

## Fact Sheet about Products and Services

### Medforma

Medforma helps businesses reduce health care costs and improve employee health through exclusively licensed Internet-based behavior change programs developed by Stanford University. 30,000 employees and dependents have benefited from earlier versions of our tools and we have shown definitive four year improvement data in key health risks.

Medforma provides value for employers of all sizes, but can be particularly beneficial for small and mid-sized businesses that have few affordable options to reduce rapidly increasing health care costs.

Medforma provides a new generation of wellness service that is an, engaging, low risk, high reward, behavior-changing product that is easy to implement and fun to use.

### Wellness and the Small/Medium Business

At the heart of substantive health care reform lie two priorities: broader access to health education and care and deeper engagement in prevention by consumers. We know nearly 80 percent of diseases are preventable, which has brought tremendous pressure to alter the focus from treating disease to preventing disease. Medforma fills a critical gap between the inadequate systems of public health education and primary care.

Medforma has provided products and services to corporate clients since 2001. Recent market forces and health reform initiatives have placed a spotlight on wellness and prevention which are raising awareness and interest of companies of all sizes and specialties to require employee participation in health behavior change programs that reduce costs and improve productivity. However, it is extremely difficult for Small/Medium Businesses (SMB), which employ more than 50 percent of the American workforce, to find easy access to credible, proven and affordable health education and behavior change programs because they have typically been developed around the needs and affordability of large companies.

Medforma's expertise in corporate wellness and low overhead business model delivers a comprehensive and affordable suite of engaging self-service products and employee health behavior change solutions to companies of all sizes.

Based on its extensive experience and exclusive content partnership with Stanford University Prevention Research Center, Medforma has developed and recently launched a new suite of products and marketing strategies to fill the needs of all sized companies with complete, credible, Internet-based, health behavior change programs that are engaging, prevent disease, reduce costs and improve productivity while being affordable and easy to access.

## Medforma Advantages

- Medforma helps businesses reduce health care costs and improve employee health through exclusively licensed Internet-based behavior change programs developed by Stanford University.
- Stanford Medical School Prevention Research Center is the world leader in understanding human readiness and behavioral change.
- In addition to engagement and productivity benefits of healthier employees, employers see cost benefits from Medforma products either through direct health care cost reductions (self-insured employers) and through negotiated lower health premiums (insured employers).
- This new type of all-digital wellness program is one more important piece in the “pie of wellness options” available to companies and is a great add-on for any company regardless of other traditional benefits they are also implementing.
- Health Portrait™ casts a wide net to influence MOST employees toward some healthier behaviors by influencing individuals to make a series of small changes over time. It pinpoints, guides and builds upon behaviors that employees are ready to change to sustain better health long-term.
- Medforma’s Group Portrait™ Developer on-demand tools are designed exclusively for the employer and are not affiliated or sponsored by any health plan or provider.
- Health Portrait™ has been used by more than 30,000 employees with impressive results demonstrating a minimum of 10:1 return on investment.
- In a four-year study of 19,000 users, substantial decreases were seen in every key health risk factor – from a minimum of 10 percent reduction in weight to a staggering 60 percent reduction in depression.
- By identifying the behaviors people are most ready and need to change, Health Portrait coaches users on their own health risks and provides individualized steps to help control, delay, or prevent disease and the associated health care costs. The program can also include specific modules tailored to focus on particular health issues associated with an employee group.
- Individuals trust and use Health Portrait™ due to its ease of use, paired with Stanford’s deep understanding of human behavior. Historical employee participation rates are far above the typical 30 percent achieved by traditional programs – ranging from 68 to 100 percent.
- Employers value Medforma products because they require no infrastructure or support to use, group data is easily accessed on-demand, group data can be trended over many years regardless of health insurance choices, and group data is confidential to the employer for their use in planning other wellness investments or for negotiations regarding insurance premiums.