

UtopiaWellCare 

# Improving Employee Wellness

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through registered dietitians skilled  
in Functional Nutrition



# Today's Agenda

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- Who Is Utopia WellCare
- The Utopia WellCare Solution
- How We Help Employees and Their Dependents
- Engagement Tools and Communications
- What Our Patients Are Saying
- The Corporate Wellness World
- How to Get Started



# Who We Are

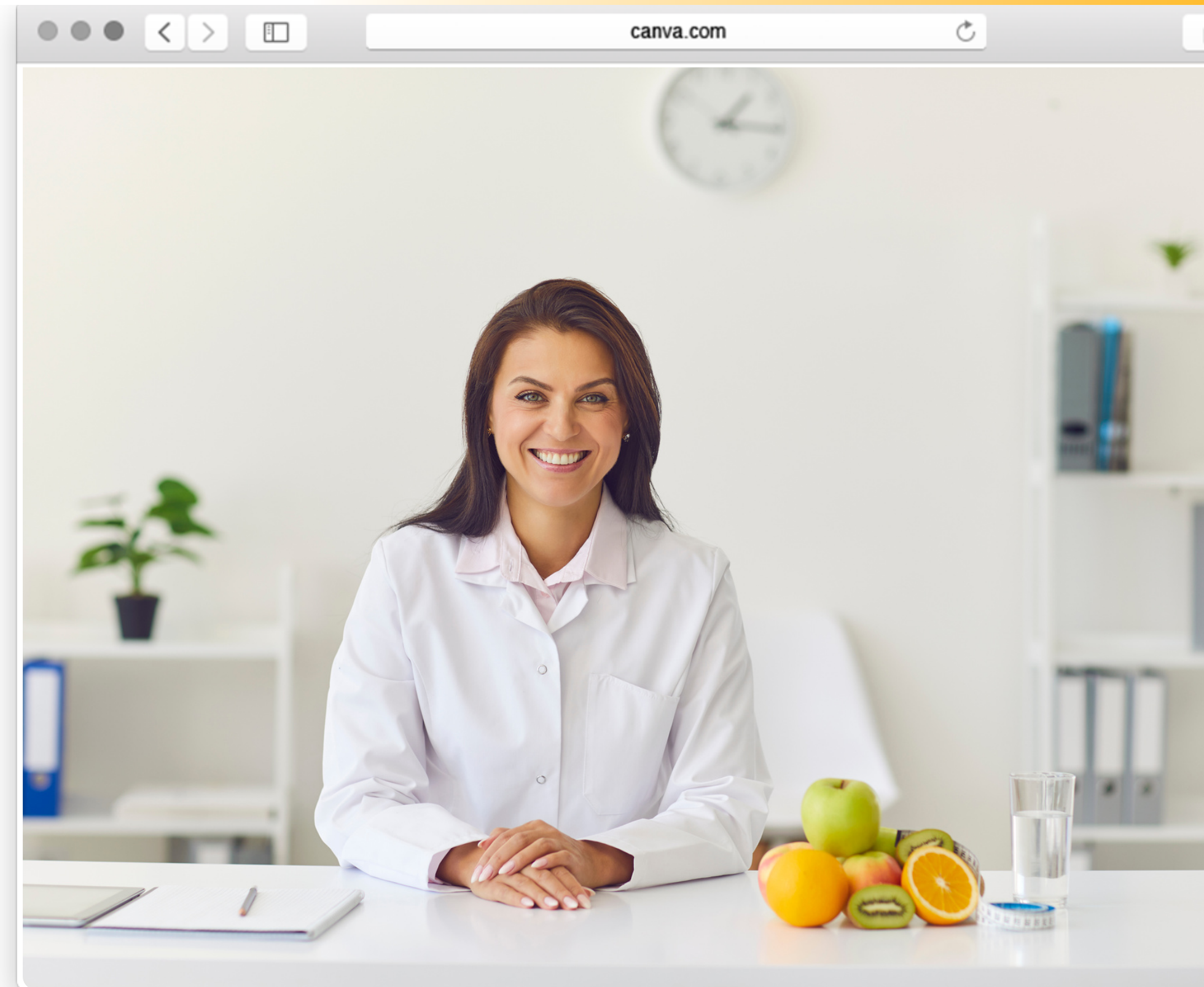




# We Are A Wellness Company

that employers use to  
engage employees in  
preventive care and overall  
wellness counseling.

Enabling life-changing health outcomes  
through registered dietitian counseling



# More Than Just Diet & Nutrition Counseling



Utopia WellCare makes it easy for people to get trusted advice on how to best manage and treat health issues, maximizing benefits already baked into their insurance plan.

- **Turnkey program** for employers and employees
- **Nutritional counseling** with registered dietitians
- **Functional medicine approach** to managing conditions
- **Interactive technologies** that supports behavior change while tracking outcomes
- **No Cost to Employers or Employees**; It's already covered in your benefits plan





# Our Mission Our Model

## OUR MISSION

- Change the way Registered Dietitians are positioned
- Interact with patients before they develop chronic conditions
- Utilize Functional Nutrition to address the whole person and their specific needs

## OUR MODEL

- We provide [One on One Virtual Consultations](#) with Dietitians at no cost to employees or the employer
- Consultations are covered under preventive care
- Capture the complete patient history and health status
- Leverage diet and nutrition counseling to assist with overall health and wellbeing

## HOW WE DO THIS

- Our telehealth technology platform provides data reporting to all stakeholders, RDs, patients, and payers
- We use technology to drive how we help our patients change behaviors



# The Utopia Solution

A collection of fresh fruits including oranges, kiwis, and peaches, with a blue measuring tape coiled around them, set against a blurred background of people.

Why We Are Different





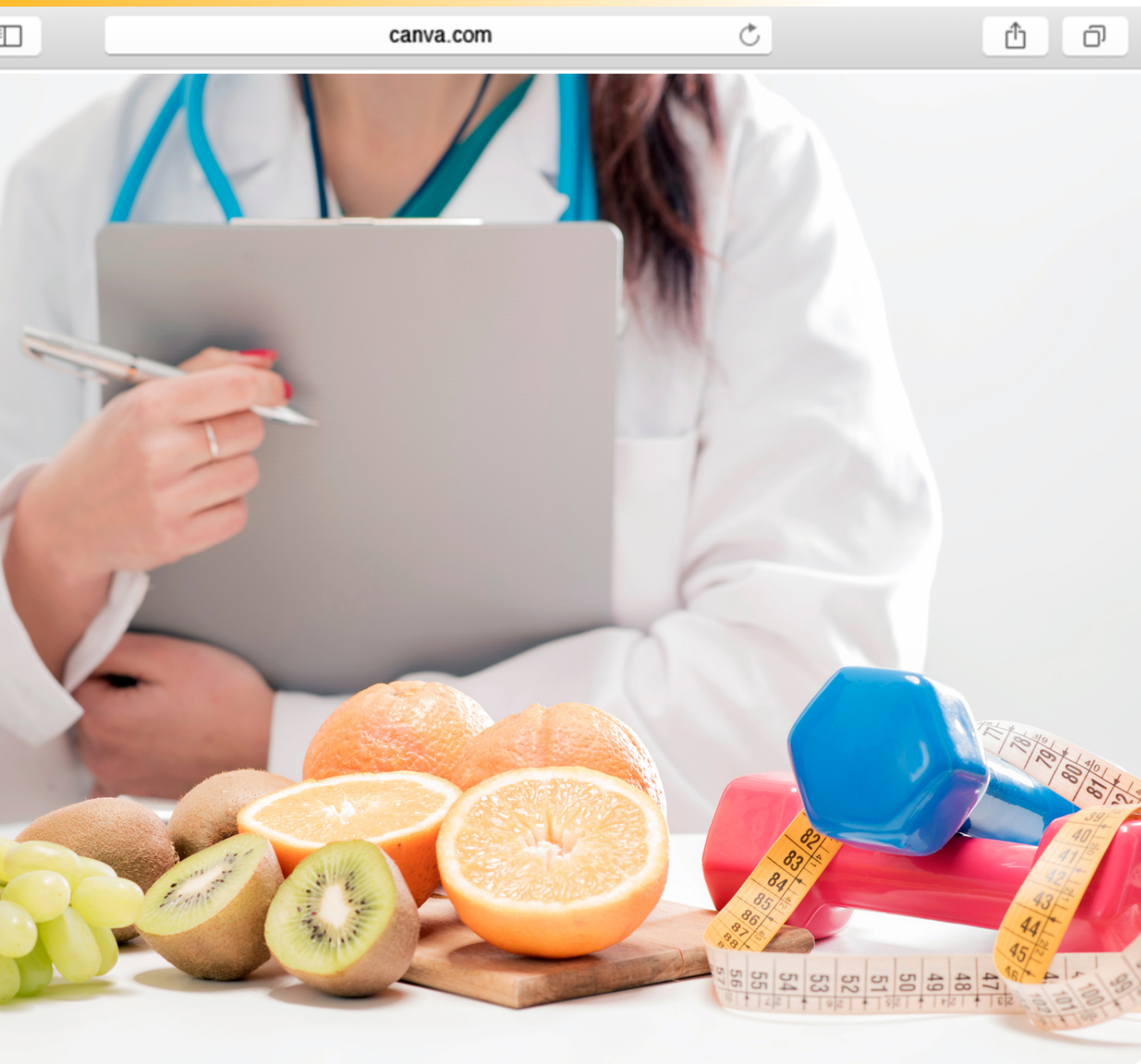
# No Employer Fees

**Our Services Are Baked In To Your Insurance Provider's Plan**

**Maximize Benefits**

Using Utopia WellCare allows your employees to maximize their benefits at no extra cost or co-pay.



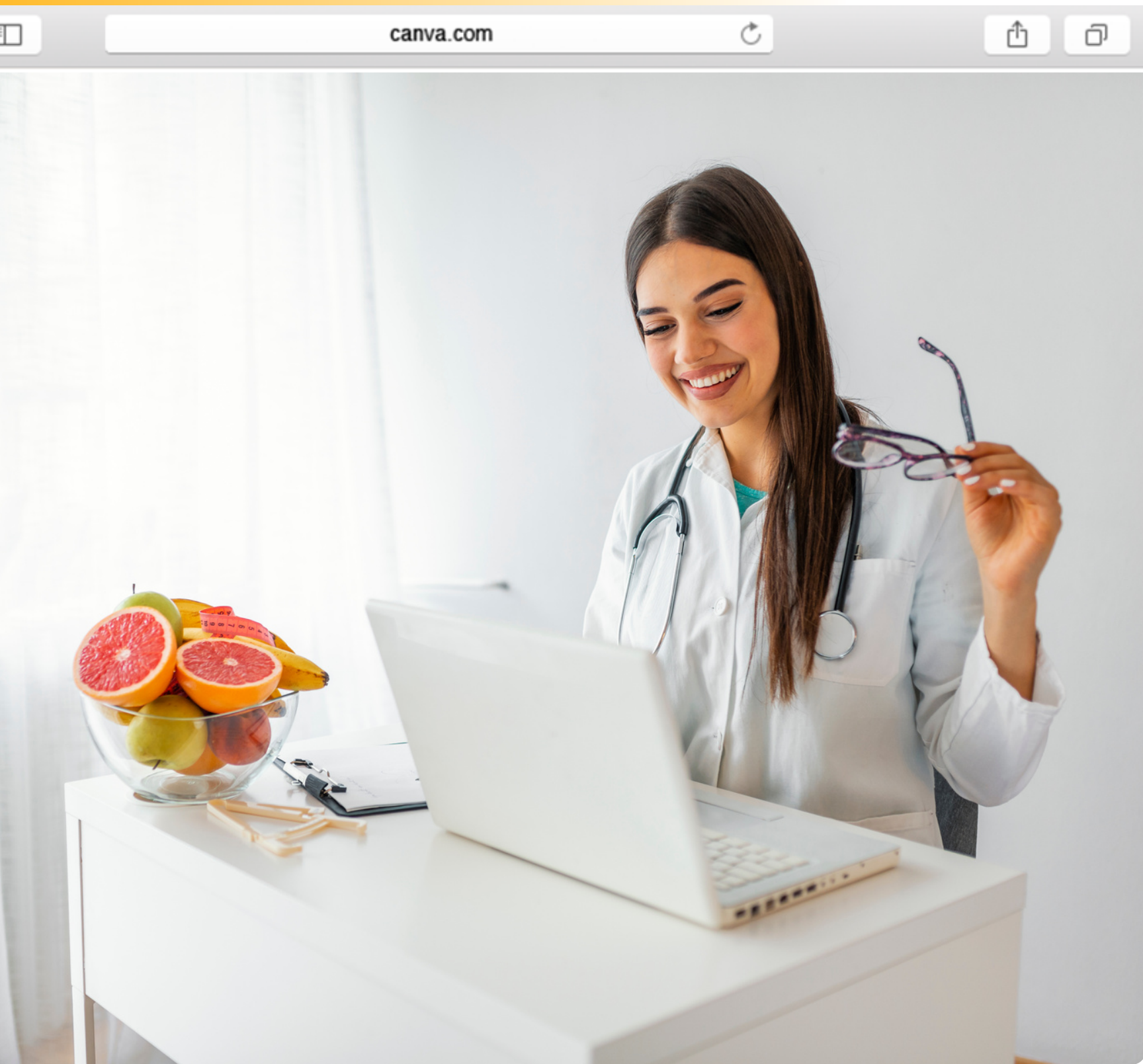


# Free Employee Visits

**Our Services Are Already A Part of  
Your Benefits Package**

**It's Part of  
Preventive Care**

Utopia WellCare is simply a new way to access qualified dietitians via workplace wellness at no cost to the employee or employer.



# Easy to Use

**Our Virtual Visits Allow Employees to Access Care Anywhere, Anytime**

## **Outsource Communication**

An employer can outsource the entire employee communication process through us; rolling out a corporate wellness program can be intimidating and we take on all of the responsibilities.





# How We Help Employees & Their Dependents





# We are the Solution

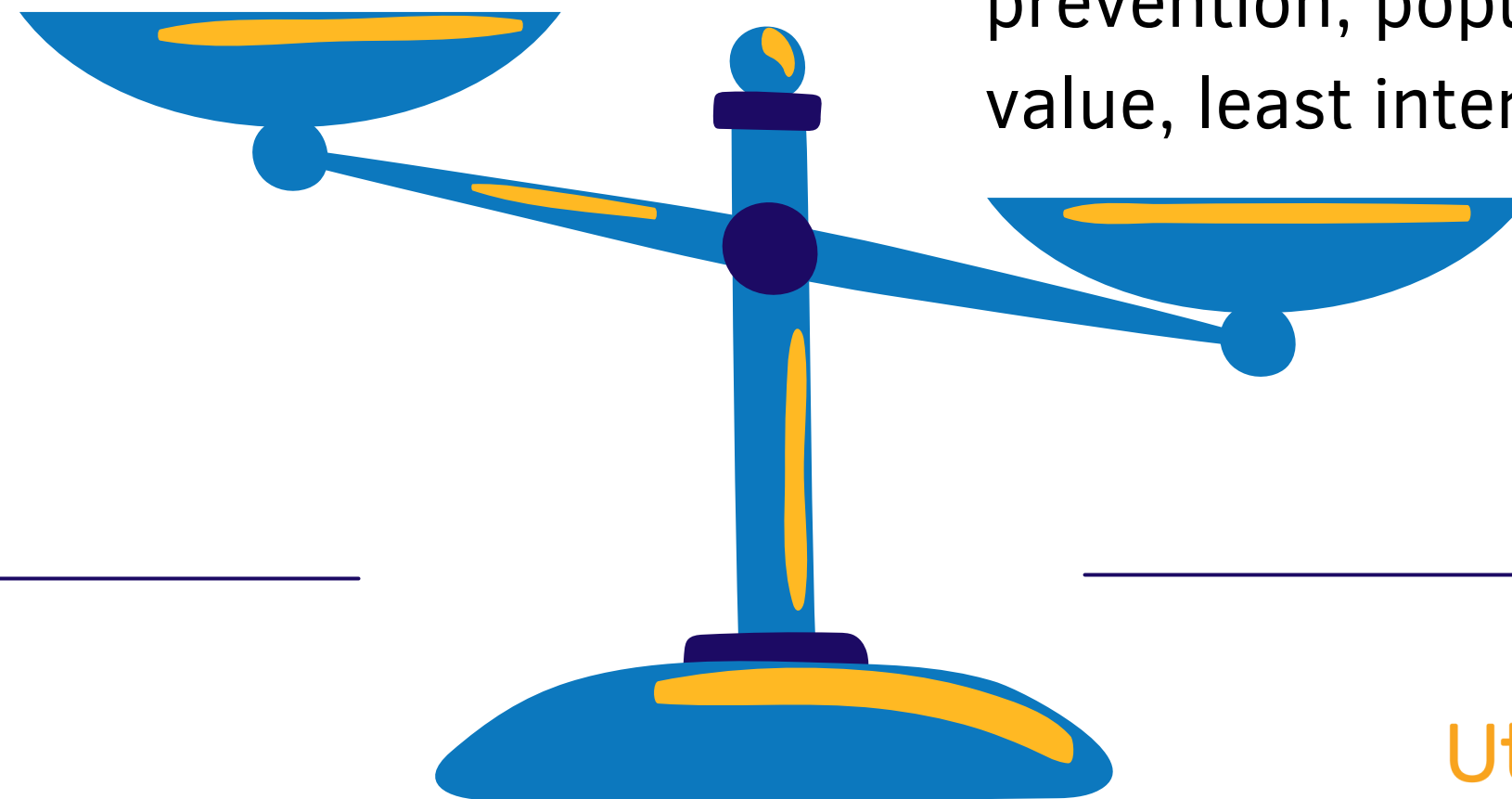
## SHIFTING THE BALANCE IN HEALTHCARE

### Old Paradigm

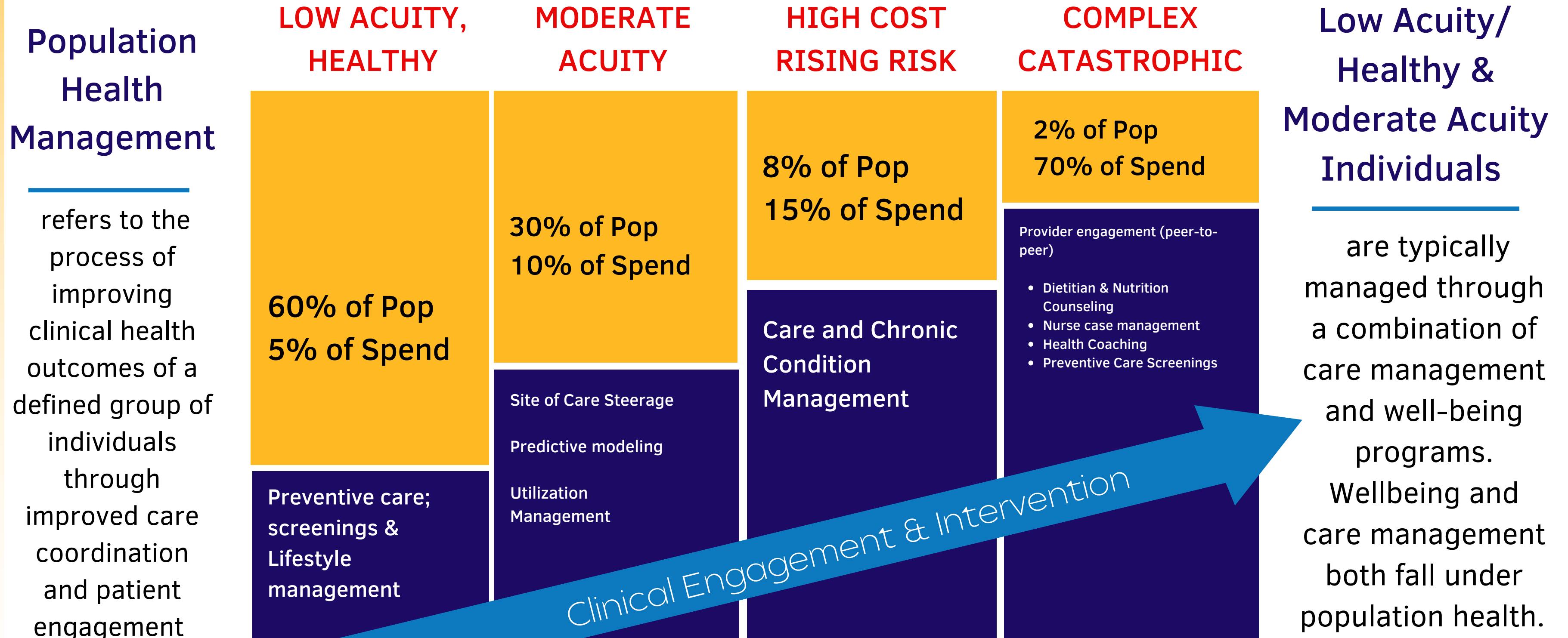
sick care, self directed care , health system and physician centric

### New Paradigm

prevention, population health, pay for value, least intensive appropriate setting



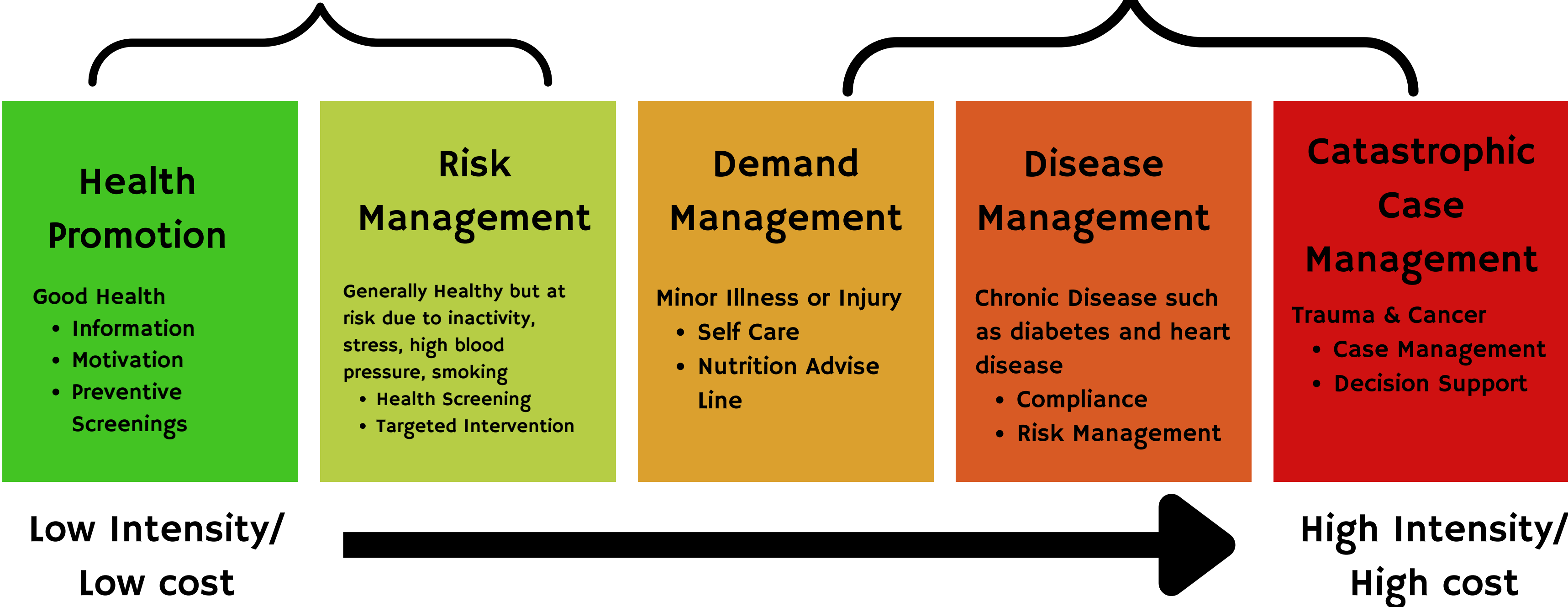
# Spectrum of Population Health



# Utopia WellCare Is Capable of Providing Both

## Wellness

## Care Management







6 IN 10

ADULTS IN THE US HAVE A CHRONIC DISEASE



4 IN 10

ADULTS IN THE US HAVE 2 OR MORE CHRONIC DISEASES

# Common Reasons

## TO BOOK A CONSULTATION

Chronic Health Conditions Such As:

- Mood Regulation
- Stress and Anxiety
- Body Composition
- Cardiac Issues
- Endocrine Imbalances
- Kidney Imbalances
- Cancer
- Autoimmunity
- Food-sensitivity Issues...and more

# COVID-19 Effect

## Worry and stress over the coronavirus

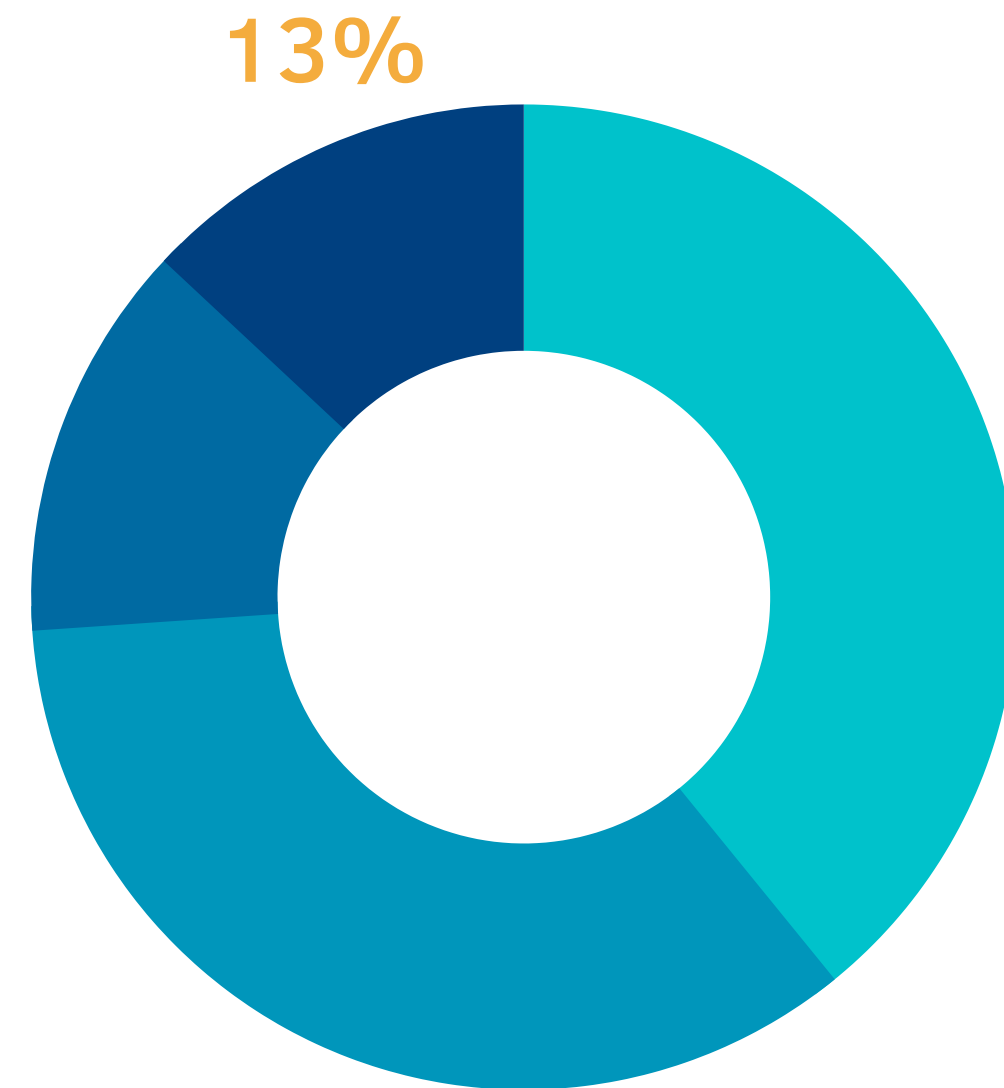
has many adults reporting specific negative impacts on their mental health and well-being. See the stats on the right.

Increase in Alcohol Consumption & Substance Abuse

Worsening Chronic Conditions

Difficulty Eating

Difficulty Sleeping



# IMPACT

## A MULTIFACETED APPROACH

### PHYSICAL

75% OF DOLLARS SPENT IN US IS ON CHRONIC CARE

### EMOTIONAL

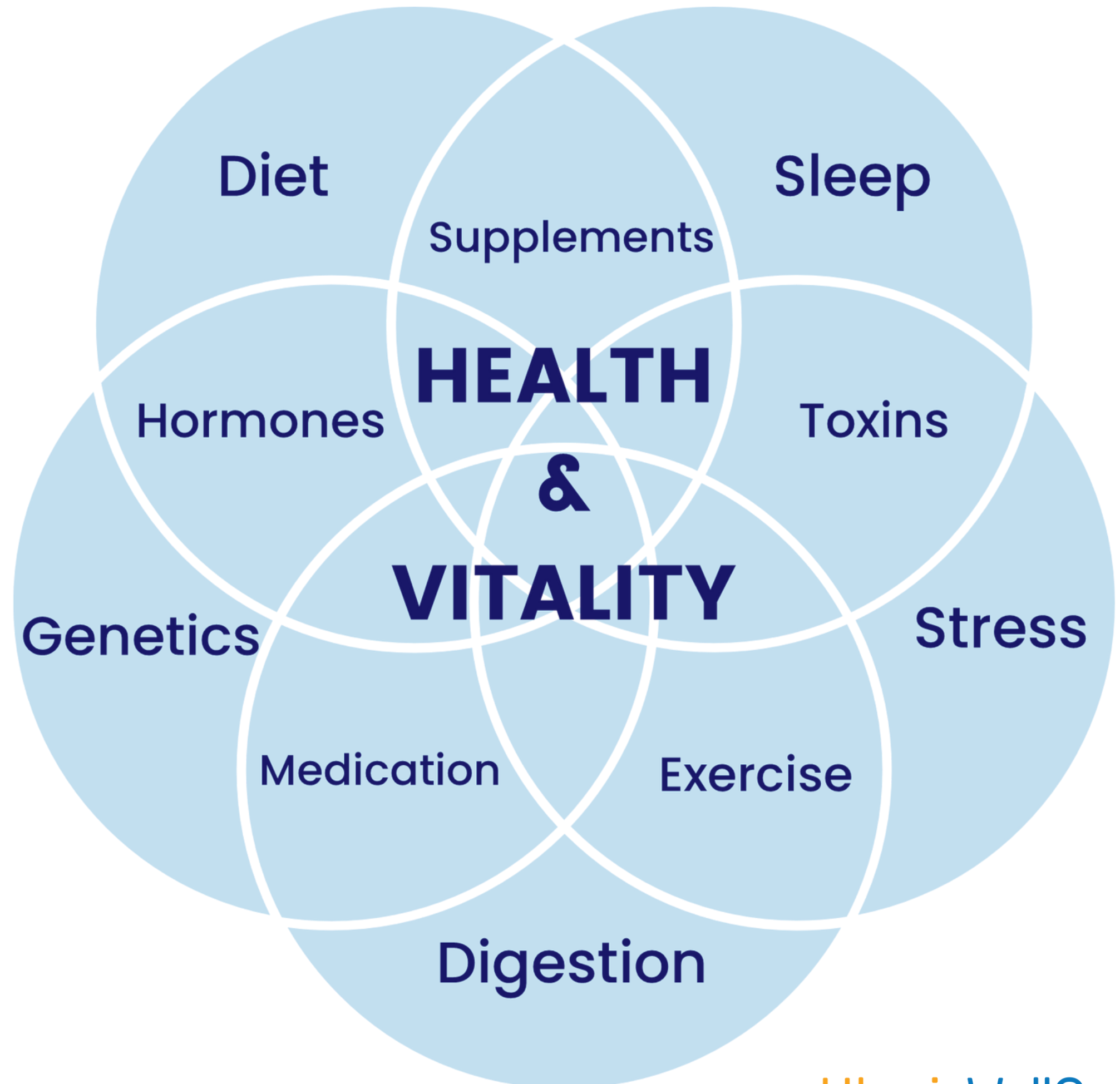
1 IN 5 US ADULTS HAVE A MENTAL ILLNESS, WITH LESS THAN HALF RECEIVING TREATMENT

### FINANCIAL

MONEY, WORK AND THE ECONOMY ARE THE MOST COMMON SOURCES OF STRESS

### SOCIAL

GROUPS OF FRIENDS OUTPERFORM GROUPS OF ACQUAINTANCES IN THE WORKPLACE



# HEALTH IN 6 SESSIONS

## THE METHOD

### ADDRESSING HEALTH IN 6 SESSIONS

- NUTRITION
- SLEEP
- EXERCISE
- STRESS
- BOTANICALS & NUTRACEUTICALS
- MED / LAB REVIEW
- HEALTHY LIFESTYLE MANAGEMENT

### THE BIG PICTURE

THE METHOD IS A 6 SESSION PROGRAM THAT GIVES PATIENTS AND THEIR DIETITIAN THE “BIG PICTURE” SO THEY CAN TAKE THE NECESSARY STEPS TO BUILD BACK OR OPTIMIZE THEIR HEALTH.

## THE INTENSIVE

### INCORPORATES THE METHOD PLUS SO MUCH MORE

- IDEAL FOR PATIENTS IDENTIFIED WITH SIGNIFICANT CHRONIC DISEASE PATTERNS OR RISKS SUCH AS BUT NOT LIMITED TO:
- CARDIOMETABOLIC SYNDROME (DM, HTN, HIGH CHOLESTEROL, OBESITY)
  - AUTOIMMUNITY
  - CANCER

### THE MATRIX MODEL OF CARE

ENCOURAGES OPTIMAL LAB REVIEW & OPTIONAL FUNCTIONAL LAB TESTING FOR AN EVEN DEEPER DIVE INTO PATIENT HISTORY AND SYMPTOMS, ALLOWING FOR A MORE TARGETED APPROACH TO RESOLVING ILLNESS







## Nutrition

- specific for your metabolism
- promotes rapid healing
- feel, look and live better.

## Stress Management and Deep Relaxation

- supports hormonal balance
- often overlooked, but needed for health and for achieving optimal weight, memory and alertness
- maintain your competitive edge.

## Sleep and Balance

- wake up refreshed and energized,
- maximize your ability to achieve your daily and lifelong goals.

## Activity

- boost your performance,
- build muscle, burn fat and
- restore flexibility,
- free up from pain
- restoring youthful energy.

## Supplements / Botanicals

- optimize key nutrients
- enhance faster results and relief
- achieve more in less time.

## Lifestyle & Joy Cultivation

- slow down and even reverse the effects of aging
- focus on what is important in your life.



# WHY FUNCTIONAL NUTRITION WORKS

## Functional nutrition practitioners:

- look closely at interactions among genetic, environmental, and lifestyle factors that can influence long-term health and complex, chronic disease.
- we can identify many of the underlying causes of chronic disease and intervene to remediate the clinical imbalances, even before overt disease is present

## We address core physiological processes that affect the body's ability to function

- Assimilation: digestion, absorption, microbiota/GI, respiration
- Defense and repair: immune, inflammation, infection/microbiota
- Energy: energy regulation, mitochondrial function
- Biotransformation and elimination: toxicity, detoxification
- Transport: cardiovascular and lymphatic systems
- Communication: endocrine, neurotransmitters, immune messengers
- Structural integrity: subcellular membranes to musculoskeletal integrity

**"86% OF HEALTH CARE COSTS IN THE USA ARE DUE TO CHRONIC CONDITIONS."**





# HOW WE ADDRESS CHRONIC DISEASE

## ASSIMILATION

Irritable Bowel Syndrome  
Eczema  
Acne  
Weight Gain...

## DEFENSE & REPAIR

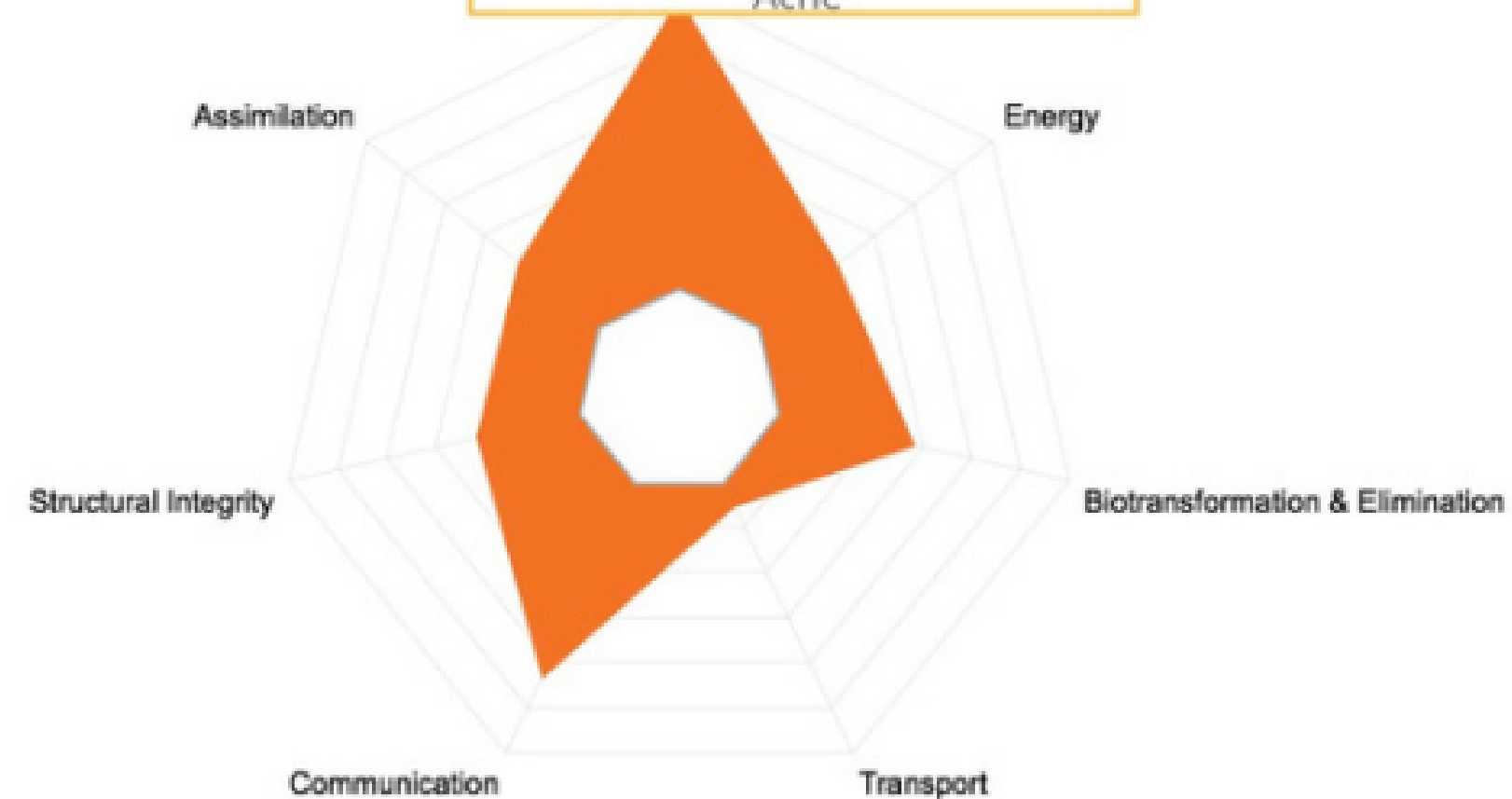
Endometriosis  
Fibrocystic Breasts  
Fibroids  
Ovarian Cysts  
Irritable Bowel Syndrome  
Asthma  
Sinusitis  
Hypothyroidism-Low Thyroid  
Eczema  
Acne

## ENERGY

Hypothyroidism-Low  
Thyroid  
Mood Swings  
Headaches  
Weight Gain...

## STRUCTURAL INTEGRITY

Fibrocystic Breasts  
Fibroids  
Ovarian Cysts  
Asthma  
Headaches...



## BIOTRANSFORMATION & ELIMINATION

Endometriosis  
Fibrocystic Breasts  
Fibroids  
High Blood Fats-  
Cholesterol...

## COMMUNICATION

Endometriosis  
Fibrocystic Breasts  
Fibroids  
Ovarian Cysts  
Irritable Bowel Syndrome  
...

## TRANSPORT

Fatigue  
Fainting  
High Blood Pressure  
Poor Libido-Low Sex  
Drive  
Heart Disease Fhx ...

## OUR MATRIX MODEL OF CARE



UtopiaWellCare 

# Engagement Tools and Communications





# How We Drive Engagement

- Welcome Kits with Merch & Swag
- Newsletters / Seasonal Strategy Guides
- Emails, Memos & Content
- Supplement Dispensary
- Surveys
- Customized Website (for large groups only)
- Group Programs and Challenges
- Utopia WellCare App
- Utopia WellCare Patient Portal
- 1 on 1 Consultations & Personalized Care





# Engagement Tool Kit



## WELCOME KIT

- Water Bottle
- Grocery Shopping Tote
- Stress Ball
- Cool T-Shirt
- Samples: Healthy & Delicious Snacks



## NEWSLETTERS

Quarterly Newsletters in the form of our Seasonal Strategy Guide. Patients can access educational hacks, tools and programs



## EMAILS, MEMOS, CONTENT

Engaging content and email templates with education and announcements that allow Utopia WellCare to do the work for you.



# Engagement Tool Kit



## CUSTOMIZED WEBSITE

For large groups, we can provide customized websites to encourage greater utilization and ease of use within organizations



## Utopia WellCare Analytics

## SURVEYS & ANALYTICS

We utilize post consult surveys to make feedback-based adjustments and improvements. We can provide analytic information for large groups



## SUPPLEMENT DISPENSARY

OPTIONAL - Patients can access cGMP Certified Supplements to get the highest quality supplements at 25% off ALL the time.



# Engagement Tool Kit



## GROUP PROGRAMS

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Groups Programs and Challenges on a variety of different wellness topics to encourage community, motivation, fun and high quality results.



## UTOPIA WELLCARE APP

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We use our Utopia WellCare App to drive continuous engagement and patient support. What happens between visits with the practitioner is often as important as the visit itself



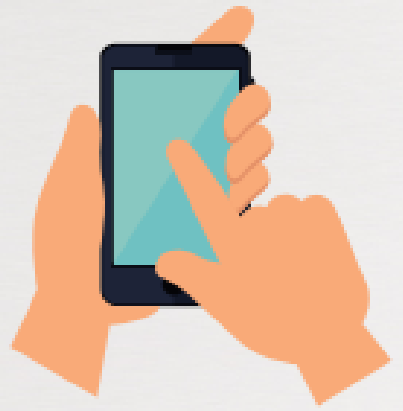
## 1 ON 1 CONSULTATIONS

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Meet with your Dietitian and get space to share your story so we can better learn about you. Get a personalized nutrition and wellness plan to help you meet your goals.



# Patient Engagement BodySite App



# Phone App



A WORLD OF WELLNESS AT YOUR FINGERTIPS

## STEP 01 Improving Adherence

Diets with daily menus and calorie counts: Gluten Free Diets, Paleo Diets, HCG, Lifestyle Diets and so much more.

Workout routines for women and men of all ages and fitness levels: walking, toning, body sculpting, HIIT, women over 40.



## STEP 02 Increasing patient satisfaction

Nutrition and Wellness Plans customized to patient needs and delivered to email and text daily, providing the support, affirmations, recommendations and tips needed to get results.



## STEP 03 Reducing Cost

Our segmented marketing and engagement allows us to capture High-need, High-cost patients to directly address their conditions, getting to the root cause.



## STEP 04 Improving the Quality Care

When patients engage in care decisions, they understand the role they play in the care team and their health, increasing:

- accountability
- self-esteem
- feelings of empowerment
- independence.





# What Our Patients Are Saying





## **Thank you so much, Utopia WellCare!**

**I have had skin issues for the past 4 years and my doctor could not tell me why or how I developed psoriasis. Instead of treating the skin issues with topical and oral medications, I was in need of other options.**

**At my very first appointment with a Functional Medicine dietitian at Utopia WellCare, I learned an incredible amount of information about my condition and how I can manage it and potentially put it into remission.**

**This is my second appointment, and I am happy to report that I have not had a psoriasis flare in one month now.  
Thank you, Utopia WellCare!**

**Patient (6/2/2022)**





**I was at my lowest point five months ago. I was suffering with fatigue and hormonal imbalances.**

**My dietitian at Utopia WellCare opened my eyes to how diet and lifestyle changes can help rebalance my endocrine system. I learned how nutrition plays a huge role and that I my deficiencies needed to be addressed.**

**After working with Utopia WellCare, I was able to get back on my feet and feel back to my old self again. I needed to flood my body with nutrition to help restore my energy and eliminate toxins and excessive hormones.**

**I knew nothing about this! Once I added therapeutic foods into my daily diet, I began to feel better. But, when I began taking pure supplement, along with diet and lifestyle changes, I began to have more energy, feel happier, and SLEEP better.**

**Patient (April 2022)**





**...And Saying**



**Four months ago, I heard about Utopia WellCare through a mutual acquaintance in support group I belong to for ulcerative colitis.**

**I have been in and out of the hospital several times over the past six months, suffering with pain, weight loss, and malnutrition. I finally found hope when I met with my Utopia WellCare dietitian for the first time.**

**She was so positive that she and her team would be able to help me. She gave me hope and explained my condition to me and how successful treatment protocols involving anti-inflammatory diets, nutrition, and stress management are for people with the same condition as me.**

**In this short time, I have lowered the severity of my condition by approximately 50% percent so far, according to my doctor. I anticipate the healing process to continue as long as I continue following protocol the best I can. I am so thankful I found Utopia WellCare and the journey I'm on.**

**Patient (6/2/2022)**







**I approached Utopia WellCare for recipe ideas, because I'm often stuck in a rut. However, I quickly learned that there is more to health than just diet.**

**My dietitian showed me a diagram at my initial consultation appointment, and I began thinking about problems I have that I do not talk about.**

**I felt comfortable opening up and soon realized I need to take better care of myself for not only me, but for my family. My dietitian helped me focus on mental health and clarity.**

**I am so happy I scheduled that first appointment. I am feeling better than I have in years. My husband and kids tell me they have noticed a change in my mood. They told me that I laugh a lot. Thank you, Utopia WellCare! 😊**



# ...And Saying

UtopiaWellCare 







**The struggles I have with managing my type 2 diabetes were undeniable when covid hit. I found myself with uncontrollable blood sugars and excessive weight gain. My family was worried about me. I didn't know how to control my craving. Then, my oldest child was told she had prediabetes. I knew then and there that I need to seek help. My behaviors were affecting my family.**

**When my employer sent out an email informing us that Utopia WellCare provides dietitian counseling and resources that could help me and family, I knew I had to schedule an appointment. My dietitian opened my eyes to the realization that food and food cravings are hormone related and that I need to look at my condition as not ONLY food-related, but as it relates to many different areas of wellness. I did not fully realize this until my consultation.**

**My dietitian helped me and my family make changes to improve our health, significantly. Since I have started making changes, I have lost 12 lbs. My family and I have started taking walks and cooking together. At my first appointment, we were eating fast food up to 5 times a week and now we enjoy following delicious recipes that make us feel good after we eat! This is a great program and I have been telling all of my coworkers to sign up!!!!**

**Thank you Kate.**



**I am so happy and excited to begin working with Utopia WellCare.**

**My friend had the best experience! Her results were remarkable, and her experience was positive.**

**I need to lose 50 pounds to be at a healthy weight and I know that the hands-on approach the dietitians at Utopia WellCare provide, along with tools and applications, will help me succeed.**

**Patient (5/5/2022)**





# The Corporate Wellness World

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# The Problem

## ■ with Wellness Programs

- Company investment
- Management requirements
- Lost messaging
- May not impact large claimants
- No documentation on impact
- Low engagement





# Our Solution

- We are providing cost efficiency by delivering a direct contracting provider system
- Aligning all the stakeholders in a pay for performance model.
  - Patient / Employee
  - Employer
  - Insurance carrier
  - Everyone benefits





## **As An Employer, What Do You Do With All That Information?**

Utopia WellCare is a perfect solution to tackle wellness utilization and make a no risk impact.

### **WHAT TO DO WITH THE DATA?**

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Large employers receive terrific claims and utilization data on their population, but the question is what do you do with all that data?

### **UTOPIA WELLCARE OFFERS A PERFECT SOLUTION**

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Utopia WellCare offers a perfect solution for those employers struggling with spending more on their healthcare plan in the hopes of future cost or risk reduction.

### **CHALLENGE OF COST JUSTIFICATION**

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Many employers face the challenge of trying to cost justify hiring a vendor to tackle a specific area of concern like preventive care impact.

### **WE ARE EMBEDDED IN THE HEALTH PLAN**

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Our no cost program solves that dilemma and because we are imbedded in the health plan all our data is built in to the current carrier or TPA claims. We are not an outside vendor who has to integrate or transfer information or worse- independently report.



# Connect the dots on preventive care data

As a credentialed healthcare provider, Utopia utilization data is built into carrier and TPA claims systems.

This makes it easy to measure and improve participation in preventive care.

Best of all, it requires no third-party investment since Utopia is part of your health plan.



# How Employers Get Started







# Contact Utopia WellCare.

We will onboard your group and confirm your communication timeline.





UtopiaWellCare 

# Communication Timeline

## PRE-LAUNCH WITH HR

- Group Added
- Welcome Call
- Promotional / Welcome Kit
- Member Census Added
- Go Live Campaign Materials Provided



Let Utopia WellCare Manage the Entire Process.

**Provide Your Employee Census List and We do the Rest.**

It's That Easy!



# FIRST 30 DAYS



- Welcome Email
- Email Posters
- Email Flyers



- Orientation Email
- On Site or Virtual Event (optional)
- Welcome Mailer

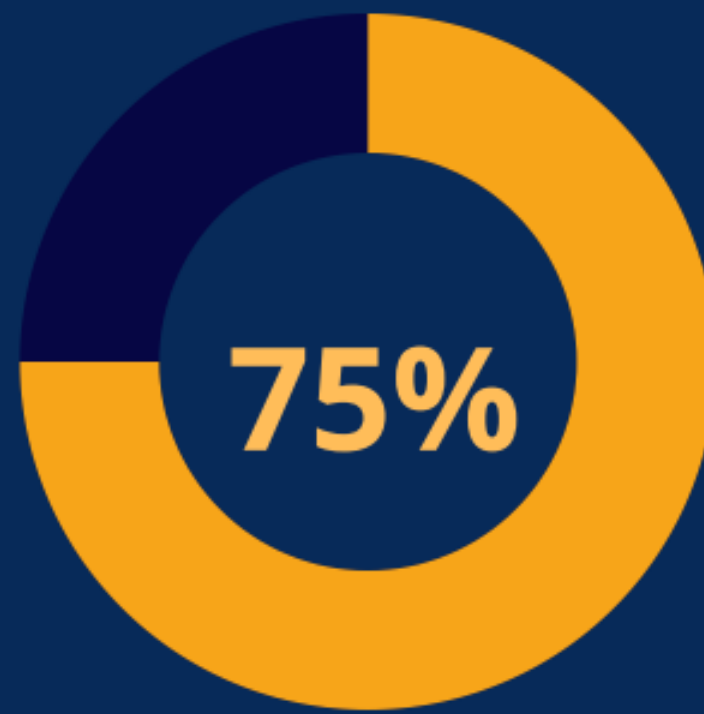


- Benefit Overview Email
- App how to Email
- Quality Survey



# Connect, Engage, Motivate

Our Patient Engagement Portal offers segmented, customizable campaigns providing motivational and engaging health education content that makes learning easy, consistent and actionable.



Analytics provided quarterly

## MONTHLY ENGAGEMENT



- Member Email (Registered Members)
- Seasonal Strategy Guide: quarterly



- Email Reminder (Non-Registered Members)
- Member Email (Registered Members)
- Post Card Mailing



- Refresh Posters / Flyers
- Member Email (Registered Members)
- Quality Survey





# Seasonal Strategy

## Autumn

Preparation,  
Benefit Reminder,  
Preventive Health

## Winter

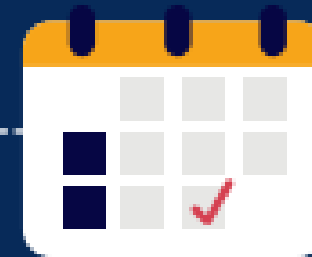
Holidays, Cold  
Flu Season,  
Immunity

## Spring

Preparation  
Optimizing  
Health, Allergy

## Summer

Vacation, Physical  
Activity, Energy &  
Vitality

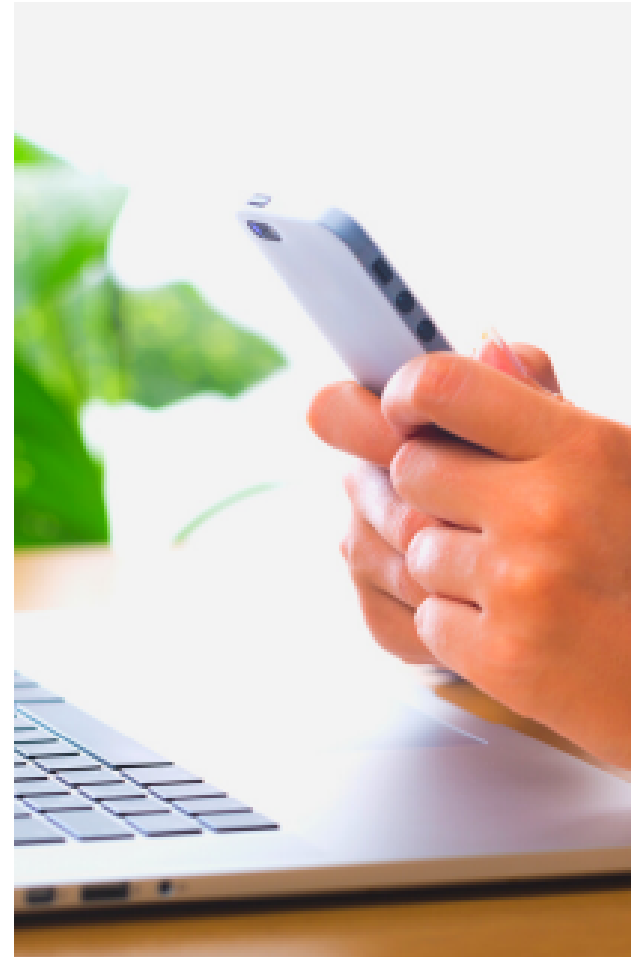
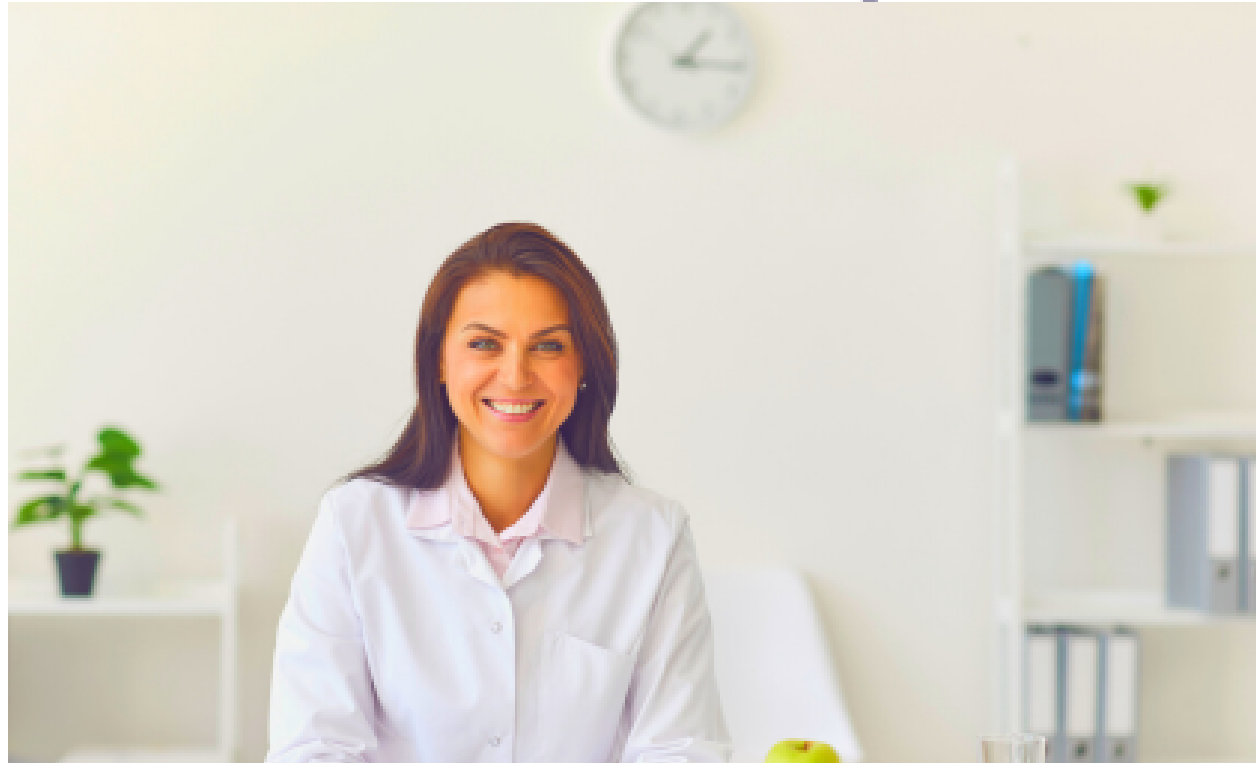


UNDERSTANDING THE HEALTH NEEDS OF EMPLOYEES IS  
UNDERSTANDING THE HEALTH NEEDS OF THE COMPANY.

[www.UtopiaWellCare.com](http://www.UtopiaWellCare.com)



## Launch Explainer Videos



## Videos & Links

### CLICK THE LINKS

Welcome to Utopia WellCare Explainer Video

**Direct Link:** <https://youtu.be/eXoz-maYTbs>

Utopia WellCare For Patients Page Video

**Direct Link:** <https://youtu.be/HqWSeA251CM>

Welcome to Utopia WellCare Video Flyer –  
Talk to a Dietitian Anywhere, Anytime

**Direct Link:** <https://youtu.be/q9LWLUoPh1s>

Utopia WellCare – Thrive with Preventive Care

**Direct Link:** <https://youtu.be/awktRUZyrN4>

Utopia WellCare – Introduction Flyer

**Direct Link:** [https://youtu.be/pe9V\\_NnKSI0](https://youtu.be/pe9V_NnKSI0)

Utopia WellCare – Our Approach

**Direct Link:** <https://youtu.be/rHevAalfKSo>

Utopia WellCare – Process Flow

**Direct Link:** <https://youtu.be/3tB6gApKtNE>

UtopiaWellCare 

**INFORM YOUR  
EMPLOYEES  
WITH VIDEO**

Access Direct links to  
videos that explain  
Utopia WellCare to  
your Employees

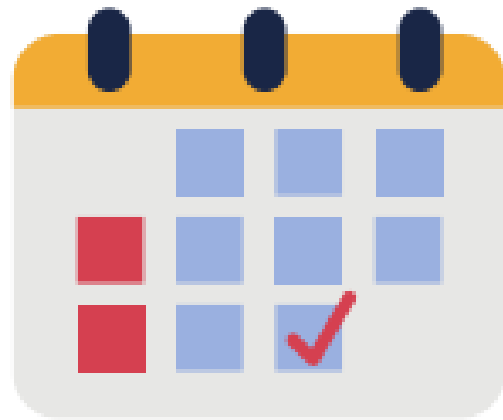


# How Employees Get Started





# Our Process



## Schedule

Employees will schedule their visits at their convenience online



## Consult

Your employees will be virtually connected to one of our qualified registered dietitians to help achieve their goals



## Feel your Best

Your workers can get back to doing what they love. Let our registered dietitians coach your staff to live a healthier lifestyle. Utopia WellCare will take care of the rest & bill the insurance provider





# UtopiaWellCare



## Action Steps to Better Health



### **Book** Your 60 Minute Visit

Learn how we can support you from the smallest to the largest needs.

### **Attend your Initial Comprehensive Assessment**

Share your unique story so our dietitians can understand the root cause of your issues. We Listen and Learn.

### **Get Your Personalized Plan**

Start your 6 Sessions. Work one on one with your Board Certified Dietitian and feel your best you!

### **Engage**

Have fun participating in learning activities that support your wellness process, making health supportive behavior modification effortless and effective

### **Level Up**

Win Points and Perks as you Develop Habits for a Healthy Lifestyle that will serve you for life!



# FREQUENTLY ASKED QUESTIONS

## 1 WHEN DO YOU TAKE APPOINTMENTS?

Our flexible scheduling system, allows you and your practitioner to schedule appointments in accordance with your individualized needs, Monday-Fridays from 7am to 6pm. If you want to meet outside of these hours, please email your provider.

## 2 WHAT SHOULD I BRING TO THE APPOINTMENT?

Have your insurance card handy for verification. Otherwise, nothing is needed at your first appointment. If there is anything you feel is important to relay to your practitioner at your first meeting (example: specific lab results, recent diagnoses, allergies, medications/supplements), having them available can be helpful.

## 3 HOW LONG IS EACH VISIT?

Each visit will typically last one hour. This time will be used to go over questions, concerns, progress, and planning. You will leave your visit with an individualized care plan to keep up the work before your next session.

## 4 CAN MY CHILDREN USE UTOPIA WELLCARE?

Yes! The dependents on your plan can all take advantage of Utopia WellCare. Children also benefit greatly from seeing a dietitian.

## 5 CAN I USE UTOPIA WELLCARE WITHOUT HAVING 1 ON 1 VISITS?

Yes! If you want health tips and guidance without attending your online visit you can download our app for health tips, recipes, and much more!



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**Start Your**  
**Journey Today**





# UtopiaWellCare



**To Learn More  
Contact  
Njeri Jarvis**

**[NJarvis@UtopiaWellCare.com](mailto:NJarvis@UtopiaWellCare.com)**





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Thank You