

# INTRODUCING Calibrate

## CREATING A WIN-WIN. WHERE EVERYONE LOSES.



### CITATIONS

<sup>1</sup> CDC FastStats: Obesity and Overweight

<sup>2</sup> Cleveland Clinic: Why People Diet, Lose Weight and Gain It All Back, 2019.

<sup>3</sup> Data derived from Truven MarketScan EMR Database via Novo Nordisk Inc. Patients had BMI  $\geq 30$  kg/m<sup>2</sup> on the first instance ("index date") of BMI between January 1, 2012, and June 30, 2014. Adjusted PMPM healthcare cost difference was assessed between baseline and Year 2 of follow-up

In a world where 74% of people are living with overweight or obesity,<sup>1</sup> and 95% of diets fail,<sup>2</sup> we need a new approach. At Calibrate, we're changing the way the world treats weight by helping members win by losing 15% of their body weight on average and improving their metabolic health. We do this through our purpose-built platform that delivers the right obesity medication for the right length of time in combination with an intensive lifestyle intervention program to drive sustainable, cost-effective results.

To combat the growing obesity crisis there is a new solution on the rise. The newest generation of GLP-1 medications, demonstrating ~15% average weight loss in clinical trials, carry pharmacy claims costs expected to dwarf the national diabetes spend over the next 5-10 years. With an indication for long-term use at \$1,400 PPPM, there is an expensive wave of utilization coming for those not planning ahead.

### **Our program is designed *right*.**

Those savvy to the surge in use will score a win by leveraging Calibrate, the leading metabolic health platform wrapping next-generation medications with intensive lifestyle intervention to solve for both outcomes and cost.

As an initial offering direct to consumers, Calibrate is now available as a benefit for your members. The program uniquely catalyzes metabolic health changes through our *right* member, *right* medication, *right* length of time methodology.

### **In our first annual Calibrate Results Report you'll see our outstanding average outcomes including:**

- ▶ 15% average weight loss in 12 months
- ▶ 75% of members with prediabetes return to normal A1c levels after 12 months

### **For your organization, Calibrate delivers a dual benefit—solving for members' metabolic health and your medication costs, offering:**

- ▶ \$19,200 savings per member over the course of the program by optimizing the utilization of GLP-1s—now indicated for 70% of members
- ▶ Reduction in medical claim spend by \$2220+ PPPY<sup>3</sup>
- ▶ Major portion of fees at risk based on the success of our direct to consumer results

Thank you for reviewing our clinically-reviewed inaugural Results Report. [Reach out](#) and let us show you how Calibrate can drive lower costs and better outcomes for you and your members.



# THE FIRST ANNUAL Calibrate RESULTS REPORT

We're thrilled to release Calibrate's inaugural Annual Results Report: our first-ever comprehensive look at population-level data from our members. We followed hundreds of members throughout their One-Year Metabolic Reset over the last 12 months. We looked at their six-month and 12-month progress across key metabolic, clinical, and qualitative outcomes to measure improvements in their weight and overall health as a result of Calibrate.



**JANUARY 2022**



# METHODOLOGY

## INTRODUCTION

Calibrate's First Annual Results Report is the product of an intensive project in partnership with our Clinical Advisory Board to gain a picture of Calibrate outcomes.

One of our core values at Calibrate—a commitment both internally and to our members—is Real Results Matter, and in that spirit we launched this report to set a benchmark for transparency in our data and outcomes for our members. We are committed to releasing this type of data annually and will continuously improve and expand upon evidence, collection, and reporting over time.

## METHODOLOGY

This data is representative of members enrolled in the One-Year Metabolic Reset who have participated in the program for six months and 12 months, respectively, as of October 27, 2021.

All Calibrate members were evaluated for study participation. To be included in the study population as presented here, a member must have started a GLP-1 medication within the first eight weeks of the program (medication adherence was not measured or required throughout). During the year-long program, members do change the specific type of GLP-1 medication to manage side effects, adjust treatment outcomes, or as a result of changing insurance coverage. GLP-1s included Ozempic®, Rybelsus®, Saxenda®, Trulicity®, Victoza®, and Wegovy™, but note that Wegovy only became available to Calibrate members in late June 2021.

Further, we used the following exclusion criteria ("our exclusion criteria"), detailed below: To be included in the six-month study population, you must have completed your comprehensive health intake (Month 0) and your Month 6 medical check-in; and to be included in the twelve-month study population, you must have completed your Comprehensive Health Intake (Month 0), and your Month 12 medical check-in.

For comparison, without our exclusion criteria: weight loss at Month 6 is an average of 11% (n=727) and weight loss at Month 12 is an average of 15% (n=71).

As an additional note, using our exclusion criteria, but excluding members who started on Wegovy after June 2021, average weight loss at Month 6 is 12% (n=362) and average weight loss at Month 12 is 16.5% (n=50).



# METHODOLOGY

## SOURCES

There are two primary data sources for this report:

**1. Structured data:** defined as member-reported medical check-ins and lab-measured data collected at intake (Month 0), Month 6, and Month 12. Note at Month 12, members exiting the program repeat labs that were abnormal on intake; members continuing to Calibrate Masters repeat all labs. Medical check-in completion rate is as follows: Month 6 (n=629) and Month 12 (n=93). Labs are only required at intake and Month 12.

At intake we require:

- ▶ Kidney function test (Cr/GFR) taken within the past 12 months
- ▶ Hemoglobin A1c (HbA1c) or (3) fasting glucose test taken within the past six months or
- ▶ Thyroid stimulating hormone (TSH) test taken within the past six months

Additionally, we review the following optional panels, which lead to varying N's in each lab metric's population.

- ▶ Lipid panel (to evaluate cholesterol)
- ▶ High sensitivity C-reactive protein test (Hs-CRP, to evaluate inflammation)

This results in a cohort of members at Month 6 (n=453) and at Month 12 (n=86).

Weight data is measured either via a Calibrate-provided smart scale or manually entered by members into the Calibrate app. We use a confirmed weight reading from the beginning of the Calibrate program (defined as the first coaching appointment) as the starting weight. The Month 6 and Month 12 weights are defined as the most recent weight reading within a window of 4 weeks prior to 2 weeks after the 26-week and 52-week milestone respectively. A starting and ending weight was required for inclusion in our average body weight loss measurement, resulting in a cohort of for weight at Month 6 (n=442) and Month 12 (n=81).

**2. Qualitative survey:** a ten-minute online survey conducted via SurveyMonkey about member experiences with Calibrate, we surveyed the same cohort of members whose data is reflected in the structured data at Month 6 (n=444) and at Month 12 (n=83). Discrepancies from structured data cohorts reflect email opt-outs and deliverability status. Total respondents for the qualitative survey n=194—a 40% response rate.

**As of January 2022, Calibrate has more than 15,000 members enrolled in the One-Year Metabolic Reset.** Calibrate is committed to bringing the latest research-based metabolic science to our members and continuing to follow the latest developments in research and clinical studies. As new, highly-effective GLP-1 medications and GLP-1 combination treatments come to market and we iterate our program, we expect our outcomes to continue to improve and are committed to sharing those results.



# GLOSSARY

## ABOUT CALIBRATE

Traditional weight loss programs don't work because they don't address the underlying biology that leads to weight gain. Calibrate’s modern, medical approach combines doctor-prescribed GLP-1 medication, 1:1 video coaching, and a comprehensive curriculum—all tailored to your biology, your goals, and your life for at least 10% sustained weight loss and metabolic health. And it works—the following pages in the report demonstrate how and why.

## WE PROVIDE CONTINUOUS CARE THROUGHOUT THE ENTIRE WEIGHT LOSS JOURNEY

### LEARNING

- **45-minute doctor visit:** Doctor reviews lab work, consults with member, confirms eligibility and prescribes medication, if appropriate
- **First coaching session:** Accountability coach guides the member through the program fundamentals and setting goals
- **Metabolic Jumpstart:** Member begins to retrain their metabolic system

### PRACTICING

- **Incorporate new routines:** Member sets and tracks goals for food, sleep, exercise, and emotional health
- **Practice:** Member begins to feel more confident and sets new goals
- **Medication check-in:** Doctor confirms that member is not experiencing side effects and adhering to medication guidance

### SETTING

- **New set point:** Member reaches weight loss goal
- **Habit formation:** Member develops a toolkit to consistently incorporate new routines into their day-to-day

### SUSTAINING

- **Back on track:** Member learns new techniques to recover after falling into a rut
- **Guided tapering:** After sustaining results for six months, doctor guides member off of medication
- **Sustain:** Member continues to practice new habits and sustains results without medication

## GLOSSARY

**GLP1-S:** The doctor-prescribed medications that work the best to lower your set point are called glucagon-like peptide-1 receptor agonists (GLP-1s). GLP-1s are powerful, naturally-occurring hormones in the body made by our gut that send signals to our brain to improve metabolic function and regulate appetite and digestion to feel fuller longer and maximize nutrient absorption. The GLP-1 medications that Calibrate doctors prescribe work on the same receptors as the natural GLP-1 hormones to regulate the body’s set point and influence blood sugar response and insulin.

**INTENSIVE BEHAVIORAL THERAPY (IBT) AND INTENSIVE LIFESTYLE INTERVENTION (ILI):** are used as treatments for obesity and other chronic conditions such as diabetes, often utilizing coaching and group sessions. While the designations are different, both approaches focus on changes to nutrition, environment, activity levels, and employ other behavioral therapies. Calibrate uses a combination of doctor-prescribed GLP-1 medications and a proprietary, evidence-based ILI curriculum paired with accountability coaching to lead members through incremental habit change in food, sleep, exercise, and emotional health in our comprehensive, 52-week program.

**ONE-YEAR METABOLIC RESET:** Calibrate’s first product, the One-Year Metabolic Reset, brings decades of clinical research directly to consumers through a virtual program combining doctor-prescribed medication with intensive lifestyle intervention. The 52-week structured program includes biweekly 1:1 video coaching and curriculum that spans classes, recipes, workouts, and more. A purpose-built app enables daily tracking of food, energy level, weight, and biweekly goals and helps members interact with their Coaching and Medical teams, while a members’ group and events calendar create additional opportunities to tap into the Calibrate community.

**SET POINT:** Studies show each of us has a biological “set point,” which is the weight our bodies fight to maintain—whether or not that weight is actually healthy for us. Your set point is determined by the interaction of your biology, genetics, and environment, and it is regulated closely by your brain. Your system is so committed to keeping you at what it perceives to be your “target” weight that if you reduce the amount you eat for a sustained amount of time, your body will go into starvation mode, and it will do everything in its power to defend your set point.



# REAL RESULTS MATTER.

At Calibrate, we know that sustained weight loss can only be achieved by improving metabolic health to lower the body's set point—the weight each body is programmed to maintain. Drawing on decades of clinical research, Calibrate developed a first-of-its-kind, real-world, comprehensive program. **But what matters most is that, whereas 95% of diets fail—Calibrate actually works.** Our members' individual stories and successes are unique to them, but there's strength in numbers. **And we're the only program to show real, collective results so members know what they can expect with Calibrate.**

**In this report, you'll find results spanning the following categories:**

- ▶ **WEIGHT LOSS:** evidence of sustained results, defined as maintaining weight loss goals at one year.
- ▶ **BEHAVIOR CHANGE:** improvements in food, sleep, exercise, and emotional health habits.
- ▶ **METABOLIC MARKERS:** hemoglobin A1C levels returning to normal and reduction in waist circumference.
- ▶ **QUALITY OF LIFE:** boosts to confidence, outlook, and engagement.



Calibrate  
member,  
**Monica**



Calibrate  
member,  
**Vicki**



Calibrate  
member,  
**Dara**



# IT'S ABOUT MORE THAN % LOST.



Weight loss successes, and therefore many weight loss plans, are often based on a goal weight or number of pounds lost, rather than an evidence-based, holistic approach that addresses biology in a way that will actually lead to improved health and sustainable results. **At Calibrate, we focus on % of overall body weight, not pounds, because percent lost is backed by research as being realistic, sustainable, and impactful. Members' new weight relative to their starting weight is what will move the needle on their overall metabolic health.** Said another way: one person's before could be another's after.

This report shows that Calibrate is not only effective at helping our members to attain significant and sustained weight loss, but also to achieve improved metabolic health, which we track by measuring changes to other health conditions and key metabolic markers such as HbA1C levels, waist circumference, LDL cholesterol, inflammation, and more.



## WEIGHT LOSS AT 1 YEAR

**15%**  
AVG WEIGHT LOST

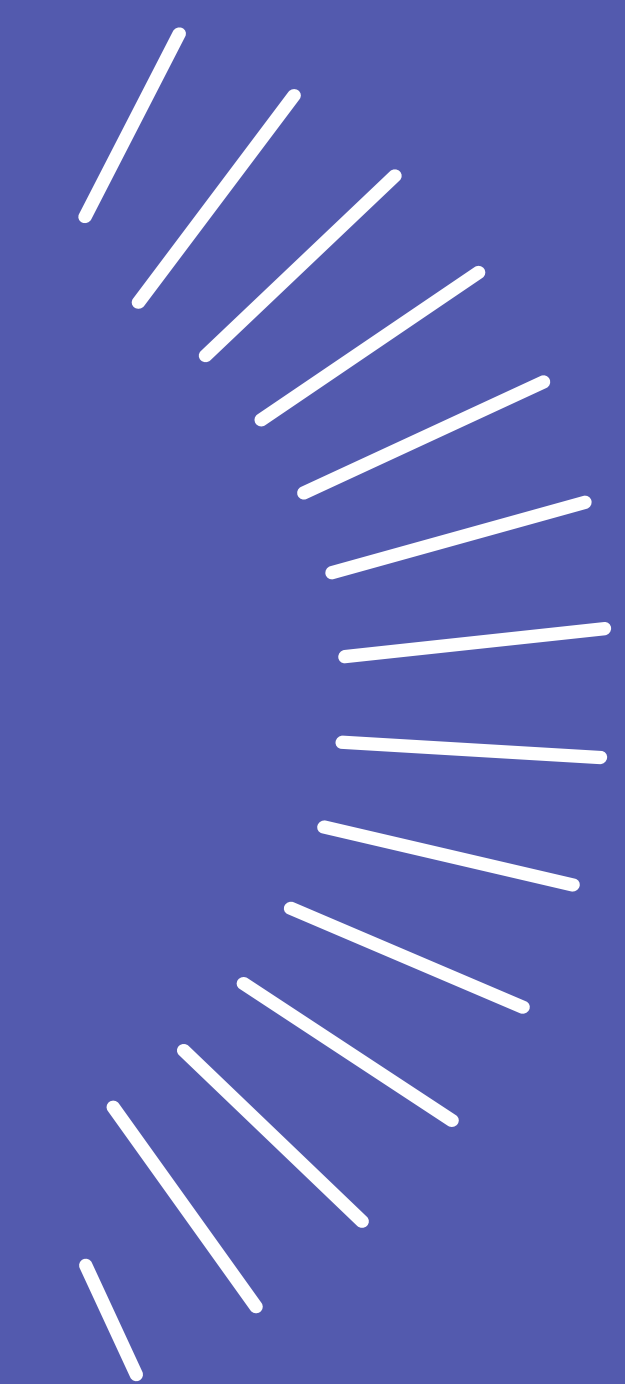
**WHAT IT MEANS:** Clinically significant weight loss (at least 10% of your body weight) has been shown to improve metabolic health conditions such as high blood pressure, high cholesterol, and diabetes. Plus, it's actually sustainable.

**-6.4 INCHES**  
IN WAIST CIRCUMFERENCE  
REDUCTION

**WHAT IT MEANS:** Not all fat tissue (adipose) is the same, and the fat in our abdomen is the kind that's most closely linked to health problems. In fact, when you lose 10% of your body weight, you're losing 30%—nearly a third—of your abdominal fat, which is very impactful for overall health.



IT'S ABOUT  
MORE  
THAN %  
LOST.



METABOLIC MARKERS: A1C, INFLAMMATION, INSULIN AT 1 YEAR

75%

OF MEMBERS WITH PRE-DIABETES RETURNED TO NORMAL HBA1C LEVELS

**WHAT IT MEANS:** Measuring Hemoglobin A1C levels using a simple blood test identifies diabetes and pre-diabetes. In the blood test, HbA1C levels represent average blood sugar over time, as measured in percentages. Returning to normal HbA1C levels signals improvement in blood sugar control which not only reflects resolution of diabetes, but reduces risk for other health conditions as well.

76%

HAD IMPROVEMENTS IN INFLAMMATION

**WHAT IT MEANS:** High sensitivity C-reactive protein (Hs-CRP) is a biomarker that, when elevated, broadly signals inflammation in the body. Inflammation can come from a variety of sources ranging from conditions such as infections, rheumatologic disorders, and obesity to environmental factors such as sleep, stress, and foods. Reduced inflammation means lower risk for diseases such as heart disease, diabetes, and cancer, as well as improvements to mood and immune function.

68%

HAD REDUCTIONS IN FASTING INSULIN

**WHAT IT MEANS:** Insulin is a hormone that helps glucose (blood sugar) enter cells to be used for energy. It also prompts your liver to store glucose and signals your body to create new fat and stop fat breakdown. Elevated fasting insulin is associated with type 2 diabetes and represents a disruption to metabolic health. Returning insulin to normal levels means the body is responding to healthier inputs to support weight loss and metabolic health.

METABOLIC MARKERS: LIPID PROFILE AT 1 YEAR

67%

SHOWED IMPROVEMENT IN LDL CHOLESTEROL

**WHAT IT MEANS:** LDL cholesterol is so-called “bad cholesterol.” It can build up within the walls of your blood vessels and, over time in some people, lead to cardiovascular disease (heart disease or stroke). Just how much your cholesterol contributes to developing heart disease depends on your comprehensive health history. As part of your overall metabolic health picture, an improvement in LDL cholesterol indicates a reduced risk of cardiovascular disease.

71%

HAD IMPROVEMENTS IN TRIGLYCERIDES

**WHAT IT MEANS:** Triglycerides are fats that you eat that are carried in the blood and either used as energy or stored. Elevated triglycerides can build up in vessel walls and contribute to heart disease. Calibrate doctors monitor triglycerides as part of your overall lipid profile. Alongside LDL cholesterol, a reduction signals improvement in cardiometabolic risk factors.



# RESULTS MEMBERS FEEL.

**IMPROVING METABOLIC HEALTH**—the way your system responds to your environment—is necessary to meaningfully change how your body holds onto excess weight. That’s why a comprehensive curriculum that helps change the way members eat, sleep, move, and feel is core to Calibrate.

**THIS ISN’T ABOUT HOW MEMBERS LOOK,** but about the results Calibrate helps members feel. How do we quantify a feeling? As part of supporting members in their progress, we collect information at various milestones during the program. Members rate how they’re doing across a number of categories, and we compare results over time.

**At Month 12, we saw meaningful improvements reported by members across a range of categories reflective of metabolic health.**



83%

reported **improved**  
food habits



66%

reported **sleeping**  
more



88%

reported **improved**  
energy



73%

reported **improved**  
emotional health



CALIBRATE  
IS MORE  
EFFECTIVE  
THAN OTHER  
PROGRAMS.

At both Month 6 and Month 12, our members agree that Calibrate is effective and delivers results.



93%

Of members reported that **Calibrate is more effective than other programs they've tried.**



91%

Of members agree that **Calibrate was successful in helping them achieve weight loss results that last.**



91%

Of members are **happy with the results they achieved on Calibrate.**



Calibrate member, **Dan**



AND MORE  
EFFECTIVE  
THAN  
MEDICATION  
ALONE.

Calibrate  
member,  
**Ali**



While any doctor can prescribe medication, most providers don't have the resources to provide the kind of integrated care and lifestyle changes needed to sustain lasting results (e.g., IBT and ILI alongside remote monitoring with connected devices). **The comprehensive program and support that Calibrate offers increases the likelihood of achieving sustainable results and better outcomes than medication alone.** What's more, obtaining medication coverage for GLP-1s can be a difficult and time-intensive process. Calibrate's proprietary insurance navigation tools enable access to the most affordable medication for individuals as well as their employer-sponsored insurance plans via co-pays and costs paid, respectively.

**AMONG OUR MEMBERS:**



agree that Calibrate doctors helped them find the **right prescription, dosage, and minimize side effects.**



agree their Calibrate coach helped them implement goals to **achieve greater results than medication alone.**



agree that Calibrate made it easy for them **to get prescriptions covered by their insurance.**



# CALIBRATE IS SUSTAINABLE.

74% of Americans are living with overweight and obesity, and 80% of people who lose weight are likely to regain it within two years. With each program comes a new set of rules and often restrictive plans that require constant and rigid adherence, which have been shown to be unsustainable for people to maintain long term. **At Calibrate, we give members the tools to achieve and sustain metabolic health in the life they're already living.** Our comprehensive curriculum and 1:1 real-time, video accountability coaching provides members with the tools and support to create a new and sustainable day-to-day that they can take with them long after Calibrate—so their results can last.



of members agree  
**Calibrate's lifestyle changes are sustainable.**



of members agree  
**Calibrate's lifestyle tweaks felt gradual and easy to integrate into their routine.**



of members **did not** feel Calibrate was **restrictive** and difficult to maintain.

Calibrate member, **Gina**

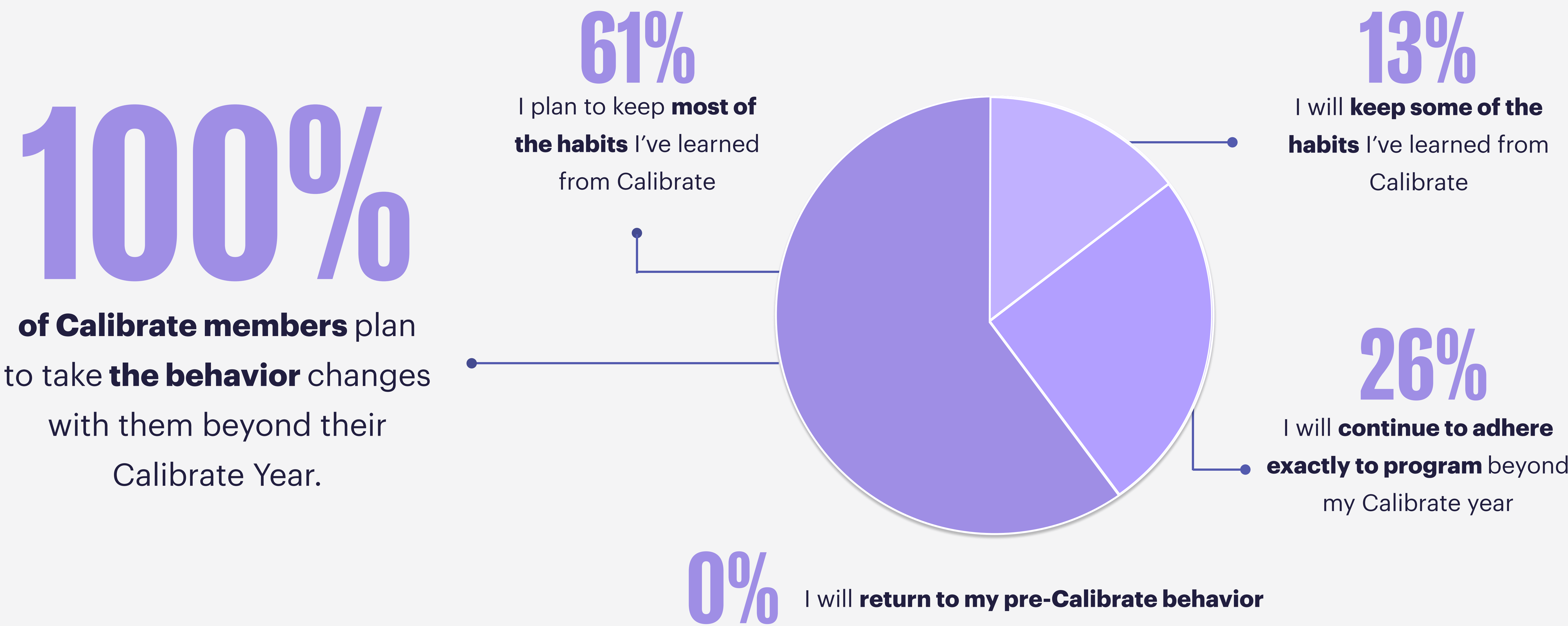




CALIBRATE HELPS  
MEMBERS ACHIEVE  
RESULTS THAT  
CAN'T BE  
MEASURED.

What successes beyond the scale did Calibrate offer you?

INCREASED CONFIDENCE	86%   Clothing/jewelry/shoes fitting better	74%   Feeling more confident in my skin	
MORE ENERGY	46%   Feeling ready to take on new challenges	45%   Engaging in activities I used to avoid	
	21%   Feeling more productive at work	35%   Doing something I previously felt was out of reach	
IMPROVED MEDICAL OUTCOMES	27%   Less pain	14%   Reducing or ceasing other medications	10%   Avoiding surgery





CALIBRATE HELPS  
MEMBERS ACHIEVE  
RESULTS THAT  
**CAN'T BE  
MEASURED.**



**“LESS STRESS  
and more sleep”**



**“ABILITY TO ACCEPT  
(some) compliments”**



**“MORE COMFORTABLE  
in airplane seats”**



I feel more confident when I interact with others. **As I've lost weight I dress differently, I move differently and that makes me feel better about how others see me.** I feel so much better physically and that impacts my mood and ultimately my productivity.



Having sustained energy throughout a shift has been wonderful, especially when I need to sit in front of a computer. **I used to struggle with keeping my eyes open at the end of a shift but now I still feel energized enough to take the eight flights of stairs at the end of my work day to my car.**



I work in a very social setting and **Calibrate helped me gain back a positive self image** and project confidence when speaking with customers.