



Whole Care, Better Outcomes: Acting at the Intersection of Wellness & Quality

A three-part webinar series featuring industry leaders discussing the state of whole-person wellness

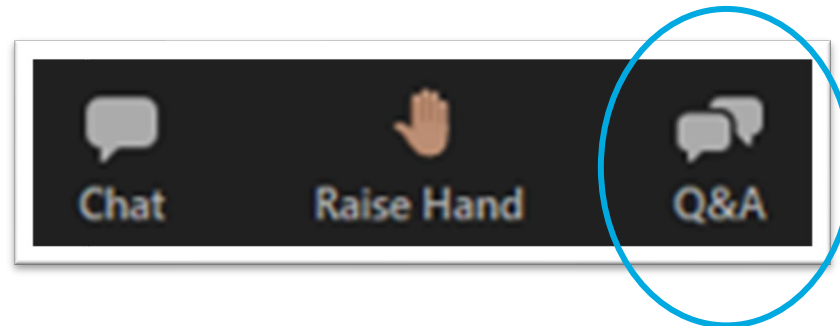
October 30, 2025



Zoom Housekeeping

How to Submit Questions During the Webinar

- Locate the 'Q&A' icon on the menu bar.
- During the webinar, please submit questions via the 'Q&A' box.
- Your question will be responded to live by one of the presenters or answered in the 'Q&A' box.



Today's Discussion

1 Speaker & Panelist Introductions

2 Spotlight Presentation: Sharecare

3 Moderated Panel Discussion

4 Audience Q&A

5 NCQA Announcements

6 Closing & Follow Up

Today's Speakers & Panelists



Dr. Michelle Snyder, DNP, MSN, RN

*VP, Clinical Strategies
& Solutions*



Stacey Alvarado, BSN, RN

Senior Clinical Program Manager



Diana James Lawless, LPN, MPS

Senior Accreditation Specialist



Rachel Harrington, PhD

Senior Product Strategist





All Together Better.

Wellness in 2025

October 2025

Agenda



Today we will discuss the following topics:

- Wellness Philosophy
- Core Values
- Wellness Delivery Platform
- Health Assessment
- Coaching
- Case Study

Sharecare's Wellness Philosophy

Sharecare is dedicated to helping individuals live healthier, longer lives by offering a unified digital platform that supports every dimension of well-being. Our approach is built on six foundational pillars:

Whole Person Health

Sharecare addresses physical, mental, emotional, financial, and social wellness by connecting users with comprehensive tools and resources across the healthcare landscape.

Tech-Enable, Human-Centered Engagement

Sharecare blends cutting-edge technology with personalized support to foster meaningful, sustained health engagement and behavior change.

Personalized Health Journeys

The platform adapts to each individual's unique needs—whether managing chronic conditions or improving lifestyle habits like sleep, nutrition, and stress.

Community & Workplace Well-Being

Sharecare partners with organizations and communities to promote wellness through tailored programs, education, and employee health initiatives.

Data-Driven Outcomes

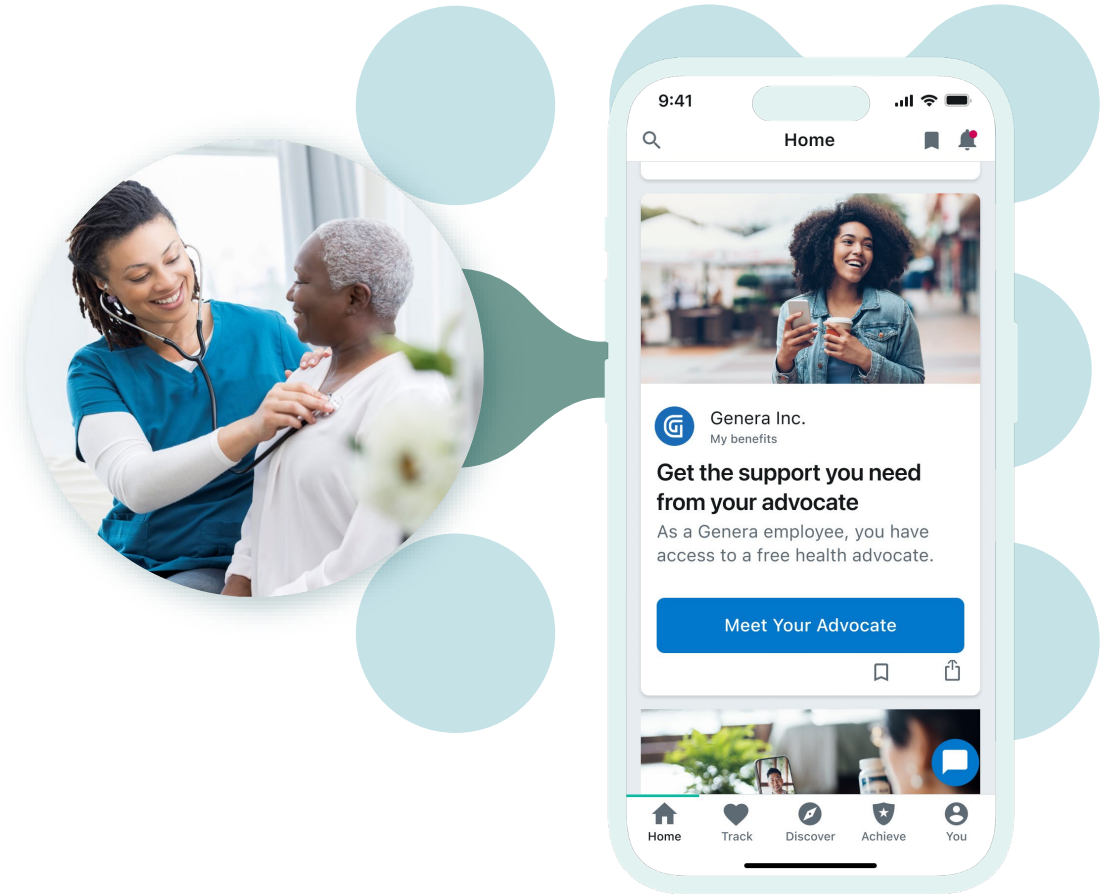
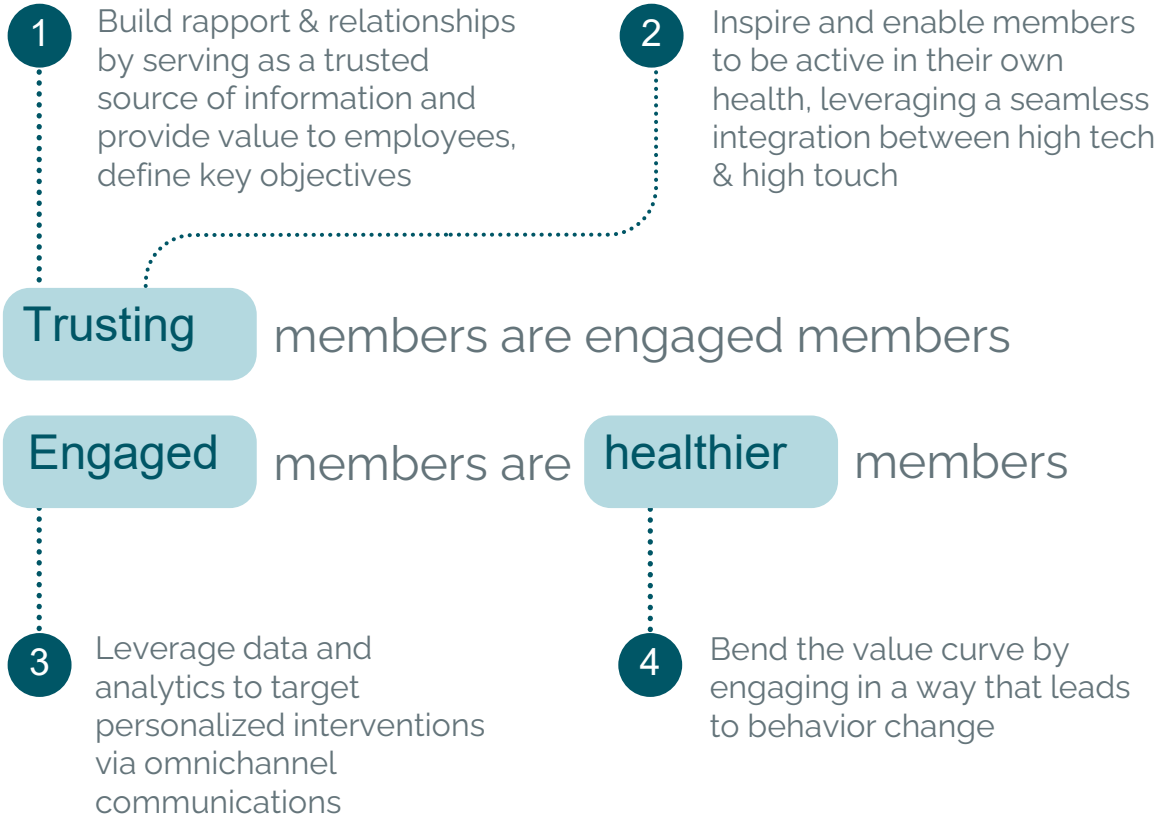
Sharecare leverages data insights and evidence-based strategies to close care gaps, improve outcomes, and measure impact for employers, health plans, and providers.

Equity & Accessibility

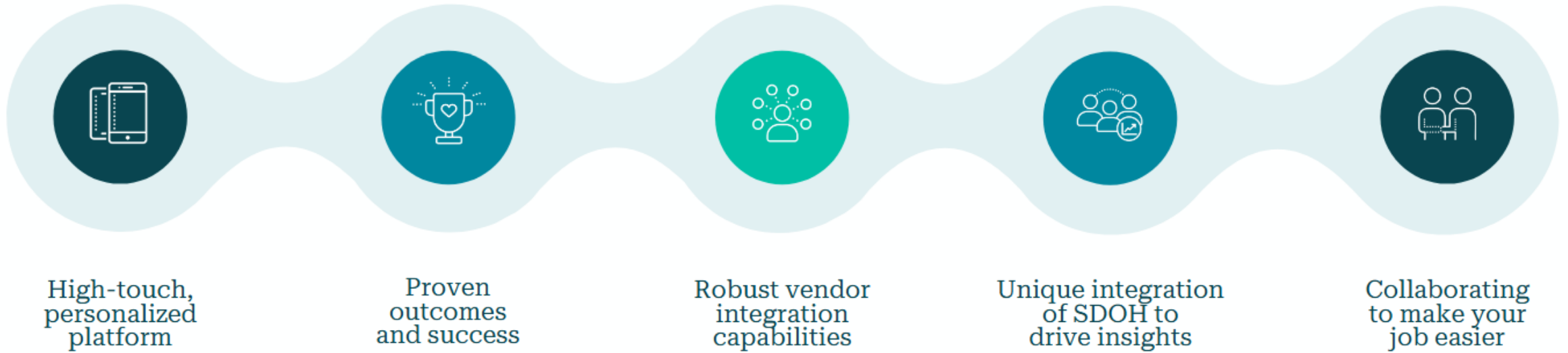
Committed to health equity, Sharecare strives to make care more inclusive, affordable, and accessible, reducing fragmentation in the healthcare system.

Sharecare Partnership Approach

Member-centric philosophy



Core Values



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One Platform for Entire Health Journey

Sharecare serves as the single point of contact for our members to manage their healthcare

One platform

Value prop

1 Whole population engagement

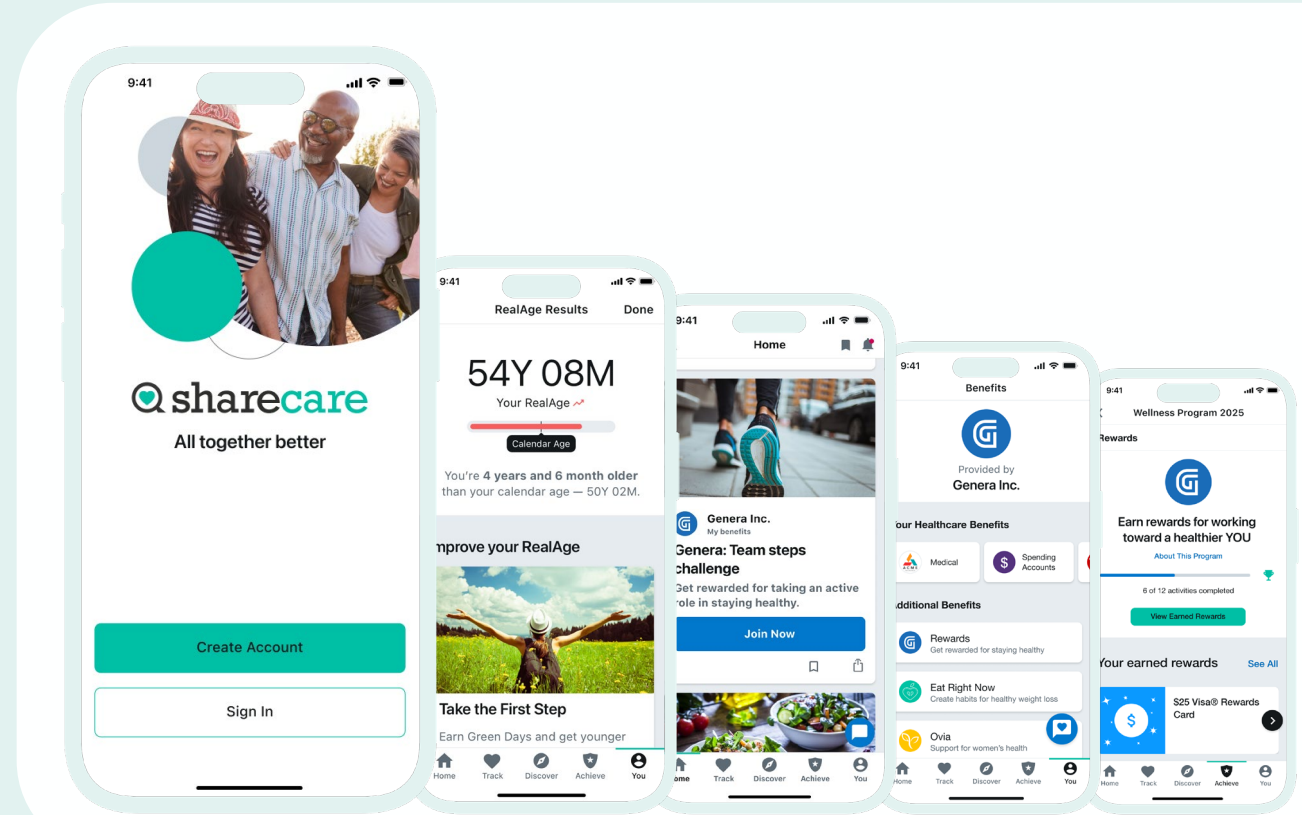
- Healthy, emerging-risk, high-risk
- Everyday to episodic needs
- NCQA accreditation for population health

2 Longitudinal relationships

- Whole-person care
- Consistent member experience

3 Consolidated approach

- Savings on duplicative tech costs
- Streamlined operations (owned digital therapeutic assets, vendor mgmt., reporting)

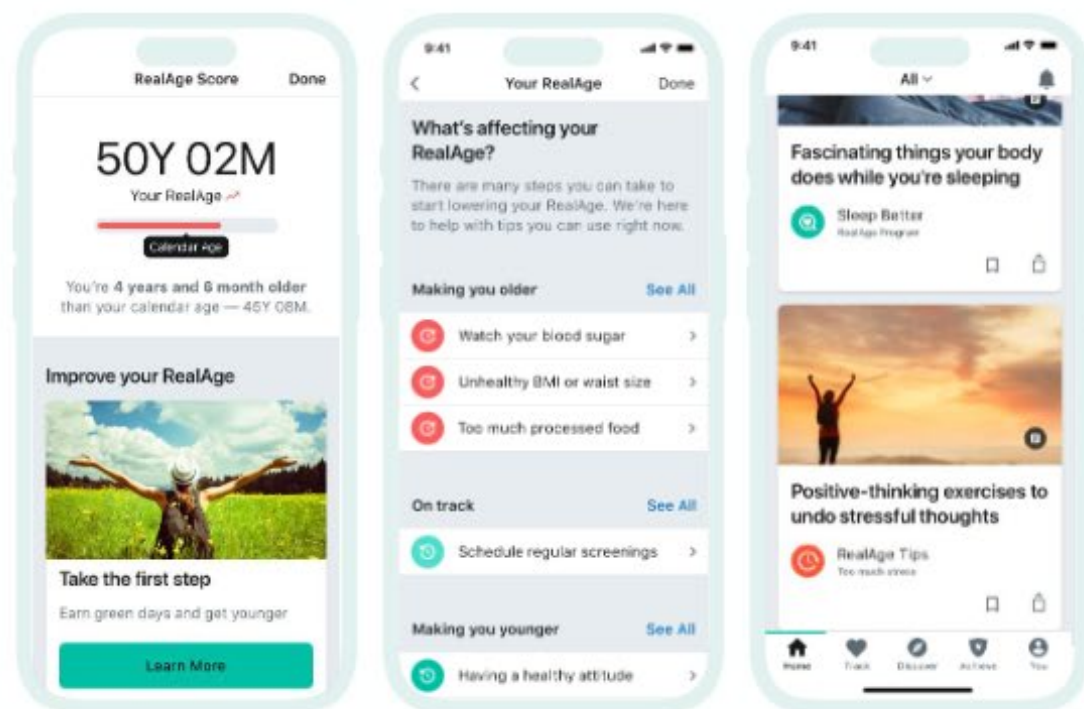


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RealAge Assessment & Recommendations

Clinically-validated health risk assessment



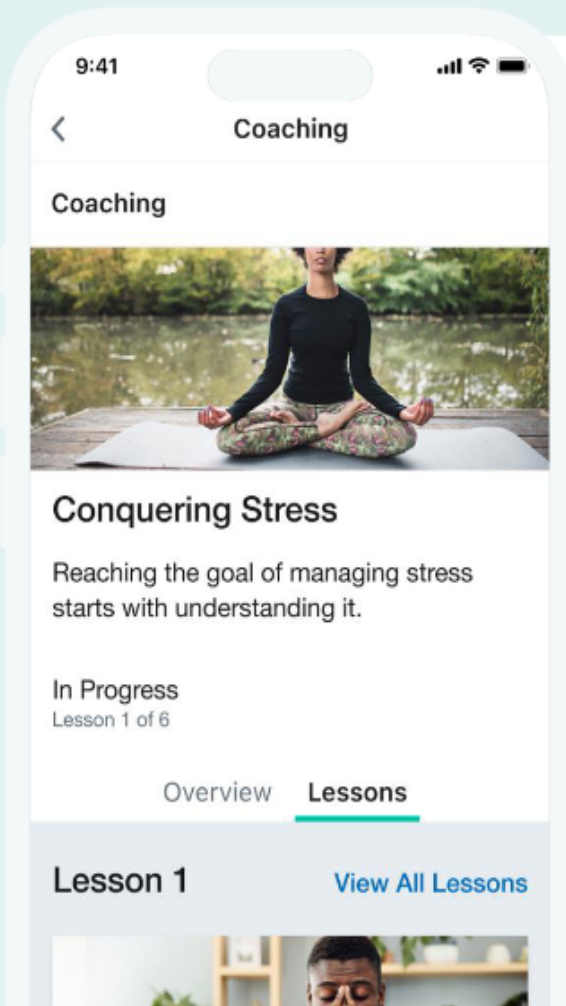
The RealAge assessment is a clinically validated health risk assessment (HRA) that is NCQA certified with an easily understandable metric for physical health. RealAge goes beyond the typical health risk assessment by providing intrinsic motivation to improve an individual's health. The innate curiosity of how your health impacts your physical age is one of the hooks that draws people to the assessment.

With more than 45M RealAge test completions, Sharecare has an incredibly comprehensive corpus of data, including more than 6B health data points.

Capitalizing on this rich data set, Sharecare provides robust personally relevant recommendations to help the member improve their RealAge.

Lifestyle/Disease Management Coaching

High tech meets high touch



Lifestyle management

- Nutrition/ weight management
- Physical activity
- Restorative sleep
- Addictive behaviors
- Mental well-being
- Positive social connections
- Maintain wellness

Delivered by **lifestyle coaches** (Bachelor's degree at minimum in health-related studies)



Disease management

- Asthma
- Chronic obstructive pulmonary disease
- Coronary artery disease
- Diabetes
- Heart failure
- Chronic kidney disease
- Hypertension
- Osteoarthritis
- Acid related stomach disorder
- Fibromyalgia
- Atrial fibrillation
- Low back pain
- Irritable bowel syndrome
- Inflammatory bowel disease

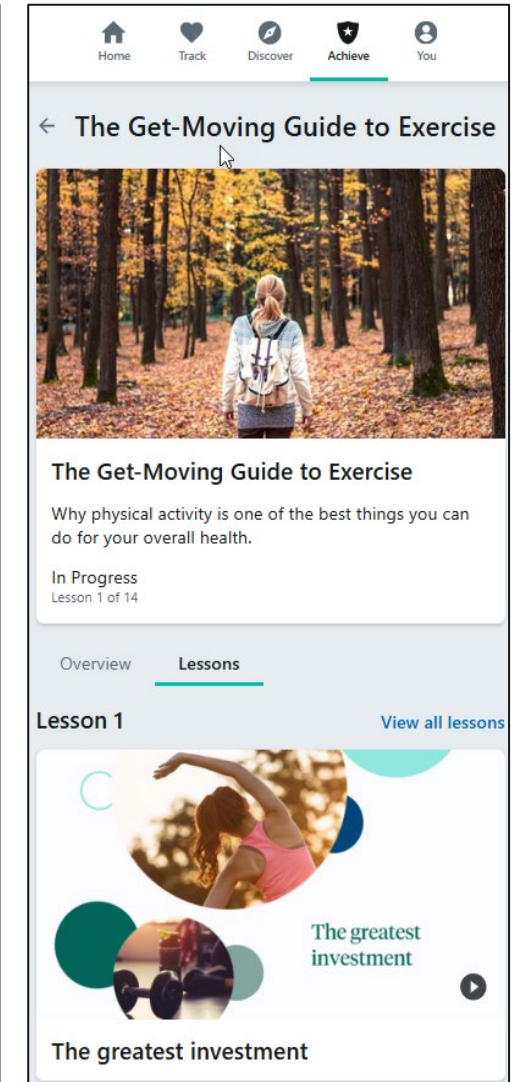
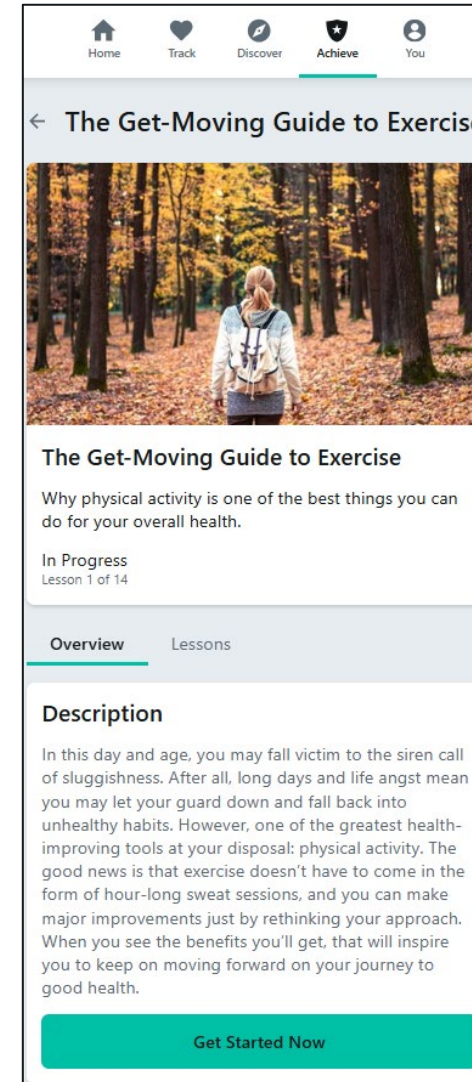
Delivered by **registered nurses** (Bachelor's degree at minimum)



Learning Tracks

Digital curriculum delivered to support engagement between coaching calls.

- Assigned during coaching interactions
- Lesson content is tailored to address lifestyle risks
- Subsequent tracks are assigned based on goal progression and risks
- Content is continuously updated and refreshed for those who may have the same risk triggers in subsequent years



Case Study

LM/DM coaching client

Using coaching to close gaps in care and increase cost avoidance

The problem

Industry-leading consulting and brokerage agency partnered with Sharecare to create an engaging program that contributed to individual cost avoidance with a focus on improving health outcomes and closing gaps in care.

The solution

Created an outcomes-driven program combining Sharecare's robust digital platform and NCQA accredited coaching to engage employees in understanding their health, then driving action based on identified risk profiles.

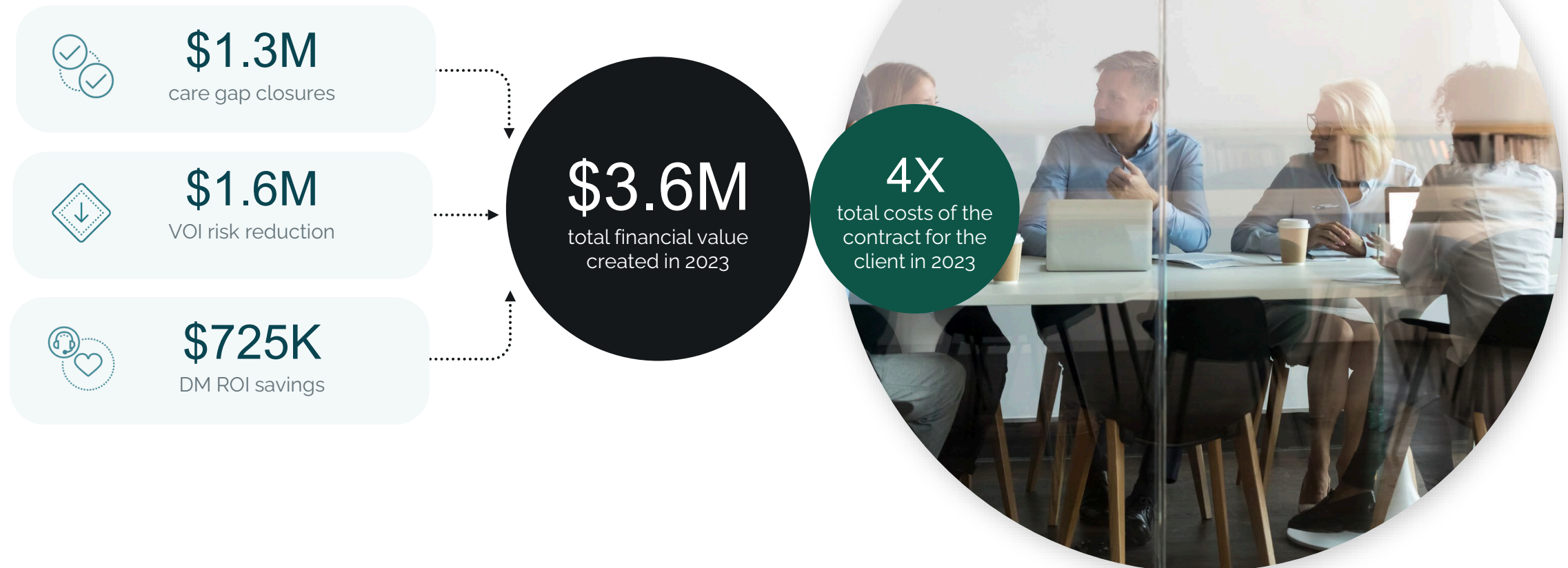
The Results



	78% of biometric screening completes earn healthy value rewards	18% year over year increase in healthy value earned over the last 2 years	40% improvement seen by highest at-risk members in 2023
	~3K members enrolled in LM/DM coaching (avg. 4 calls/enrollee)	\$1,304 savings per member enrolled in LM/DM coaching in 2023	83% Avg. screening/vacc. rate for LM/DM members (16% higher than digital only)
	11.9% reduction in overall risk	12.6% reduction in lifestyle behavior risk (8% for digital only)	17.3% reduction in preventive risk

Total Value Creation

Financial impact



Kathy's Story

Kathy* (30-40 years old) engaged in the Sharecare Wellness program. While she leads a healthy lifestyle, she has a history of sleep issues and family history of cancer. Kathy has goal for more exercise, but better sleep and more energy is most important. She views the Sharecare platform videos on sleep and exercise. Kathy's LM coach offered several resources for the detailed goals discussed. Kathy shared that the coaching calls made her more committed.

Starting Point in August

- Reported disrupted sleep
- Exercising in consistently on the weekends
- Low energy levels

Barriers

- Long work hours/busy schedule
- Low energy
- COVID-19 experience

Goals and Steps to Action

- Improve sleep (duration and reduce restlessness)
- Increase energy levels
- Increase physical activity and exercise during the week
- Perform various forms of exercise (walking, yoga, Pilates)



Interventions

- Sharecare App resources (sleep, meditation, and exercise)
- RealAge Test/RealAge Program
- Apple Watch
- Limiting screen time at night

Successes by March

- Taking consistent daily walk and achieving 7,000+ steps daily
- Consistently sleeping 7.5 – 8 hours/night without disruptions or restlessness
- Improved stress management
- Feels more healthy
- Confident about trying new exercises like strength training
- Feels motivated by her progress



Therese's Story

Therese* participates in the Sharecare program offered through her benefits. She is 60-65 years old, has a history of diabetes, hypertension, osteoarthritis and acid related stomach disorders. She wants to lose weight, have more energy, ensure work/life balance and develop sustainable healthy habits so she can live a long life.

Starting Point

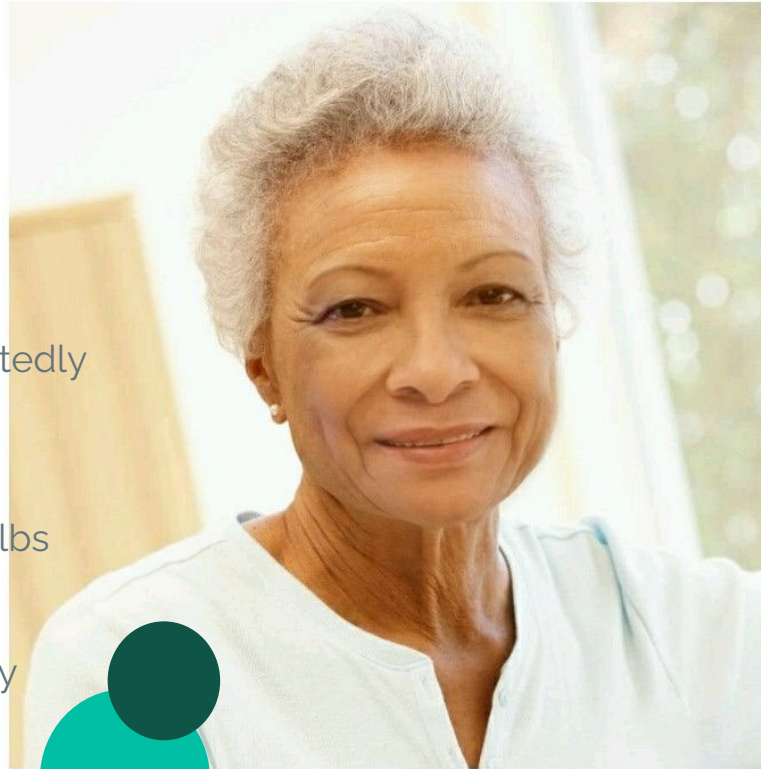
- Weight 223 lbs
- A1c 7.0%
- Glucose 123 mg/dL
- LDL 105 mg/dL

Barriers

- Arthritis
- Getting tired of eating the same thing repeatedly
- Trouble meal prepping

Goals and Steps to Action

- Incremental weight loss to 199 lbs, then 175 lbs
- Fit into clothes better
- Eat small snacks to avoid excessive hunger
- Eat 2-3 servings of fruits and vegetables/day
- Elliptical or biking 4 days per week



Interventions

- Sharecare App resources
- Learning tracks – Get to a Health Weight, How to Eat Healthier, Get Stronger, Sustain your Success

Successes for Therese

- Weight down to 178 lbs.
- A1c 5.4%
- Glucose 86 mg/dL
- LDL 41 mg/dL
- Exercising regularly
- Meal prepping weekly
- More satisfied with appearance.
- Energy levels have improved.

Whole Care, Better Outcomes Webinar Series

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ncqa.org/whole-care-better-outcomes

