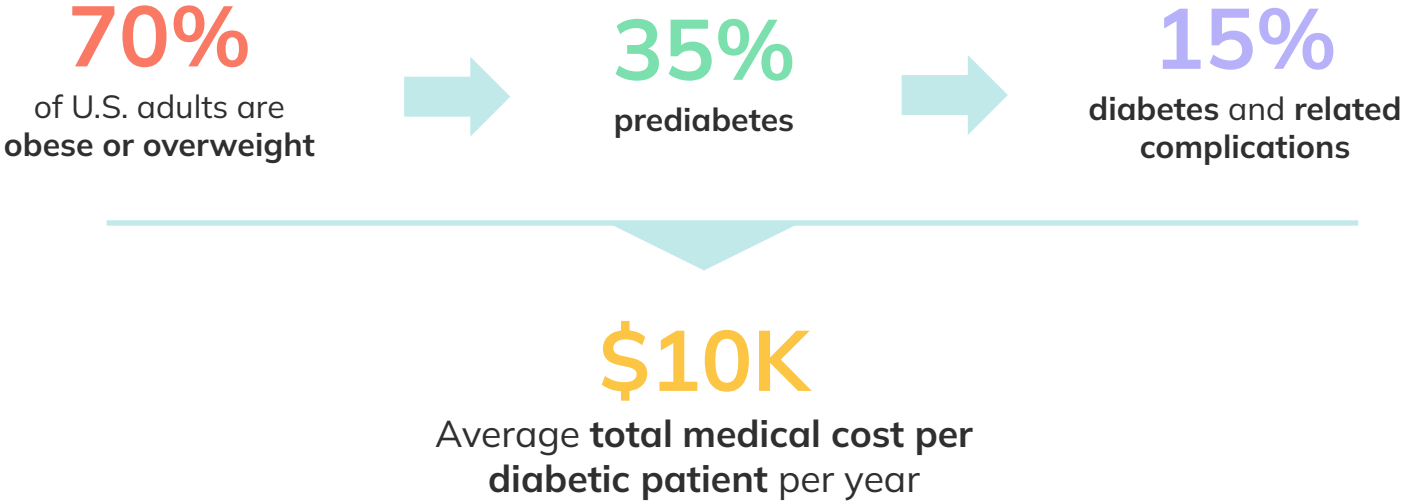


## Why We Developed **Yes Health**

- 1 Poor Health
- 2 Low Engagement

1

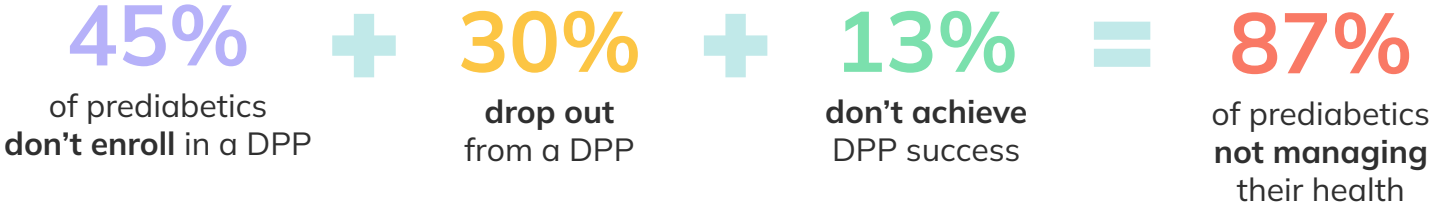
# Poor Health



1. CDC data  
2. [BMC Public Health](#)

2

# Low Engagement



1. CDC data  
2. [BMC Public Health](#)

# Why They Aren't Using Your Current Programs



## What Doesn't Work for Me

"I don't have time for a program; I'm busy taking care of everyone else."

"I've tried programs before. They were too strict."

"Healthy is expensive. I can't afford gyms or prescribed meals."

"Don't force me. Don't judge me."



## What I Would Like

"Don't just show me the path, help me take small steps first, before I can run."

"Help me choose the best path, *now*."

"Partner with me to eat better and move more so I can achieve my goals."

"Support me in staying on track when life gets in the way."

# Yes Health's Members

Product development based on a deep understanding of Member Requirements



- Needs immediate feedback
- Doesn't have time or interest in scheduling calls
- Doesn't want to be judged



- Little time to focus on lifestyle
- Tired of Zoom meetings
- Mobile all day - likes everything in one place



- Has tried & failed other programs
- Not interested in restrictive diets, routines or wellness philosophies
- Personal & cultural preferences matter

## Tailored Solutions for each Customer Segment



**Always there for the member**



**AI powers real coaches to focus on motivation and empowerment**

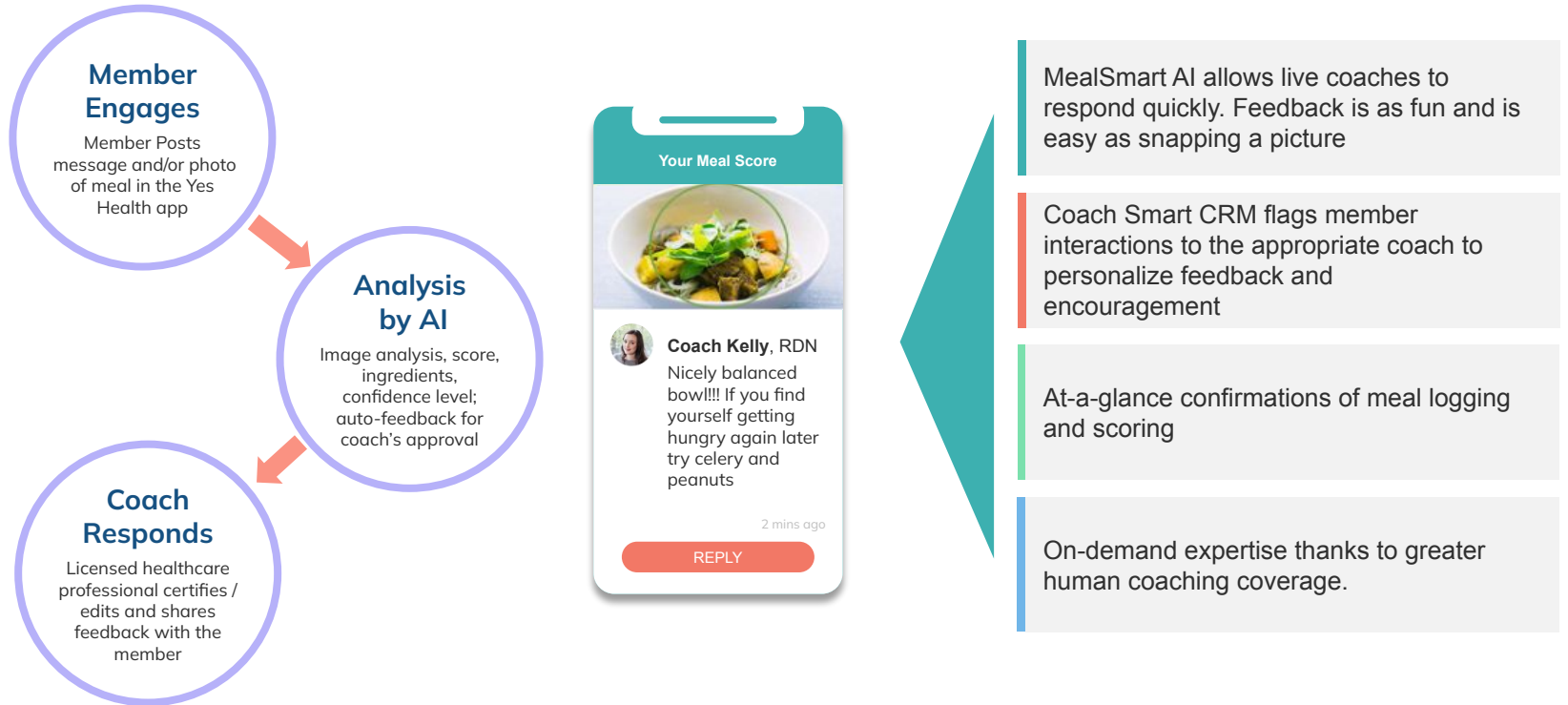


**A program that fits the member's lifestyle**



# On-Demand Coaching Platform

Right Support - Right time Right Place - Lasting behavioral change through personalized, asynchronous interaction



Reducing response time, increasing access to coaches and providing relevant engagement through Augmented AI

## Traditional Programs

## Yes Health Advantage

Focus on scheduled appointments & weekly sessions. Few touch points with limited human support



In the Moment coaching offers **12x** more teachable moments with human health coaches throughout the week for lasting behavior change. No appointments necessary.

Focus on health coaching to review what you *could have* done and prevents you from taking more immediate, positive action



In-the-Moment coaching shows what you can change or do right now, for more immediate impact. Focus is on motivation and empowerment vs. judgement.

Require regimens, extensive logs, bias lifestyle theories or overly restrictive protocols



Yes Health coaches are not bias to any lifestyle program theories and are more interested in helping members make small non-judgemental recommendations based on the their current lifestyle, culture, preference and challenges.

Assign (1) health coach to answer all of your questions and cannot address personalized needs



Each member receives a team of Yes Health coaches each with deep experience in fitness, nutrition and well-being.

Programs are time intensive & leave members feeling like they don't have the motivation to start or complete them.



Yes Health is simple, quick and fun to use! Members can snap a photo, text a question or follow a simple fitness routine right from their smartphone at any time.

# Operational Statistics

Proven Track Record, Backed by Science

## Exceeding CDC Requirements for Full Recognition Status as Diabetes Prevention Recognition Program (DPRP) for 4 years

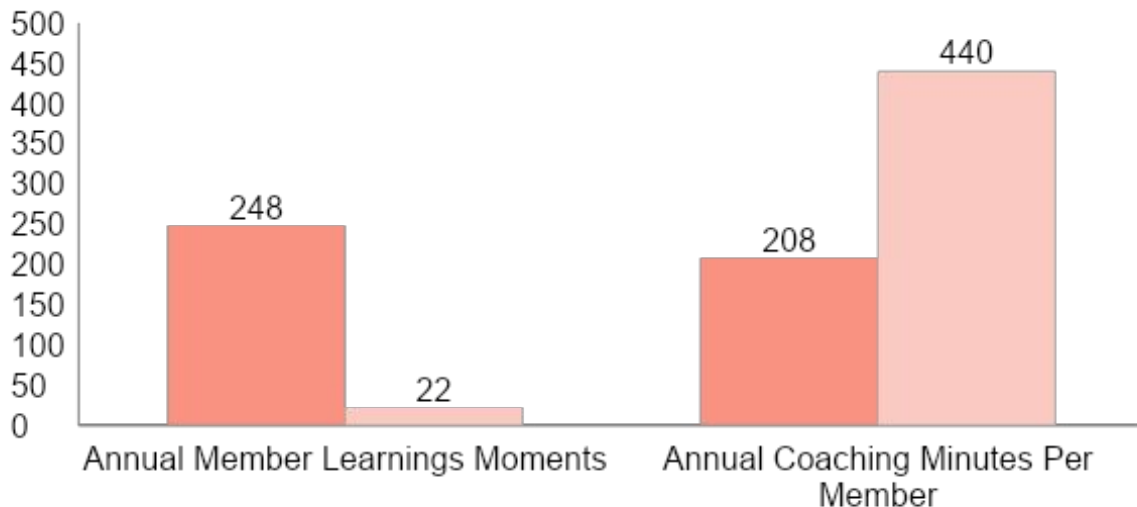
<b>DPRP Standard / Requirement</b>	<b>Standard Criteria</b>	<i>Results Period 1</i>	<i>Results Period 2</i>	<i>Results Period 3</i>	<i>Results Period 4</i>	<i>Results Period 5</i>	<i>Results Period 6</i>
Session Attendance Mos. 1-6 / Retention	60% must attend at least 9 sessions	100%	97.6%	98.7%	98.1%	97.9%	98.1%
Session Attendance Mos. 7-12 / Retention	60% must attend at least 3 sessions	100%	88.1%	92.3%	82.4%	83.0%	88.4%
Documentation of Weight	Logged > 80% sessions	83.7%	67.7%	75.4%	92.0%	91.1%	90.8%
Documentation of Physical Activity	Logged >60% sessions	79.5%	76.6%	80.4%	86.1%	84.6%	88.5%
Weight Loss	Average Weight Loss > 5%	7.4%	6.5%	4.3%	6.1%	5.1%	6.0%
Program Eligibility Requirement	% Eligible via Glucose Test > 35%	44.4%	29.3%	35.9%	58.2%	58.2%	70.2%

# Competitive Differentiation

Better Care and Capturing Larger Population to Drive Scalability Through Augmented AI

AI powered asynchronous coaching leads to lasting behavior change, while maximizing number of members managed at a lower cost.

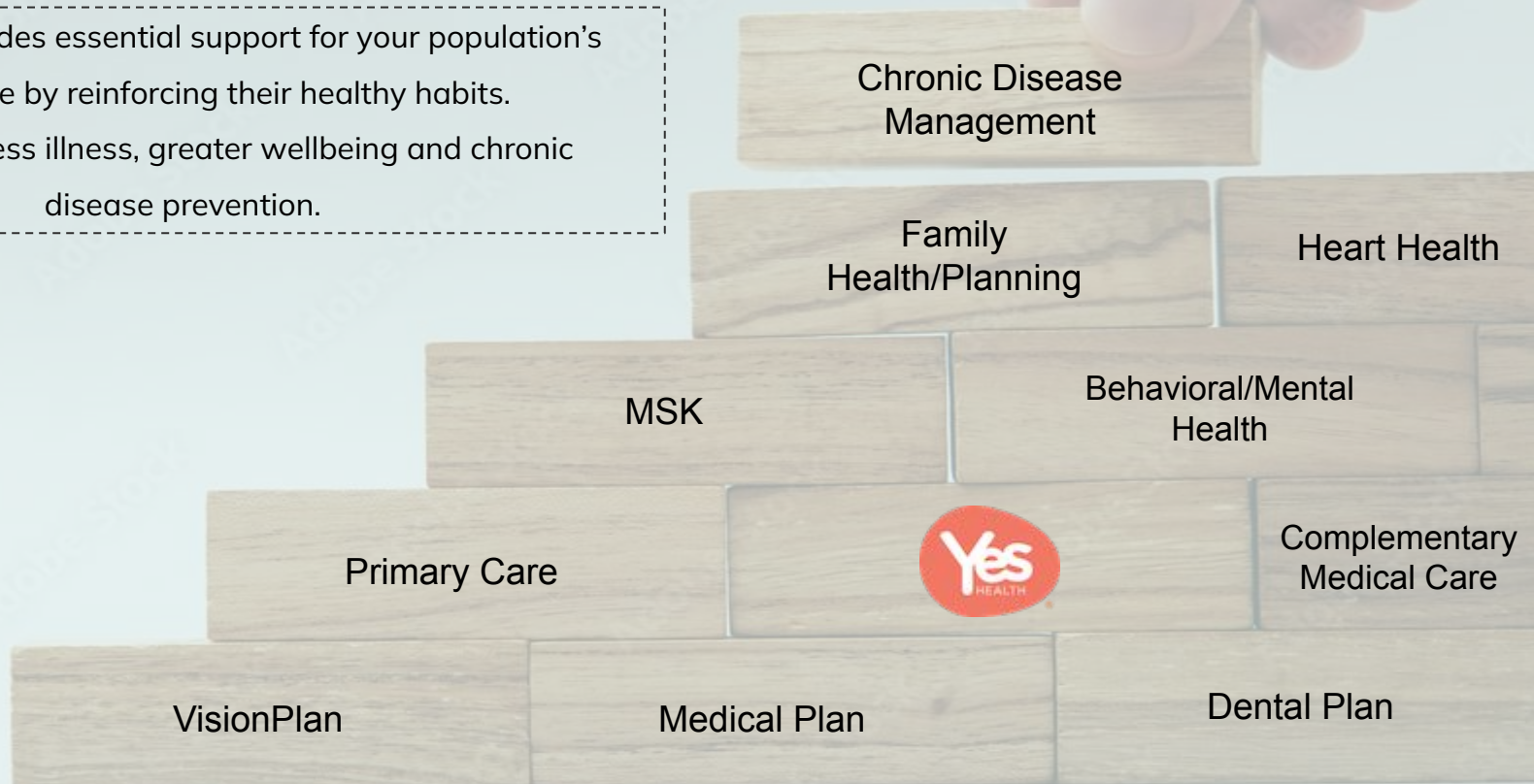
■ YES Health Based Asynchronous ■ Competitors Phone/Video Based Coaching



12x Member Learning Moments at 1/2 the Coaching Time

# The foundation for **Healthy Habits**

Yes Health provides essential support for your population's health care by reinforcing their healthy habits. This leads to less illness, greater wellbeing and chronic disease prevention.




## 10,000 Members

1,500 pre-diabetic females not effectively managing their risk factors.

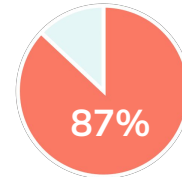
### More Engagement

After exposure to Yes Health,  
**87%** enrolled in + completed the program

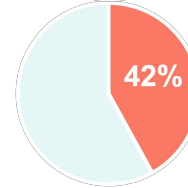
 **42%** lost  $\geq 5\%$  of their body weight,  
reducing their risk for Type 2 Diabetes

Impacting ~6% of their total population

### Better Outcomes



**1,300** completed the  
Yes Health program



**550** lost at least 5%  
of their body weight

Saving an average **first-year** cost  
of Type 2 Diabetes care of

$$550 \times \$2,120^4 = \$1.2M$$

# Competitive Differentiation

Distinctive Features resulting in Higher Engagement and Faster Behavior Change than Competing Solutions

## Feature-rich Application and Services offered to Members

Features	Yes Health	Other Solutions
On-demand Coaching with no appointments needed	Y	
Coaching teams scalable through AI technology	Y	
Team of multi-credentialed health coaches	Y	
No Strict Diets, fitness or wellness protocols	Y	
Digital Progress Tracking	Y	Y
Peer Community	Y	Y
Education/ Curriculum	Y	Y
Connected Devices (Scales and Trackers)	Y	Y



**Thank You**

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