

UtopiaWellCare 

Improving Employee Wellness

through registered dietitians skilled
in Functional Nutrition



Today's Agenda

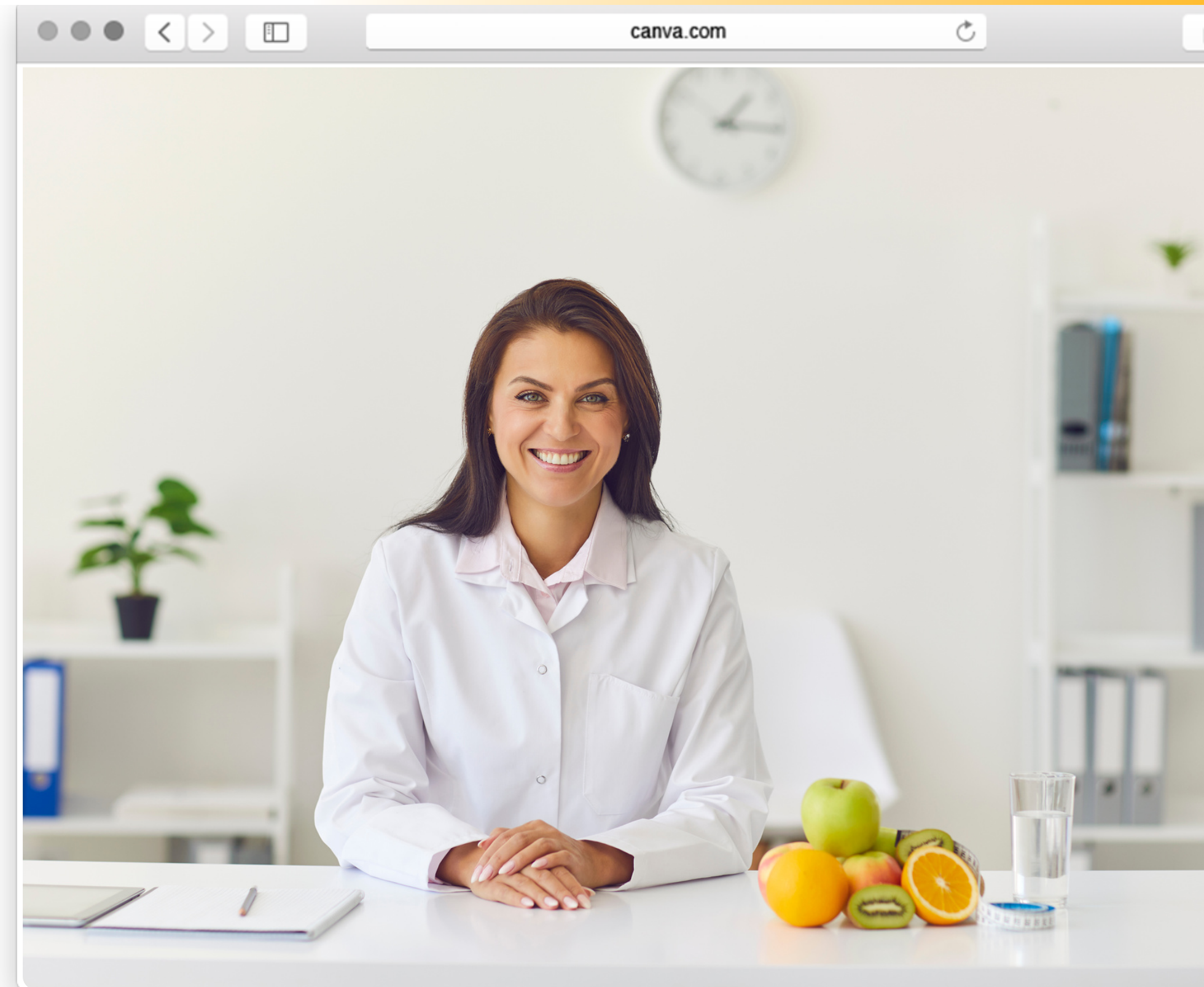


- Who Is Utopia WellCare
- The Utopia WellCare Solution
- How We Help Employees and Their Dependents
- Engagement Tools and Communications
- What Our Patients Are Saying
- The Corporate Wellness World
- How to Get Started

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



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



No Employer Fees

Maximize Benefits: Our Services Are Baked Into Your Insurance Provider's Plan. Using Utopia WellCare allows your employees to maximize their benefits at no extra cost or co-pay.

Free Employee Visits

It's Part of Preventive Care: Our Services Are Already A Part of Your Benefits Package. 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

Outsource Communication: Our Virtual Visits Allow Employees to Access Care Anywhere, Anytime. 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





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

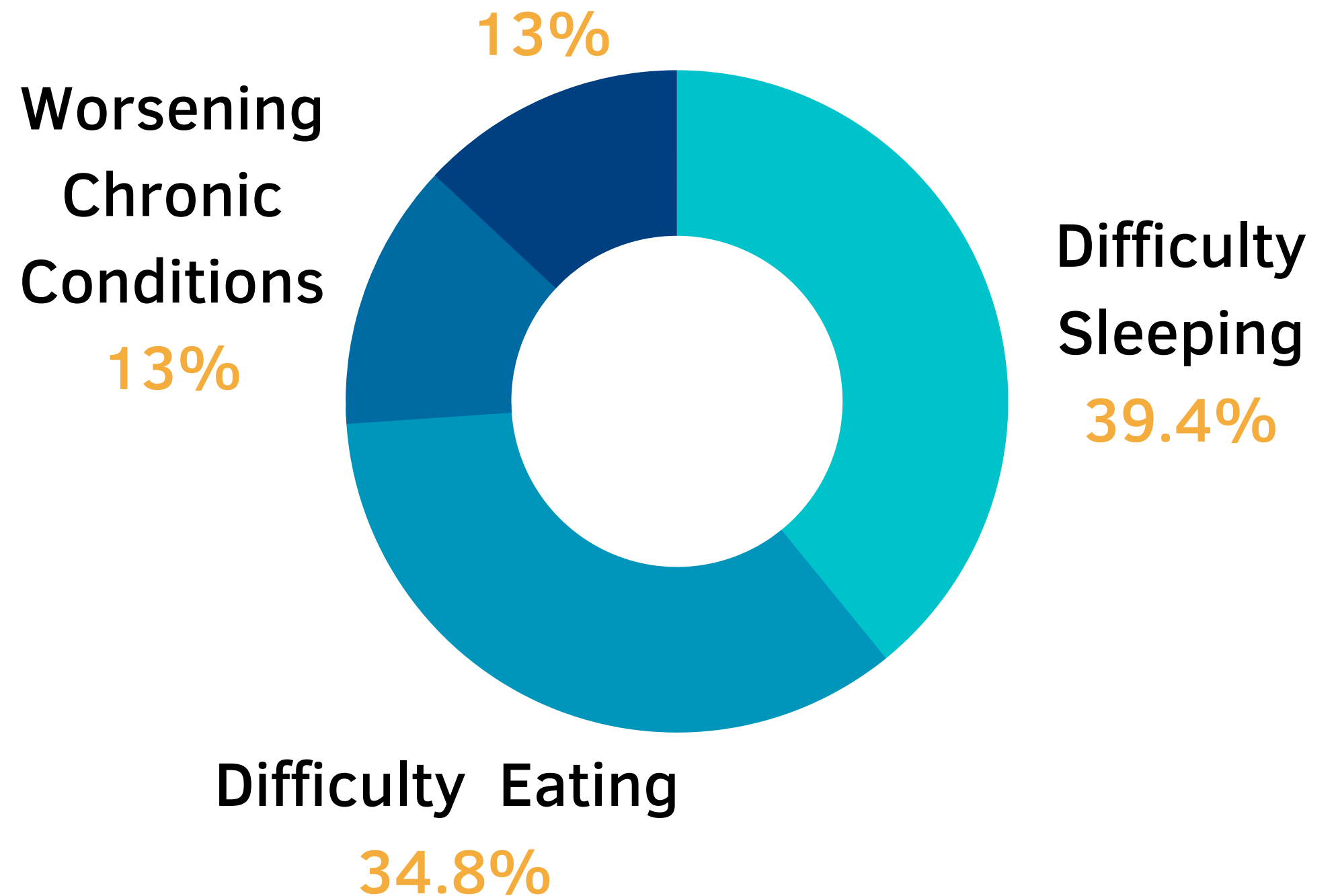
Chronic Health Conditions Such As:

- 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



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



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."



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

CUSTOMIZED WEBSITE

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



NEWSLETTERS

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

GROUP PROGRAMS

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



EMAILS, MEMOS, CONTENT

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

SURVEYS & ANALYTICS

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



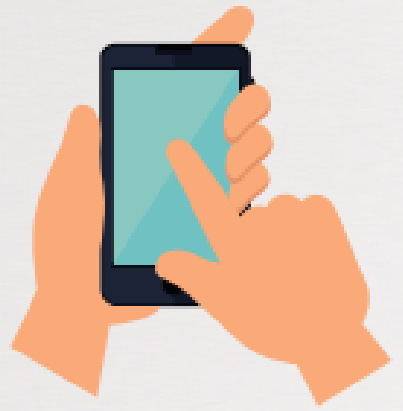
UTOPIA WELLCARE APP

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

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.



The Corporate Wellness World

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





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



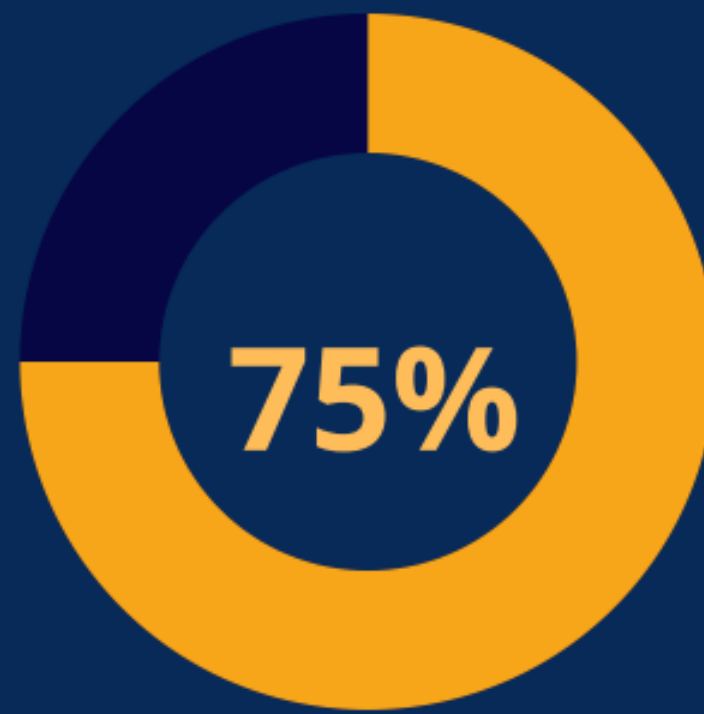
- Orientation Email
- On Site or Virtual Event (optional)
- Welcome Mailer



- 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



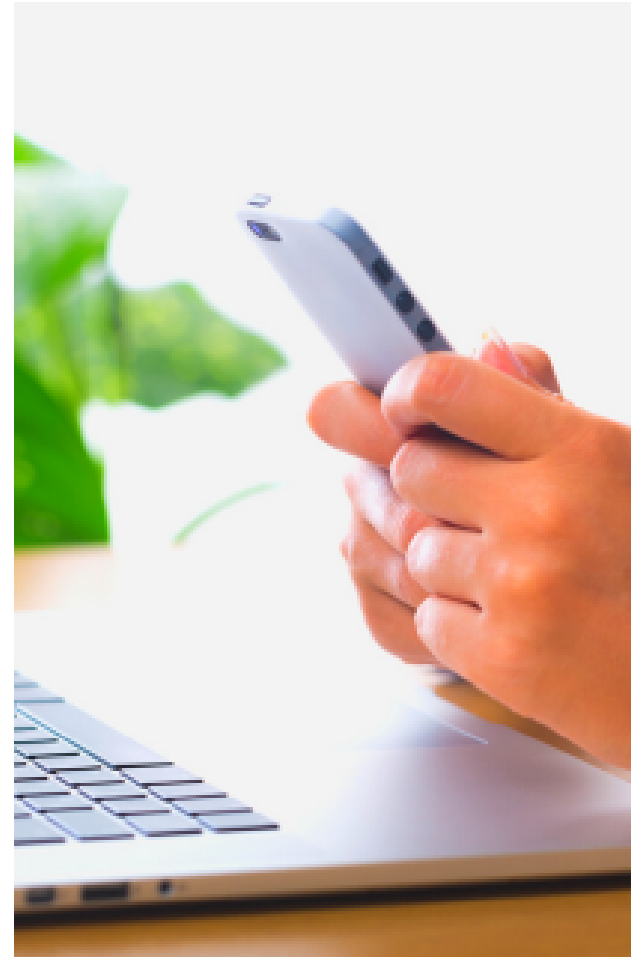
- Email Reminder (Non-Registered Members)
- Member Email (Registered Members)
- Post Card Mailing



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



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

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



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.



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**To Learn More
Contact
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Thank You