



PRICING PROPOSAL

PREPARED FOR:

Sourcewell

newtopia

Newtopia is a tech-enabled habit change provider focused on disease prevention and reducing the cost of care. As a provider of whole person care, we prevent, reverse, and slow the progression of chronic disease while enriching mental health, resilience, and overall human performance. Newtopia's programs leverage genetic, social, and behavioral insights to create individualized prevention programs with a focus on type 2 diabetes, heart disease, stroke, and weight. With a person-centered approach that combines virtual care, digital tools, connected devices and actionable data science, Newtopia delivers sustainable clinical and financial outcomes.

Solution For Sourcewell

Newtopia will provide digital health coaching and disease prevention services to Sourcewell approved entities .

How it Works

One size does not fit all when it comes to changing habits and improving overall health. We take an individualized whole-person approach that combines the best of human intervention and digital technology.

Participants are personality matched with a health coach (Inspirator) through a proprietary algorithm and then engage in one-on-one coaching to develop and maintain better nutrition, exercise, and behavioral well-being habits. In our next generation app, participants will see their real time Habit Change Index, our proprietary algorithm that measures all daily micro activities and data collected from remote patient monitoring devices that influence outcomes.

Stratifying Your Population

Newtopia first understands the client's broader benefit strategy and determines how best to intervene. Then Newtopia stratifies the population through existing biometric screening data, claims data, or an online risk screener. Based on the strategy and risk factors, Newtopia focuses on the appropriate risk reduction.

The Participant Habit Change Experience

Before we begin, we take time to learn about each of our participants. Participant’s experiences are tailored to their health risks, genetics, medical history, motivation, social determinants of health, personal preferences and goals. Virtual one-on-one coaching by a personality matched Inspirator provides accountability, while long-term engagement is supported by digital tools such as connected devices and interactive apps. Participants keep track of their goals, achievements and have access to a library of pre-recorded videos and educational tools in the app. For sustainable and meaningful outcomes, we need to change habits. We are integrating our propriety Habit Change Index algorithm to track and measure improvements into our next-generation platform.

Newtopia’s approach combines social, behavioral, and genetic information to activate habit changes that last a lifetime. The Newtopia experience includes the following elements:

- ▶ **Personal Profile** gathers information about individual’s personality type, level of motivation, eating habits, activity level, and social determinants of health
- ▶ **Welcome Kit** includes an e-scale, activity tracker, access to the Newtopia app, a genetic test (optional), and other program tools
- ▶ **PROMIS® survey** measures mood, anxiety, stress, sleep, and energy and results are used to personalize participant experience and impact mental health
- ▶ **Genetic testing** for hyper-personalizing lifestyle recommendations around overeating, macronutrient break down, type of exercises, and resiliency to stress based on individual’s genes
- ▶ We pair participants with their **Inspirator** through a proprietary personality matching algorithm; our Inspirator to participant synchronization rate is 99%, meaning that fewer than 1% of participants request a new match
- ▶ **Personalized program** to build and develop habits across nutrition, exercise, and behavioral well-being to improve mental health, resilience, and overall human performance
- ▶ **Newtopia app** for all program progress updates and resources to support the participant journey with gamification, video lessons, goals, trend tracking, and more
- ▶ Personalized **weekly goals** to develop sustainable habit changes
- ▶ Supportive **online social community**
- ▶ Ongoing white glove, **concierge service** to optimize the participant experience



Solution Impact

In 2020, throughout the COVID-19 pandemic, 77% of all of participants lost weight, with 33% losing at least 5%. In addition, 22% of obese participants dropped a full BMI risk category to overweight (BMI<30). These results are even more compelling considering many people's lifestyle changed and recorded weight gains during this time. An Aetna-sponsored randomized control trial (RCT) published in the Journal of Occupational and Environmental Medicine proved that Newtopia participants lost an average of 10 pounds (a 4.3% body weight reduction) after 12 months. It resulted in \$1,464 in paid medical cost savings per participant within the first year—an in-year pay back for employers.

Implementation

Implementation typically takes 60-90 days, depending on the complexity of the project. A kick-off meeting and periodic status meetings happen to keep the project on track. Each implementation has five major project phases:

- Discovery/key decisions
- File set-up/testing
- Communication strategy/delivery
- Product configuration/testing
- Launch/participant outreach

Newtopia project managers manage each of these phases with clear communication and specific timeframes outlined in an overall project plan.

Performance-Based Pricing

Newtopia's pricing structure is engagement and outcomes-based, and there is no per employee per month fees. We share the risk-reward model of results. Newtopia's prices are at the participant level (i.e., once a participant signs up) and are based upon monthly program engagement and delivered outcomes. Participant engagement is measured monthly and is defined as completing any one of the following:

- At least one coaching/care specialist session
- 12 days of activity tracking
- 12 Newtopia app logins
- 8 days of weight tracking

Fee Schedule

Welcome Kit	\$150
Includes:	
Genetic test, analysis and return shipping to lab	
Waist measuring tape	
Smart scale	
Activity tracker (additional \$50 if required)	
Per Engaged Participant Monthly Fee	\$62.50 Year 1
Includes access to:	\$55 Year 2
Dashboard	
Activity Challenges	
Personality Matched Inspirator	
Mobile App	
Standard Implementation: Included	

Success Fee

At the end of 12 months, a \$150 per participant fee is billed for all participants that have reached a > 5% bodyweight reduction.

- Assumes a minimum of 100 enrolled participants.
- Standard client metric reports are provided.
- Custom data requests, APIs, or integrations requiring development work would need to be mutually agreed upon, scoped and price accordingly

Administrative Fee for Sourcewell

- Newtopia is willing to pay a 10% administrative fee to Sourcewell on all revenues with the exception of welcome kit cost/fees.

** Additional discounted pricing and/or performance guarantees are available for strategic large-scale opportunities*

Participation and ROI Analysis

The following assumptions are included in our pricing proposal for :

Population Eligible for Newtopia:	60%
Participants to Enroll in Newtopia	5%-10%
Enrolled Participants Welcome Kits	100%
Participants Needing Activity Tracker	30%
Likelihood to Bill Monthly:	70%
Likelihood to Bill Outcome Success Fee	25%
Savings per Participant: (RCT)	\$1,464

*Analysis based on "Reducing Metabolic Syndrome Risk Using a Personalized Wellness Program" a randomized controlled trial performed in collaboration with Aetna and published in the Journal of Occupational and Environmental Medicine



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