

# Virtual care solutions for weight management

Personalized support and omnichannel engagement strategies to address individual health needs

Obesity is a costly chronic condition that can lead to Type 2 diabetes, cardiovascular disease and other health complications. Prevalence of obesity among adults continues to rise, driven significantly by social determinants such as financial status, location, and access to housing, food, and healthcare.

## Understanding the cost of obesity

*More than 4 in 10 adults  
in the U.S. has obesity*

**79%+**

Prevalence of hypertension  
among people with obesity

**\$173B**

Obesity-related annual  
medical costs in the U.S.

**\$1,861**

Higher medical costs for  
adults with obesity  
compared to those without

People with obesity are

**7x**

more likely to develop  
diabetes than those without

**55%**

Increased risk of  
developing depression  
among people with  
obesity

## A better approach to weight management

At Cecelia Health, we provide personalized clinical education, support, and guidance to people who have obesity—typically 20% or more above normal range—and struggle with maintaining a healthy weight.

With more than a decade of experience in virtual disease management, our proactive, human-led approach and multi-faceted engagement strategies are proven to empower people to make lasting behavior change and achieve better outcomes.

**The Cecelia Health experience ▶**

Our weight management program is designed to foster trusting relationships that give people the confidence to self-manage their condition.

## Key program components



Clinical support & education



Medication adherence



Remote patient monitoring



Virtual specialty clinic



Data & analytics

## How it works



**Segment & prioritize** populations



**Proactive outreach** from a dedicated registered dietitian



**Assess** health, wellness & SDOH



**Personalize** interventions with relevant topics & SMART goal setting



**Empower** with live support & dynamic content for self-management



**Measure** clinical & engagement outcomes

## Program goals & outcomes

- ▶ Understanding of nutrition & personalized eating plans
- ▶ Improved stress management, recognize triggers & strategies for mindful eating
- ▶ Support for psychosocial factors (accountability through goal setting & achievement, address social stigma, motivational interviewing)
- ▶ Medication management & RPM support (food intake, activity tracking, connected scales)
- ▶ Recognize associated health risks
- ▶ Improved quality of life

## The Cecelia Health advantage



Enrollment rate

**45%**



Live interactions

**1.2M+**



Increase in Rx adherence

**25%+**

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