

**State of North Carolina RFI No. 270-20240419GLP**

**Heuro Health Solution**

Heuro Health is a digital therapeutic company solely focused on long-term, sustainable weight loss solutions for NCSHP (The Plan) and their covered participants. This written communication is in response to the State of North Carolina State Health Plan for Teachers and State Employees RFI. This RFI requested recommendations and potential solutions for The Plan to consider when covering Glucagon-like peptide-1 (GLP-1) receptor agonists (i.e. semaglutide), glucose-dependent insulinotropic polypeptide (GIP)/GLP-1 receptor agonists (i.e., tirzepatide), and similar medications going forward.

We will address items outlined in section 2.0 of the RFI. In addition, we will provide additional information around what we believe to be the most effective strategy in managing obesity. Our goals are simple; that is to immediately control and decrease the cost of GIP/GLP-1 medications to The Plan, optimize the overall management of obesity, and decrease the overall spend for The Plan. We realize information can be made public, which is acceptable to us. However, the key to our success is in the execution of the plan, the technology, people, and integration of the Heuro product, which already exists within Heuro Health.

Our program will allow The Plan to set an annual budget and ensure that their fiduciary responsibilities are met by creating long-term, sustainable weight loss for those participants in the offering. Whatever healthcare budget The Plan sets for its obese participants would be capped, with achievable results.

What we believe to be true:

[REDACTED]

[REDACTED]

- Obesity is a chronic and relapsing condition that is worsening each year

[REDACTED]

- [REDACTED] on

[REDACTED]

[REDACTED]

- The best model combines in-person care and specialized virtual care
- Engagement has to be as close to 100% as possible with each participant

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Heuro's Model:** [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

In the event a participant requires full virtual-care, Heuro can accommodate that as well. In that case, the participant is sent a set of biometric devices, including a smart scale to measure weight, a [REDACTED] [REDACTED] Biometric data is reviewed at each visit to ensure accuracy, participant accountability, and data collection to help analyze the effectiveness of our program.

While many solutions include lifestyle coaching as part of their solution, the classic 1-1 coaching model has failed to deliver affordable, scalable population wide-results.  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Categories of Obesity:**

We find that many plans are still using the standard prior authorization programs that have been around for many years. We don't believe these programs are efficient nor are they effective in tiering patient risk into different classes or treating each class optimally. Assessing a patient's risk status includes an assessment of their body mass index (BMI), the presence of obesity involving the abdomen (waist circumference), and the presence of co-morbidities that pose a cardiovascular disease risk (hypertension, hyperlipidemia, diabetes, sleep apnea, nonalcoholic fatty liver disease). Individuals that are overweight (BMI between 25-29.9 kg/m<sup>2</sup>) with one or more co-morbid condition (i.e. hypertension, hyperlipidemia, diabetes), or class 1 obesity (BMI 30-34.9) are considered "Moderate Risk." It is recommended that these individuals be offered intensive behavior intervention, focused on dietary changes, physical exercise, and ongoing support. Pharmacologic therapy can also be considered. High risk individuals are patients with BMI 35-40 kg/m<sup>2</sup>, especially if BMI is above 40 kg/m<sup>2</sup> and if their ages range 20-39. These individuals should receive the most aggressive treatment, which includes intensive behavior intervention, pharmacologic therapy, and in some cases, bariatric surgery. Below are the different classes of obesity and the multiple of medical/pharmacy claim cost on average that those employees accrue compared to a non-obese employee:

Class	Definition	Medical/Pharmacy Claim \$ (compared to non-obese employee)
Class 3 Obesity	BMI >40 kg/m <sup>2</sup>	4 times greater
Class 2 Obesity	BMI >35 kg/m <sup>2</sup>	3 times greater
Class 1 Obesity	BMI >30 kg/m <sup>2</sup>	1 to 1.5 times greater

- **Healthcare costs triple and quadruple as the obesity severity worsens from Class 2 (BMI 35-39) to Class 3 obesity (BMI >40)**

\*\*Medical Economics Magazine, Dr. Catherine Varney D.O. "The Economic Cost of Obesity", March 7, 2022

The prevalence of the population that are in each class are as follows:

Obesity Class	Prevalence
Class 3	5-6%
Class 2	8-9%
Class 1	20-25%

A [REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

Our expert physicians practice obesity medicine and continue to stay abreast of the latest in obesity management through continuing medical education (CME). They play an instrumental role in training our general practitioners on best practices in obesity care. Several of our experts speak nationally on the topic of obesity, including the use of GIP/GLP-1 medications. Their recommendation is that we stratify the patients by risk and recommend the following:

R [REDACTED]

Risk Level	Class of Obesity	Type of Medication Offered	Prior Auth/Journey Considerations
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

AOM= Anti-Obesity Medication, Non- GLP-1 Medication

Irrespective of the AOM chosen, The Heuro Journey includes coaches, doctors, dietitians, biometric devices, and tools for neuroplasticity and learning of new health habits.

The Plan can decide how and when to incorporate pharmaceutical therapy into the Heuro Journey. This may include requiring completion of an intensive behavior intervention (i.e. focused on dietary changes, exercise, [REDACTED], and coaching) before starting a medication.

[REDACTED]  
[REDACTED] As a large purchaser, you have significant purchasing power, and we would follow your lead. We can advise the [REDACTED]

As you have seen above, GIP/GLP-1 medications are not the only weight loss medications that we will use to treat patients enrolled in our program. There are many more affordable medications available to patients that are highly effective for weight loss. In fact, some patients may respond better to these medications, based on their unique makeup. Using specialized tools, our physicians can help determine which patients would benefit from a particular class of anti-obesity medication (GIP/GLP-1 medication vs. non-GIP/GLP-1). This will help control pharmacy spending, while optimizing patient outcomes.

Our team will utilize these GIP/GLP-1 and non-GIP/GLP-1 medications as part of a therapeutic plan to optimize the results obtained, as well as to determine the best time for weaning a patient off their medication, as they progress through their journey. Both categories of medications, whether oral or injection, will require dose titration, lab monitoring, side effect assessment and mitigation, and learning new lifestyle habits.

**Heuro's Journey:**

Please see the attached slides that outline our Heuro Journey (slide 6 and 7). [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]. The Plan is also free to choose who it wishes to work

with from a pharmacy benefit manager (PBM) perspective and will work with the respective PBM for rebates, drug pricing and supplies. Heuro is agnostic and can work with whichever PBM the Plan chooses.

[REDACTED]  
[REDACTED]. Our model requires that participants be engaged throughout the entire process to ensure that the [REDACTED] are permanent through repetition over time. Heuro will monitor the progression, or lack thereof, for each participant and work with the Plan [REDACTED]. The plan only pays for participants that are active in the journey. Participants will receive strong support and feedback from the Heuro team

throughout their journey. T [redacted]  
[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

- [redacted]

Each participant will be individually educated about the details of their journey and the need for compliance and communication.

Heuro takes the worsening problem of obesity seriously and we are devoted to short-term cost savings followed by sustainable change. Our process represents the best chance for participants to get their health back, become more effective employees, and decrease their health care spending for the Plan. But we will ask for a commitment to learning new habits and behaviors. Like a person with a brain injury from a car accident or stroke can learn to walk again through neuroplasticity training, the same concept works for a person that wants to learn new daily habits and live as a healthier, more satisfied, and less costly version of themselves. [redacted]

[redacted] Heuro will more effectively stratify the patients by risk and more appropriately utilize GIP/GLP-1 and other AOMs, thus saving the Plan money. T [redacted]  
[redacted] s.

The GLP-1 based medications and other AOM's are simply a tool that provide a bridge for the participants / patients to lose weight while they are learning new habits and making them become more [redacted]. These medications in our opinion should not be required for a lifetime.

**Selection Process and Guidance:**

A [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]

[Redacted text block]

[Redacted text block]

**Pricing Ranges:**

P [Redacted text block]

		Year 1 PPPM	Year 2 PPPM

In summary, Heuro Health’s solution is one that allows patients access to GIP/GLP-1 medications in a fiscally sustainable way. We identify patients that will benefit from these medications the most and equip them with tools to ensure long-term, sustainable weight loss, without long-term use of GIP/GLP-1 medications. We identify candidates for our Heuro Journey using BMI and comorbid conditions. Our risk analysis identifies individuals that would benefit the most from our program and will return the greatest return on investment (ROI) for the Plan. [Redacted text block]

[Redacted text block]

[Redacted text block] Our physicians will determine which AOM an individual will benefit most from (GIP/GLP-1 or a much less expensive non-GIP/GLP medication), further creating a fiscally sustainable solution. Our program ensures that most participants treated with

GIP/GLP-1 medications will not remain on a GIP/GLP-1 medication in perpetuity. With [REDACTED] [REDACTED] and still maintain the positive benefits of weight loss, including decreased medical and pharmacy spend for The Plan.

We look forward to the opportunity to discuss the Heuro Journey with you in further detail.

Best Regards,

Jeff Bernhard

Chairman

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**Detailed equipment list:**

Applications:

[REDACTED] H [REDACTED]  
[REDACTED]

Equipment:

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
○ [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
○ [REDACTED]



Software:

[REDACTED]

Other Technology Components

[REDACTED] EMR i [REDACTED]

Slides Included:

1. The Heuro Health Solution
2. Continuum of Weight Management Solutions for Plan Sponsors Today
3. Heuro Competitor Analysis in Plan Sponsor Space
4. Who We Are
5. Three potential Heuro Collaborative Journey Solutions
6. Plan Sponsor Participant Journey Year 1
7. Plan Sponsor Participant Journey Year 2
8. What Sets Our Program Apart
9. Heuro Combines Behavior Change Elements to Create a Combination Solution That Delivers Maximum Results

# The Heuro Health Solution



Our approach is guided by a national obesity medical expert advisory board, effective



to encourage active participation in lifestyle transformation.

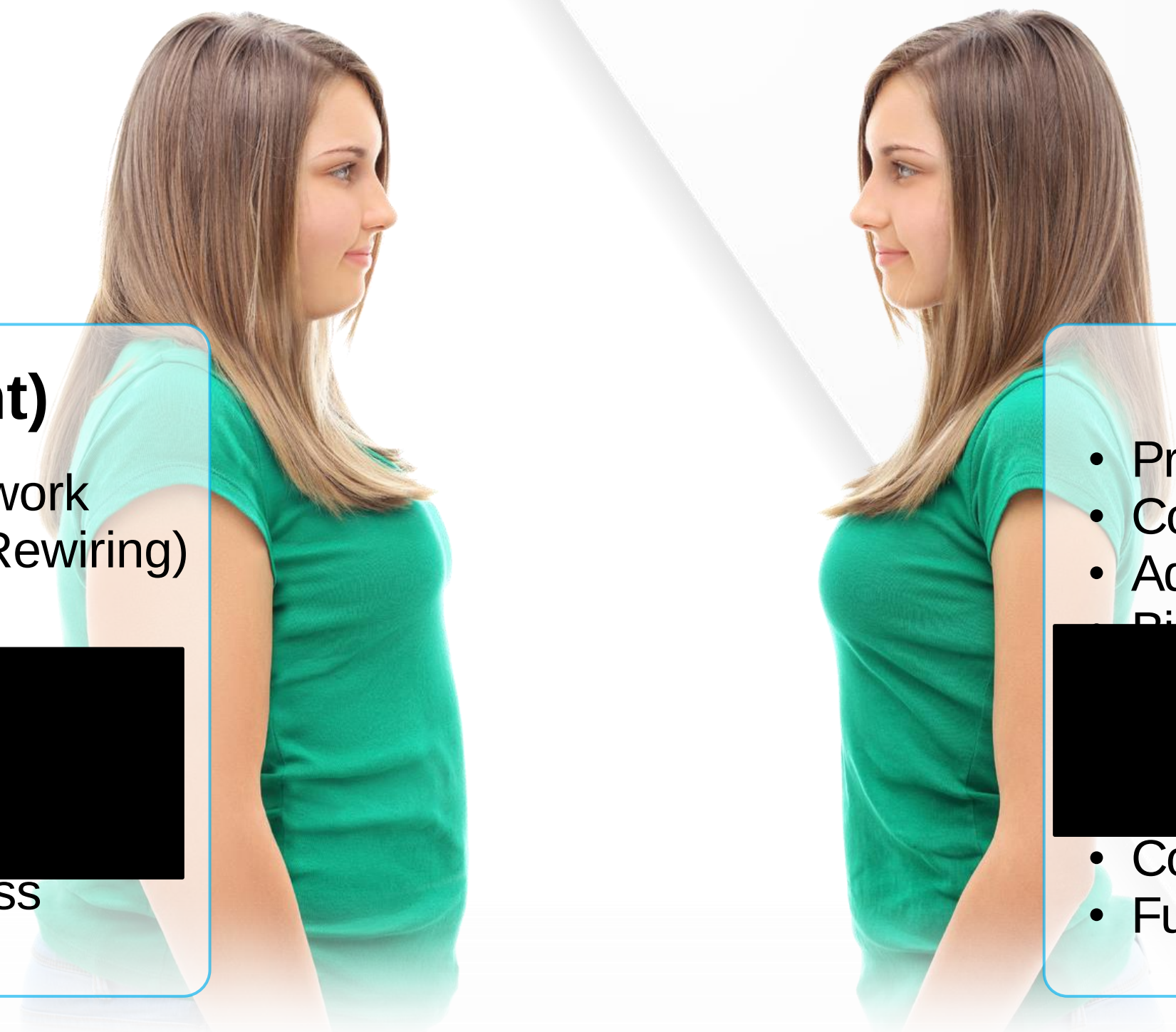


We will evaluate and stratify your obese covered lives by



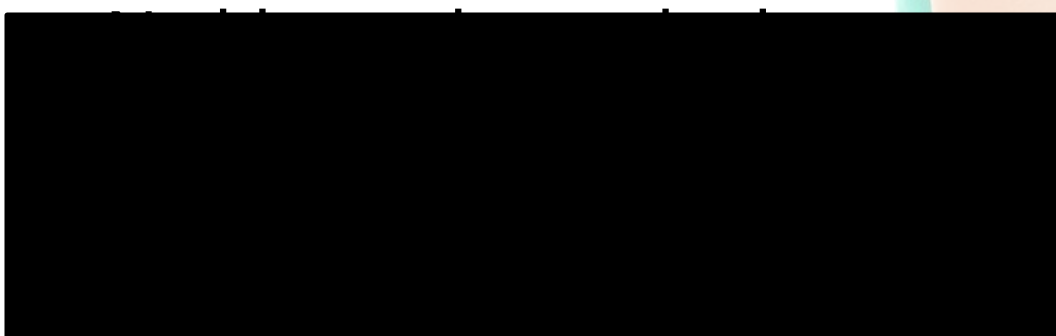
that fits both your financial constraints and the requirements of your employees or members.

# Continuum of Weight Management Solutions for Plan Sponsors Today



## From (Current)

- Open Prescribers Network
- No RDs or Coaches (Rewiring)
- No Advocates or tools



- No reporting on success
- Little transparency

## To (Proposed)

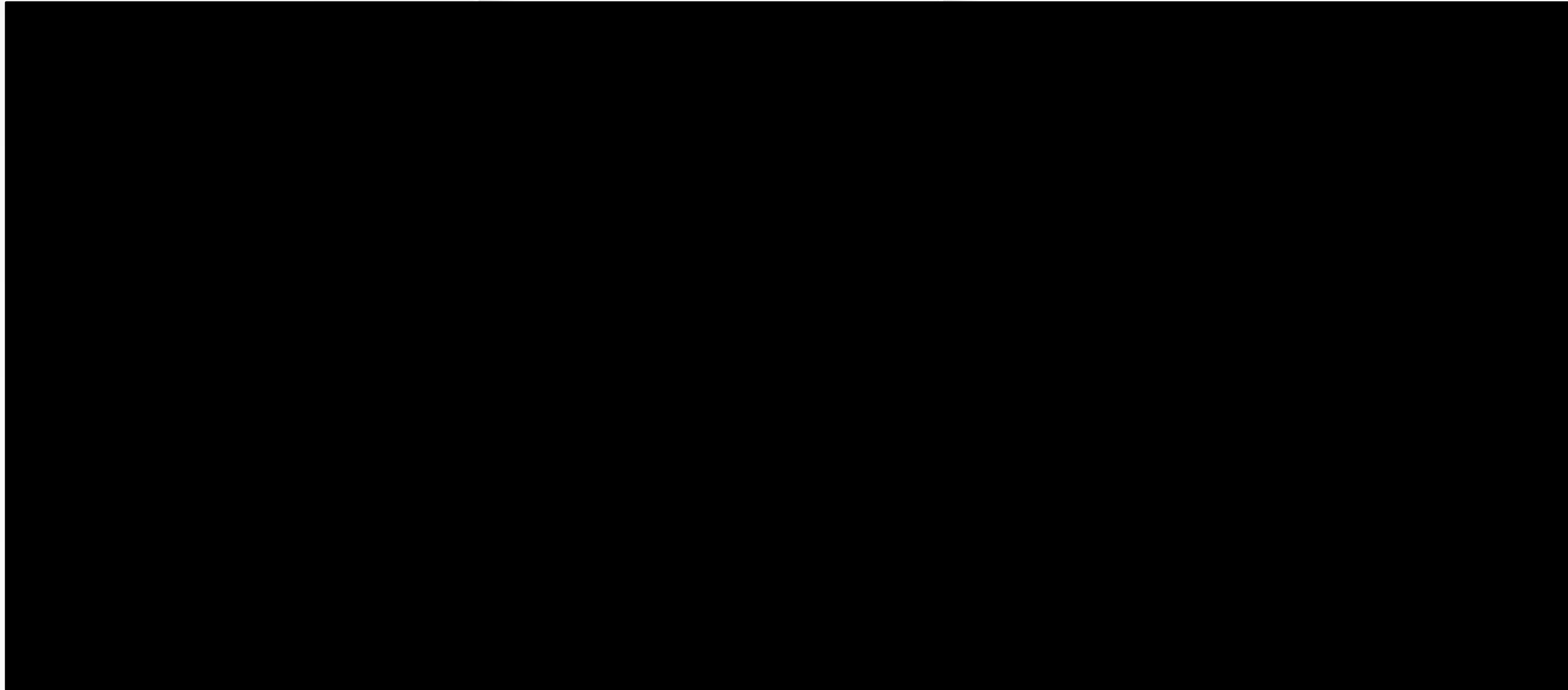
- Preferred Prescriber Network
- Complete journey with RDs & Coaches
- Advocates & Rewiring tools



- Complete reporting on cohort
- Full Transparency

**The Better Solution for Obesity & Weight Loss**

# Heuro Competitor Analysis in Plan Sponsor Space



Month  
ated  
ney



time.

# Who We Are: Heuro

At Heuro, we are pioneers in the field of weight loss solutions, dedicated to transforming lives through innovative approaches backed by science and compassion.

**Our Mission** is simple yet profound: to guide individuals on their journey to sustainable weight loss and improved well-being.

## What Sets Us Apart

- **Safety-Centric Approach:** We prioritize the safety of every individual, ensuring that our solutions are certified and tailored to meet the diverse needs of our clients.

- **Comprehensive Support:** Our programs offer more than just medications, they encompass a holistic journey with dedicated clinicians, coaches, and tools, guiding individuals towards sustainable results.

# Three Potential Different Heuro Collaborative Journey Solutions - Your Choice, Your Plan



**Journey with GLP-1 Medication**



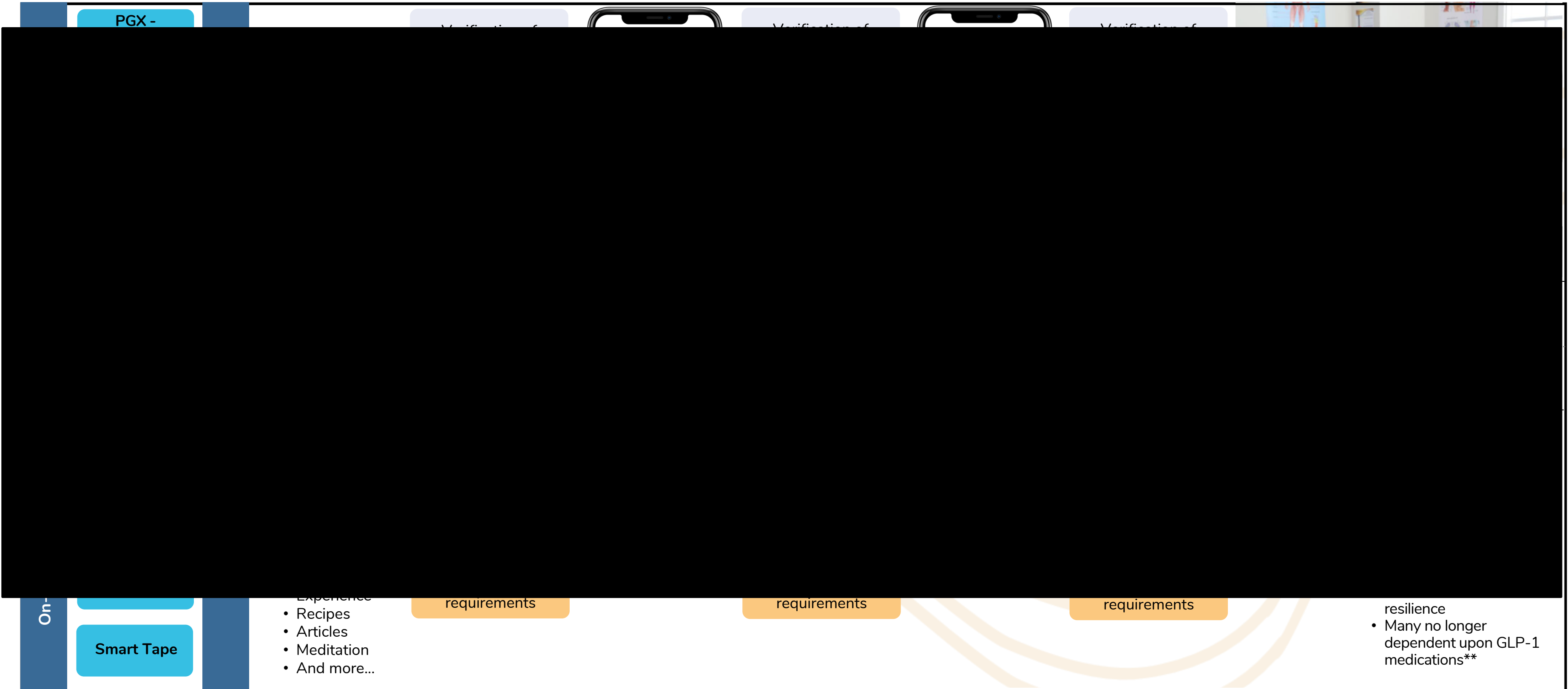
**Ensuring everyone is included!**

# Plan Sponsor Participant Journey - Year 1



## Getting Started:

- Arrive at Website to enroll
- Option to view videos on: Journey and Medications
- Initial outreach/engagement with advocate
- GLP-1 prescribed Journey is 12 months long: Medications through ASM





# Plan Sponsor Participant Journey - Year 2

Majority No longer on GLP-1 Drug

- Ending Strong**
- Medical Visits
  - Coaching
  - Registered Dietitian visits

Documentation of journey steps and results



Documentation of journey steps and results



Documentation of journey steps and results

**Digital Content Outreach & Access:**

- Webinars
- Video Library
- Journaling
- Heuro Experience
- Recipes
- Articles
- Meditation
- And more...



Continued Adherence

Continued Adherence

Continued Adherence

- Increased physical activity
- Positive mental outlook



# What Sets Our Program Apart

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- **Safety-Centric Approach:** We prioritize the safety of every individual, ensuring that our solutions are certified

care and the safety of the patient.



# Heuro Combines Behavior Change Elements to Create a Combination Solution That Delivers Maximum Results

