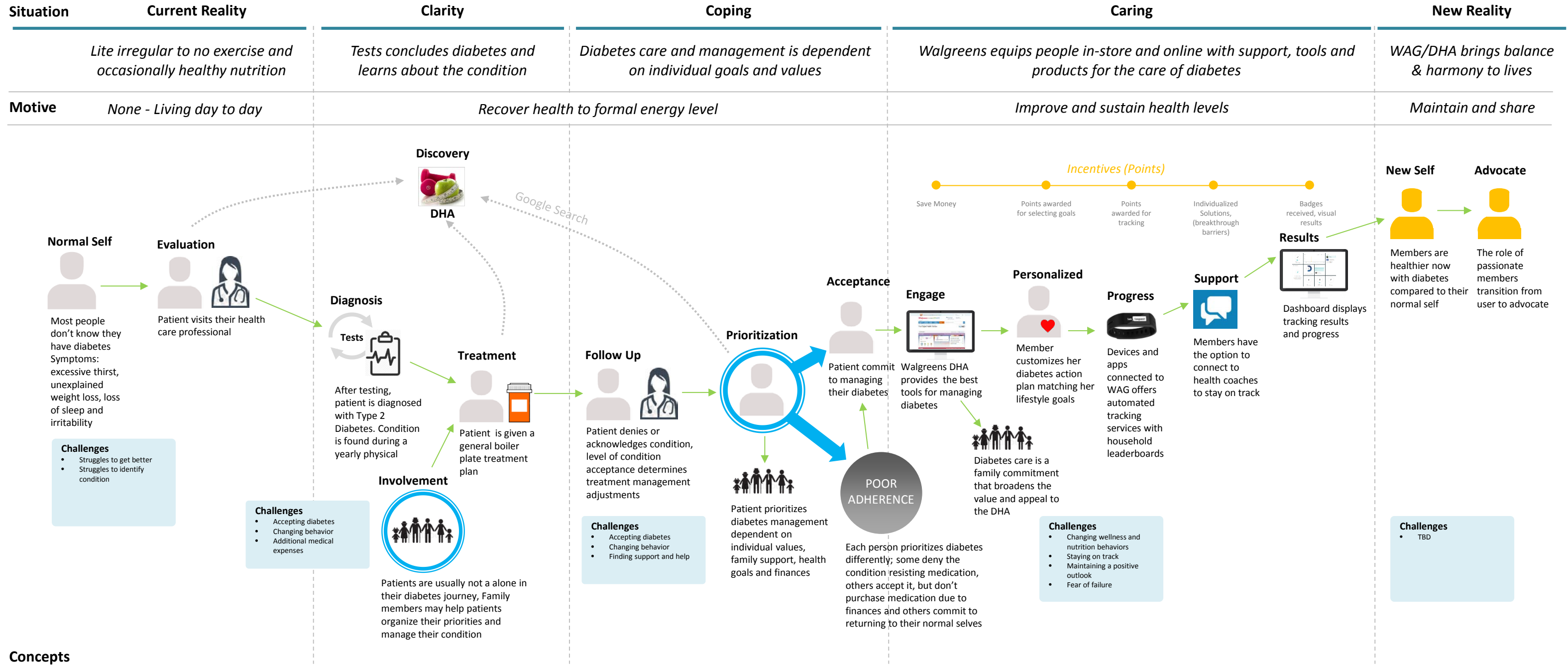


DHA Diabetes Journey



Concepts

IN-STORE	ONLINE
WAG partners with healthcare industry leading businesses to promote DHA and make it a customer acquisition touch point	WAG partners with insurance providers to promote DHA, content found under patient coverage information WAL teams up with ZocDoc offering online appointment setting vis API (first set in centralizing care information)
WAG creates a diabetes section showcasing diabetes products ranging from foot care and glucose meters + promoting HDA/MDLive	A Wellness Chronic Care center is offered online starting with Diabetes offering: products, information, community and coaching services Members customize a care action plan consisting of DHA goals, exercise and nutrition preferences, plus notification reminders for daily progress Each day, members can access exercise activities, recipes, nutrition tips and spirited messages to maintain progress and earn points
Members organize and mentor other members through local WAG stores	DHA offers a household account for family members to monitor activity and set activity challenges In the DHA, members give admin rights to guardians and/or parents to manage site details Members create a fan board for friends and family to post pictures and comments to for support and encouragement WAG creates a dedicated area for kids with diabetes WAG offers a Kids Striiv to help kids get and stay active

Challenges	Challenges	Challenges	Challenges	Challenges
<ul style="list-style-type: none"> Struggles to get better Struggles to identify condition 	<ul style="list-style-type: none"> Accepting diabetes Changing behavior Additional medical expenses 	<ul style="list-style-type: none"> Accepting diabetes Changing behavior Finding support and help 	<ul style="list-style-type: none"> Changing wellness and nutrition behaviors Staying on track Maintaining a positive outlook Fear of failure 	<ul style="list-style-type: none"> TBD

WAG offers tools enabling members to organize local events and activities (e.g., partnerships with Groupon, Orbitz, Disney and CTA give for exercise adventures)