

# The Surest approach to type 2 diabetes

**surest**<sup>®</sup>

A UnitedHealthcare Company

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# Our impact: How we support members with type 2 diabetes

Diabetes reversal program participants controlled blood sugar and lost weight without medication:

**72%**

of costly medications eliminated

Lowered HbA1c blood sugar by

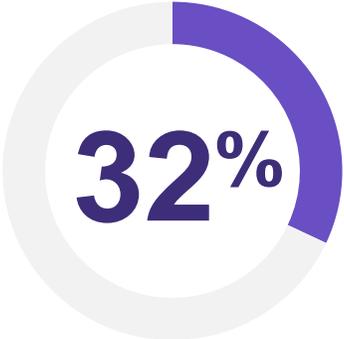
**0.8**

points (to pre-diabetic levels)

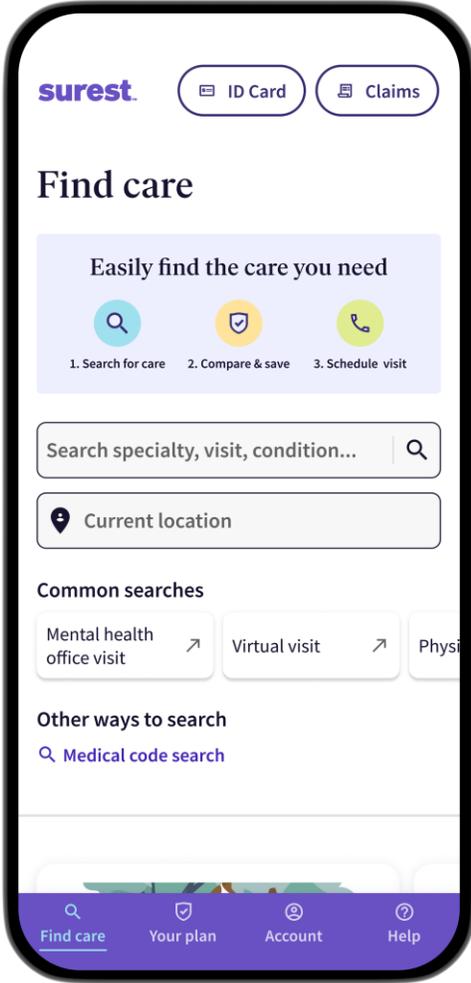
**7%**

average weight loss on average after one year

Support through Clinical Advocacy, Member Services, Case Management—**boosting member satisfaction.**



members who **interacted with Suresst clinical advocates** rated Suresst with a 32% higher NPS score<sup>1</sup>



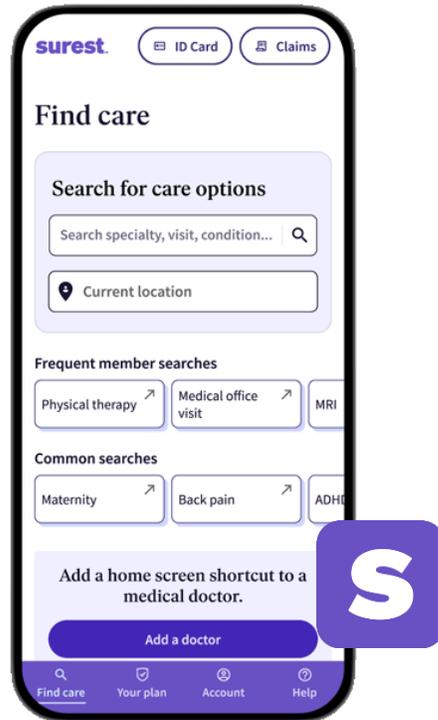
Illustrative example only. Costs and coverages may vary.

1. Net Promoter, Net Promoter System, Net Promoter Score, NPS and NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

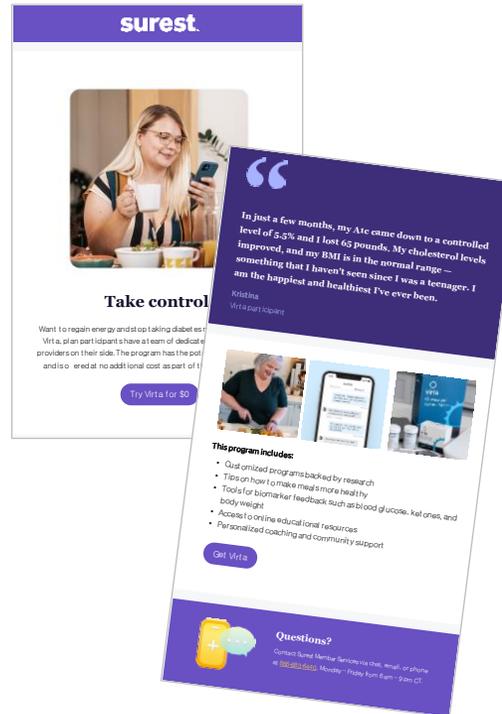
# Our three-pronged approach meets members where they are and helps drive improved outcomes



## Product design



## Campaigns



## Clinical Advocacy and Member Services



Illustrative example only. Costs and coverages may vary.



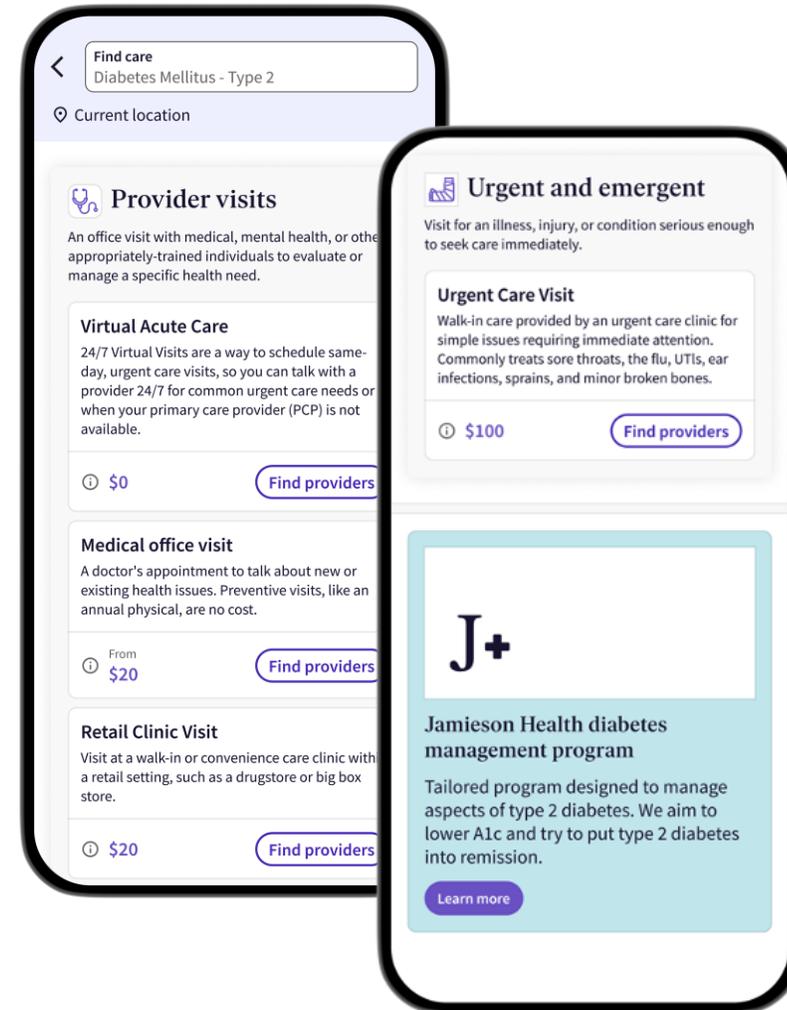
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# The Surest approach: Product design



## How search works

In addition to seeing upfront prices—not estimates—for treatments and providers, members see in-app resources based on search patterns, including care option cards and programs.



# The Surest approach: Targeted campaigns

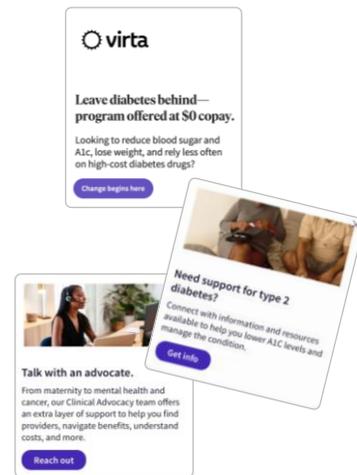


We use claims data to identify members with type 2 diabetes and send them targeted campaigns. We check for claims daily to qualify eligible members until the member has either enrolled or is no longer eligible.

**Education** through campaigns, including diabetes reversal program.

Emails  
**62%**  
Open rate

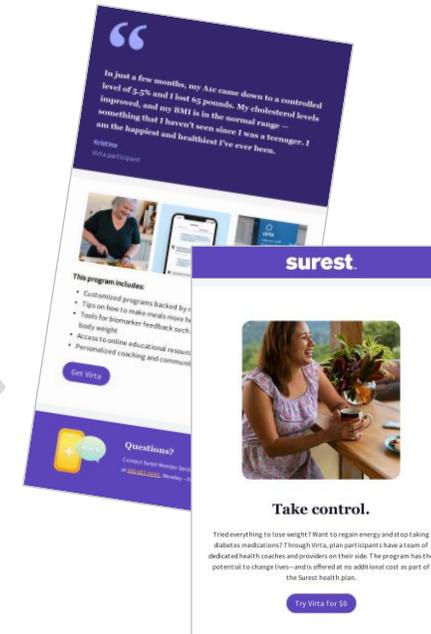
In-app message  
**64%**  
Click-through rate



**Homepage card**  
Program, Clinical Advocacy, and member guide on first sign on, live for a month



**In-app message #1**  
on first login



**Email**  
sent after 4 weeks



**In-app message #2**  
sent after 2 weeks

# The Surest approach: Live support



A new diagnosis can feel overwhelming.

## The Surest team can help:

### Case Management

- Work with members and care teams
- Assess member needs and help follow treatment plan
- Find high-value in-network providers

### Clinical Advocacy

- Provider-matching
- Decision support
- Navigating benefit

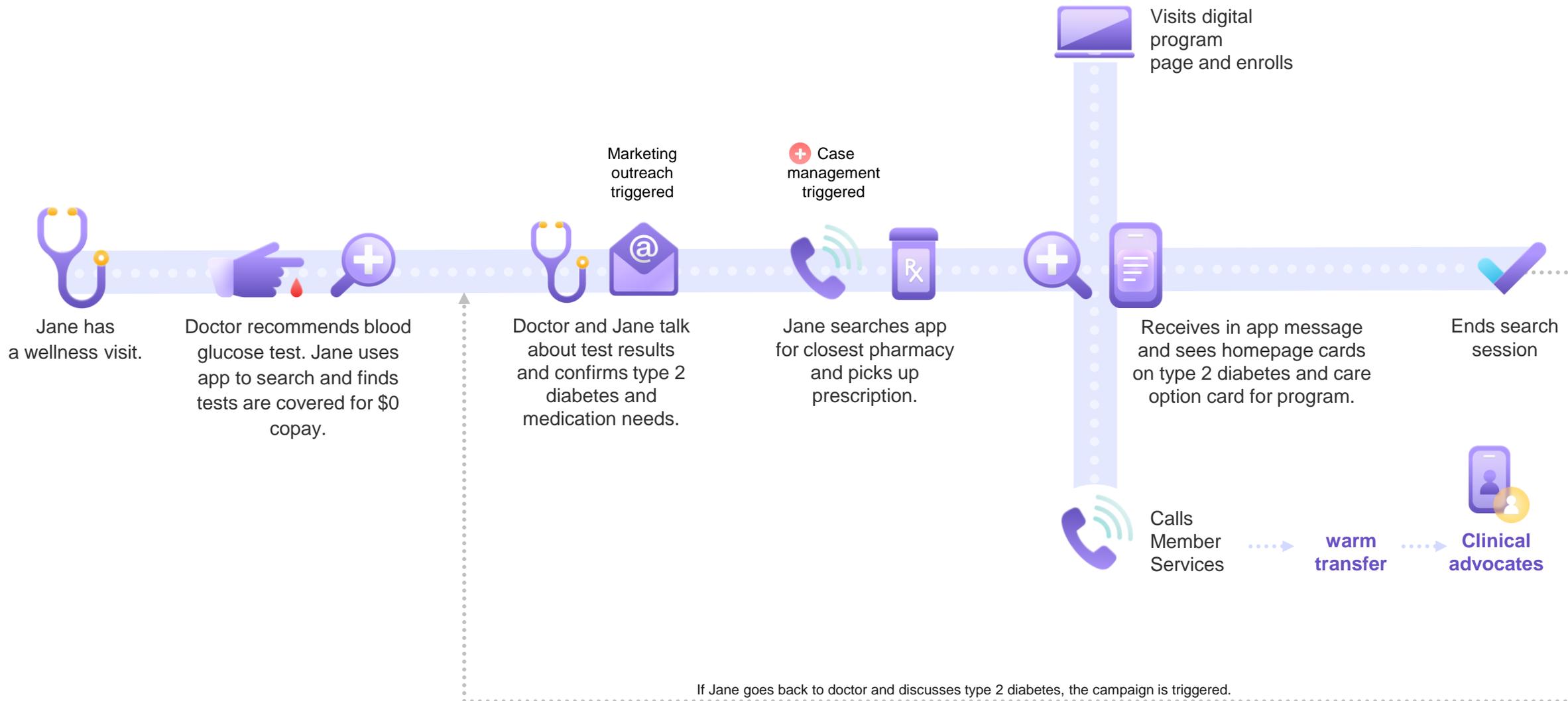
### Member Services

- Help using the app
- Finding providers, drugs, and treatments
- Programs and resources
- Warm transfer to Clinical Advocacy team





# The member journey



# Helping your team build awareness

We offer self-serve materials to HR teams to complement the Surest approach to type 2 diabetes.



**virta**  
Better health can taste great

**Don't settle for a life with diabetes**  
Virta Health is a virtual clinic that may help you lower blood sugar, lose weight, and rely less on pricey drugs. Members eat their way to better health thanks to a plan made just for them and support from medical providers, coaches, and digital health tools.

Within 10 weeks, 87% of Virta members in a clinical study stopped or reduced insulin\*.

Check eligibility:  
[www.virtahealth.com/join/surest](http://www.virtahealth.com/join/surest)  
Or scan this code

*"It's been so easy to make my meals and life Virta-friendly. It's been 3 months and so far, I've lost 50 pounds... Beyond that, it's become easier for me to be on my feet all day at work, which is a great improvement."*  
Member Mauricio, 09/2022

**Put a healthy spin on your go-to meals**

- Almond flour pancakes and eggs
- Tacos with cheese shells
- French fried green beans
- Sausage jambalaya and cauliflower rice

**Behind Virta's programs**

- Backed by research
- Tips to make meals more healthy
- Personalized provider care and coaching
- Daily support via mobile/desktop app
- You may be covered for \$0 care

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Surest Member Services:  
866-683-6440, Monday - Friday, 6 am - 9 pm CT.

Brought to you by: **surest.**

Flyers



**B2C | Newsletter copy: Diabetes**

**Imagery**

**Messaging map**

**Headline**  
Managing diabetes? Find support with the Surest health plan.

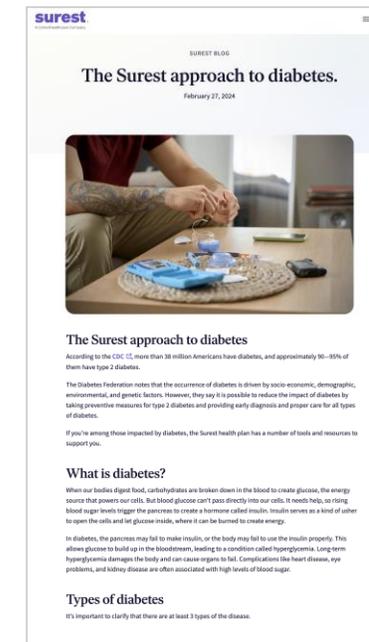
**Short messaging**  
Living with diabetes affects your health in many ways and Surest is here to support you. The Surest app or website lets you see clear, upfront cost and coverage details to help you choose care that supports your health and budget. Regular checkups and tests are important and, when done in-network, you can save on care. Search and compare providers and treatment options, and even check the prices for diabetes devices, supplies, and medications from the palm of your hand. If you need help navigating diabetes care, call Surest Member Services and ask to speak with a clinical advocate for support at 866-683-6440, Monday - Friday from 6 am - 9 pm CT.

**Long-form messaging**  
Living with diabetes affects your health in many ways and Surest is here to support you. The Surest app or website lets you see clear, upfront cost and coverage details to help you choose care that supports your health and budget. Regular checkups and tests are important and, when done in-network, you can save on care, including a \$0 copay for routine tests like A1C (blood sugar) test, fasting glucose test, and foot checks. The Surest plan uses the large network of UnitedHealthcare doctors, hospitals, and clinics so you can find care and specialists like endocrinologists and ophthalmologists in your area and at a price that works best for you. And, when you search by symptom or condition, you'll find additional care options and programs available to help you manage the condition. If you need help navigating diabetes care, call Surest Member Services and ask to speak with a clinical advocate for support at 866-683-6440, Monday - Friday from 6 am - 9 pm CT.

**Call to action (CTA)**  
Learn more  
[Find diabetes care](#)

**surest.**

Content platform



**surest**

SUREST BLOG

## The Surest approach to diabetes.

February 27, 2024



**The Surest approach to diabetes**

According to the CDC <sup>1</sup>, more than 38 million Americans have diabetes, and approximately 90-95% of them have type 2 diabetes.

The Diabetes Federation notes that the occurrence of diabetes is driven by socio-economic, demographic, environmental, and genetic factors. However, they say it's possible to reduce the impact of diabetes by taking preventive measures for type 2 diabetes and providing early diagnosis and proper care for all types of diabetes.

If you're among those impacted by diabetes, the Surest health plan has a number of tools and resources to support you.

**What is diabetes?**

When our bodies digest food, carbohydrates are broken down in the blood to create glucose, the energy source that powers our cells. But blood glucose can't pass directly into our cells. It needs help, so rising blood sugar levels trigger the pancreas to create a hormone called insulin. Insulin serves as a kind of usher to open the cells and let glucose inside, where it can be burned to create energy.

In diabetes, the pancreas may fail to make insulin, or the body may fail to use the insulin properly. This allows glucose to build up in the bloodstream, leading to a condition called hyperglycemia. Long-term hyperglycemia damages the body and can cause organs to fail. Complications like heart disease, eye problems, and kidney disease are often associated with high levels of blood sugar.

**Types of diabetes**

It's important to clarify that there are at least 3 types of the disease.

Member guide (blog)

Insurance coverage for fully insured plans is provided by All Savers Insurance Company (for FL, GA, OH, UT and VA), by UnitedHealthcare Insurance Company of IL (for IL), by United Healthcare of Kentucky, Ltd. (for KY), or by UnitedHealthcare Insurance Company (for AL, AR, AZ, CA, CO, DC, DE, GA, IA, ID, IL, IN, KS, KY, LA, MD, MI, MN, MO, MS, MT, NC, NE, NH, NV, OH, OK, PA, RI, SC, SD, TN, TX, UT, VA, WI, WV and WY). These policies have exclusions, limitations, and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, contact either your broker or the company. Administrative services for insurance products underwritten by All Savers Insurance Company and UnitedHealthcare Insurance Company, and for self-funded plans, are provided by Bind Benefits, Inc. d/b/a Surest, its affiliate United HealthCare Services, Inc., or by Bind Benefits, Inc. d/b/a Surest Administrators Services, in CA.

