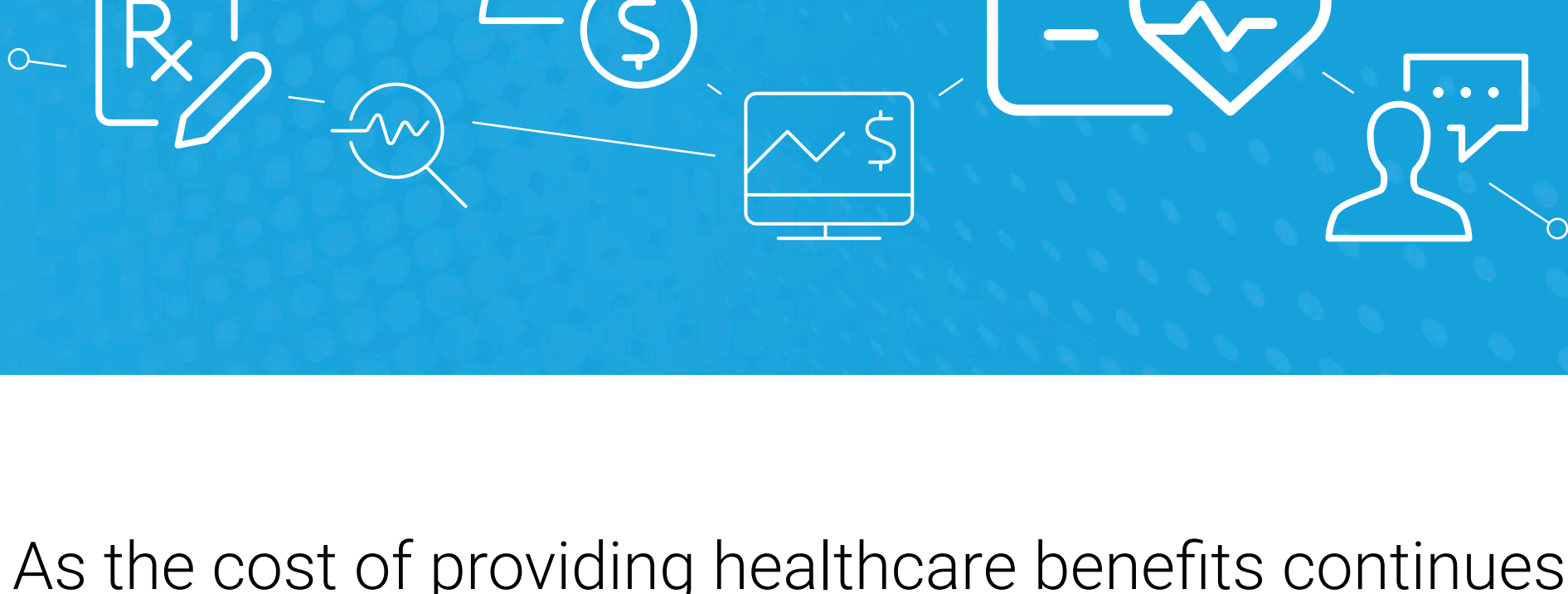
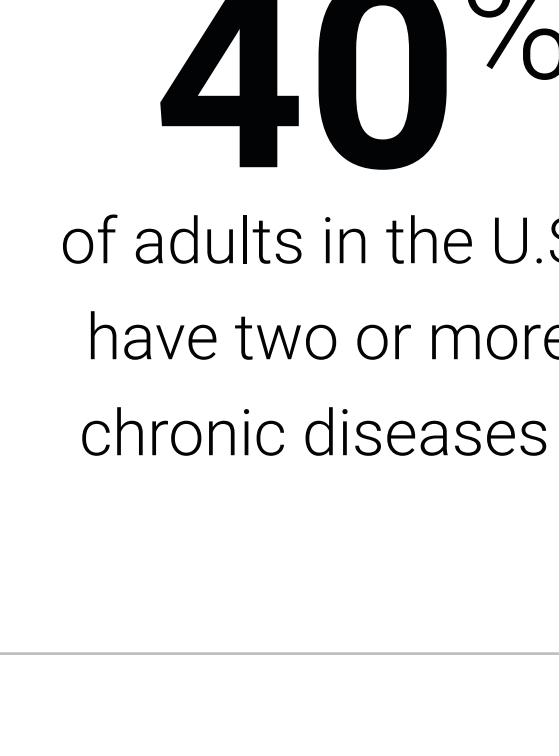
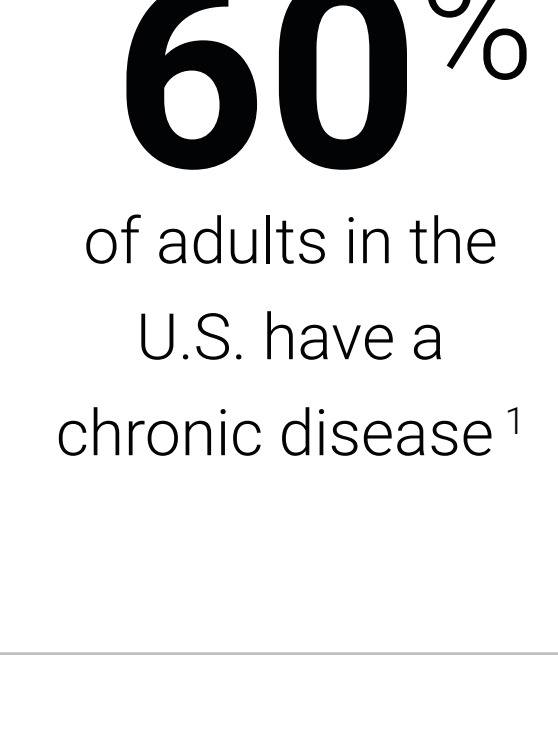


A BETTER STRATEGY FOR IMPROVING EMPLOYEE HEALTH AND REDUCING COSTS



As the cost of providing healthcare benefits continues to soar, companies need a more effective approach for improving their employees' health. Addressing health literacy is a great place to start.

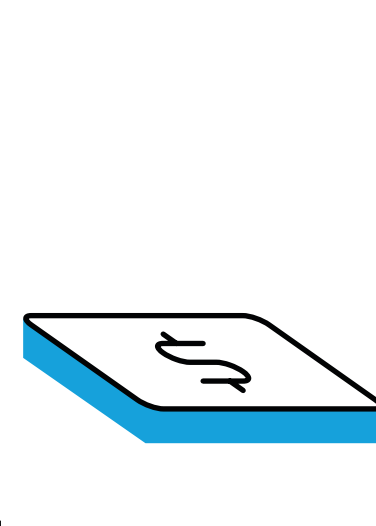
Our Workforce is Getting Sicker



LIFESTYLE AND AGE-RELATED DISEASES will increase by nearly 20% in the next two decades.³



THE ECONOMIC IMPACT



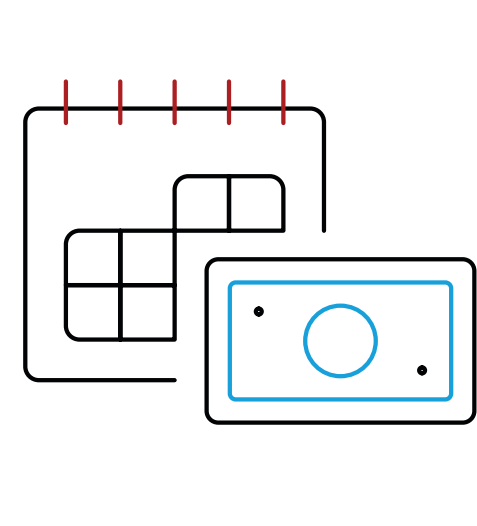
Annual cost to employers from reduced productivity⁴



Annual employer expenses incurred due to employees' poor health⁵



Annual economic impact of unaddressed chronic disease among employees⁶

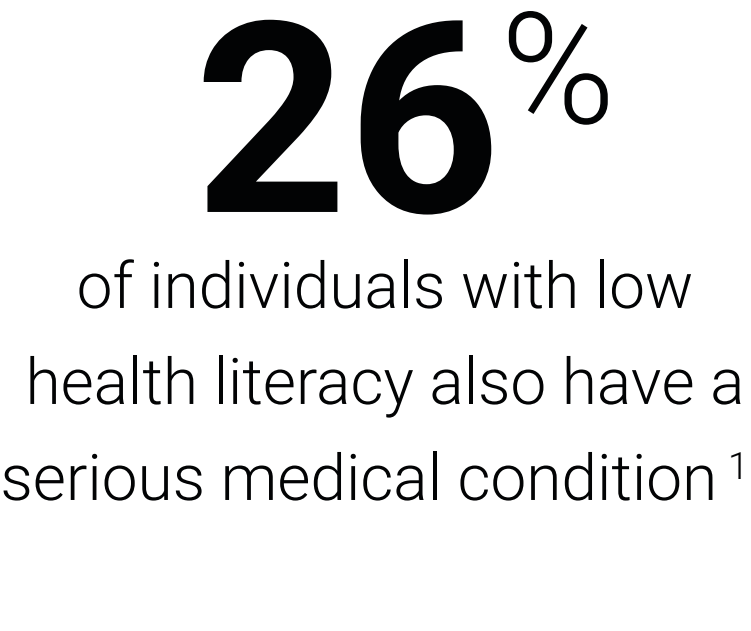
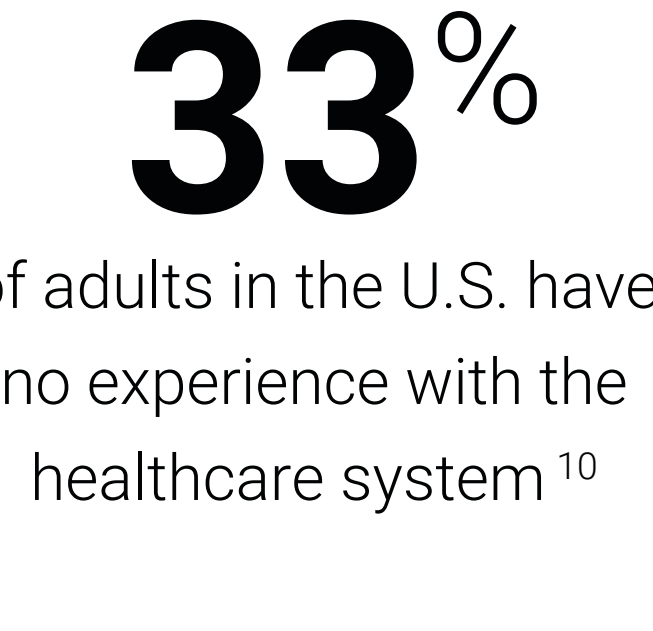
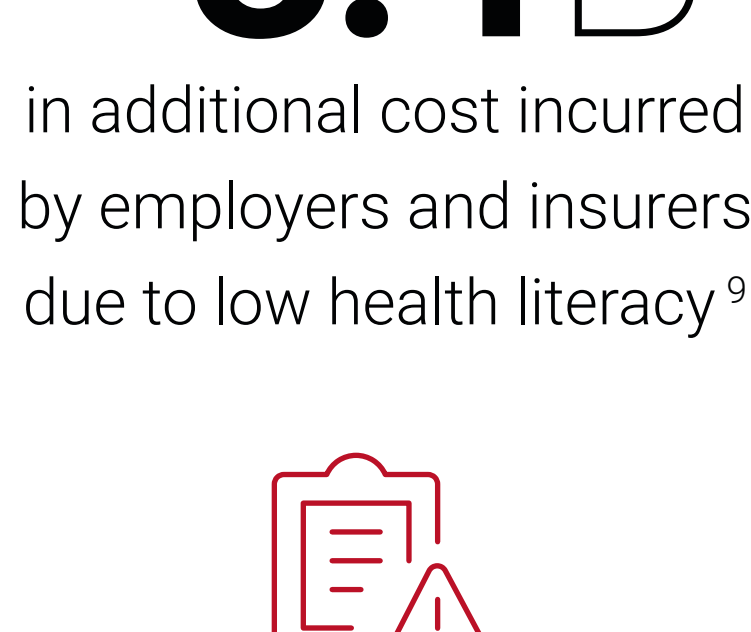
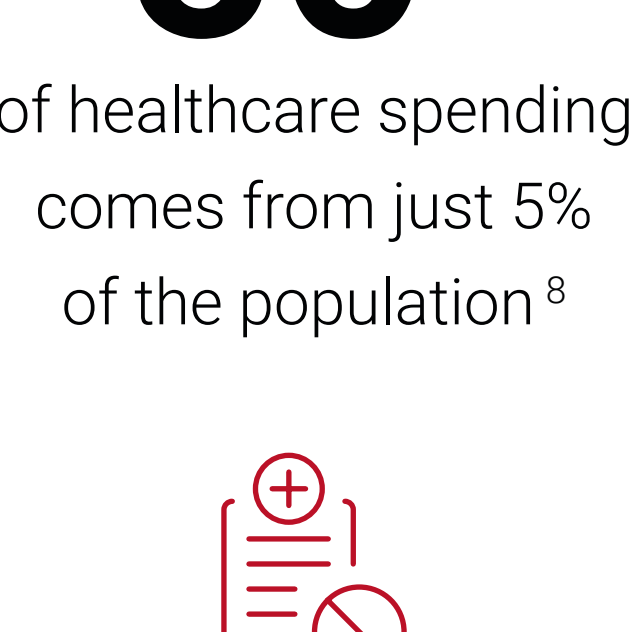


THE NUMBER OF INDIVIDUALS SPENDING >\$100K EACH YEAR on medical care rose 50% between 2013 and 2021.⁷

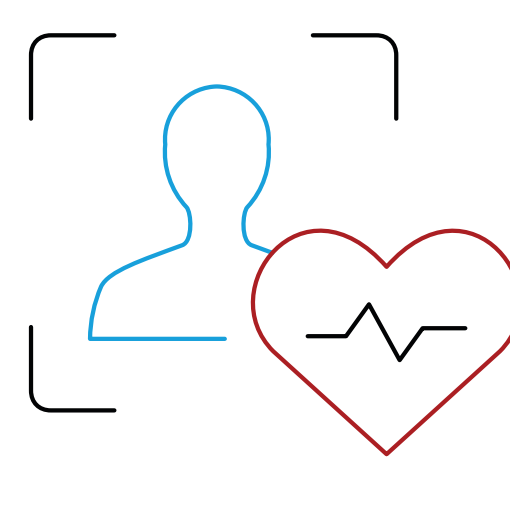
Is Low Health Literacy to Blame?

“Personal health literacy is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.”

Centers for Disease Control and Prevention

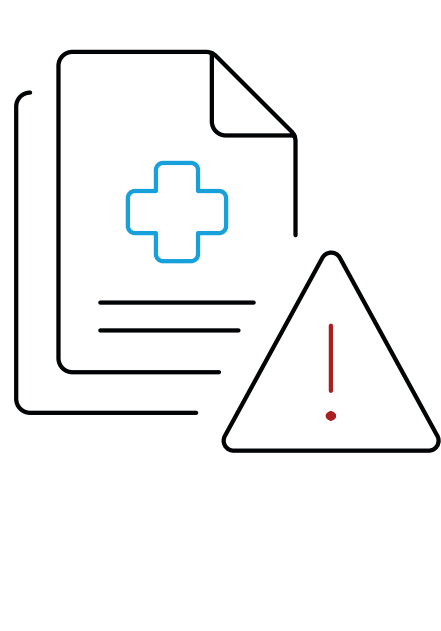


HOLISTIC, EMPLOYEE-CENTRIC HEALTH PROGRAMS can increase health literacy and connect the dots across the entire healthcare continuum, improving outcomes and lowering costs.



How Conifer Health helps:

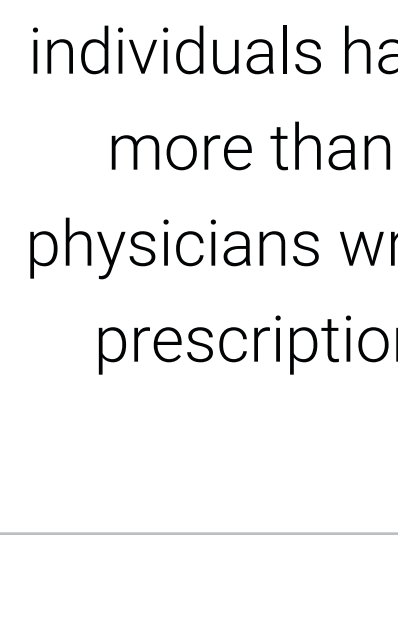
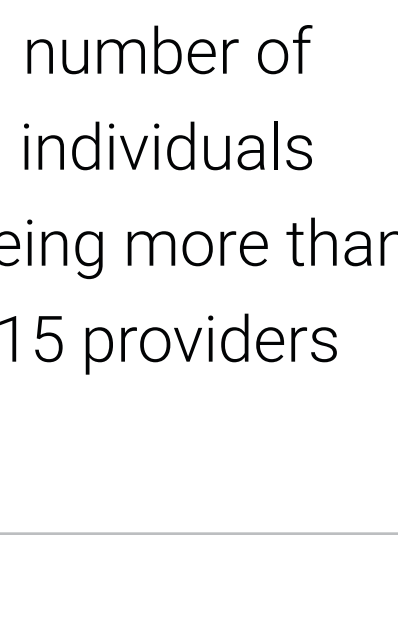
- Personal Health Nurses (PHN) can help individual employees **MORE EFFECTIVELY NAVIGATE THE HEALTHCARE SYSTEM**
- CAN PROACTIVELY OUTREACH** to members likely to have poor health literacy
- CAN BE CUSTOMIZED WITH EMPLOYEE-CENTRIC GOALS** to help improve health-related behaviors and outcomes.
- FACTORS INTO ACCOUNT SOCIAL DETERMINANTS** such as education, economic stability, literacy, and housing.
- Actively facilitates employee-provider engagement to **REDUCE THE RISK OF FRAGMENTED CARE**



UNNECESSARY CLINICAL COMPLICATIONS GET WORSE WITH TIME, NOT BETTER.

For members with whom Conifer Health did not intervene, there was an increase in clinical complications.

With Conifer Health, Employers Have Experienced:



Improving health literacy can reduce hospitalizations and ER visits, lower mortality, and decrease overall costs.^{12,13,14} Conifer Health can help. Our Personal Health Nurses assist members in navigating the care continuum to find the right care in the right setting at the right time. Our PHNs are proactive in providing support before a member recognizes the need. We understand that a highly personalized, team-based approach to healthcare produces sustainably improved outcomes at a lower total cost. And we transform health data into actionable insights that allow our PHNs to engage members and optimize benefit plan utilization through collaborative care management and heightened health literacy.

CARE FOR POPULATIONS, ONE PERSON AT A TIME.

Learn more at [ConiferHealth.com](https://www.coniferhealth.com)

¹ <https://www.cdc.gov/chronicdisease/resources/infographic/chronic-diseases.htm>
² <https://www.mckinsey.com/industries/healthcare/our-insights/how-prioritizing-health-as-a-prescription-for-us-prosperity>
³ <https://www.cdc.gov/chronicdisease/resources/publications/factsheets/workplace-health.htm>
⁴ <https://www.healthleadersmedia.com/finance/employees-poor-health-cost-employers-575b-2019>
⁵ <https://www.fightchronicdisease.org/latest-news/milken-institute-study-chronic-disease-costs-us-economy-more-1-trillion-annually>
⁶ <https://www.beckershospitalreview.com/finance/less-than-5-of-us-population-accounts-for-50-of-healthcare-spending-study.html>
⁷ <https://www.accenture.com/us-en/insights/health/hidden-cost-healthcare-system-complexity>
⁸ <https://www.accenture.com/us-en/insights/health/hidden-cost-healthcare-system-complexity>
⁹ <https://www.accenture.com/us-en/insights/health/hidden-cost-healthcare-system-complexity>
¹⁰ <https://www.reliasmedia.com/articles/147129-better-patient-education-can-lead-to-lower-medical-costs>
¹¹ <https://www.pfizer.com/health/literacy/healthcare-professionals/patients-health>
¹² <https://www.reliasmedia.com/articles/147129-better-patient-education-can-lead-to-lower-medical-costs>