

THERE'S A REASON NO ONE TALKS ABOUT GUARANTEES

BUT WE DO!

The Marathon Health
Performance Guarantee

PERFORMANCE + MEASUREMENT



MEASURING OUR SUCCESS AND YOURS

The Marathon Health Performance Guarantee

Healthcare should and can work better. Marathon Health offers an innovative approach to employee healthcare and workplace wellness. Our goal is twofold: help employees improve their overall health and lower employer annual healthcare costs.

Since 2005, we've partnered with leading employers around the country to offer onsite health centers, virtual care and network health centers located around town — where your team works, lives and shops. Our world-class clinicians work as an integrated care team, incorporating primary care, urgent care, behavioral health, physical therapy, occupational health, health coaching, diabetes education and more, to improve health and transform lives.

Our Promise: To make a bigger impact on your workforce than any other HR point solution. We tie our success to the success of our clients. Our value-based care contracts actually connect performance guarantees to how we get paid. We take a risk, and we're happy to do it because our model works.



Marathon Health achieves or exceeds 96% of our performance guarantees.

OUR MODEL – HOW WE MEASURE SUCCESS

We address the challenges that really matter.



ARE PEOPLE **USING**
THE CENTER?

65%+

Engagement with At-Risk Employees
with Chronic Health Conditions

50%

Engagement with Your Total
Employee Population



DO THEY **LOVE THE**
EXPERIENCE?

89

Member NPS (Net Promoter Score)

98%

Client Retention Rate



IS THEIR **HEALTH**
IMPROVING?

60%

of members improving 1 or more
biometric markers

67%

reduction in Hemoglobin A1c values when
members engage with a health coach



ARE WE **SAVING**
YOU MONEY?

32%

Engaged members cost 32% less
than non-engaged members

"Marqueta Seeuws, FNP, [with Marathon Health] told me the truth about my condition – her bedside manner was gentle, but firm. She ran a program for individuals with diabetes, and taught us about healthy foods and reading food labels. **She held me accountable.** Today, I feel 100 times healthier. **My A1c dropped from 12 to 6,** and my bad cholesterol decreased from 233 to 100. I lost almost 100 pounds, and I look and feel fabulous."

CHARLOTTE BLUE, MARATHON HEALTH MEMBER



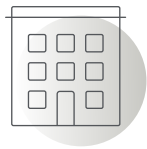
OUR PERFORMANCE GUARANTEE

With a proven track record based off our Quadruple Aim, the Marathon Health Model for healthcare delivery can help transform any employee population. We guarantee performance of these key metrics with a three-year commitment. If we don't meet these metrics, **we'll credit up to 10% of your aggregate monthly fee.**



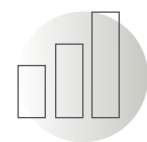
MEMBER ENGAGEMENT

Real-time insights enable personalized employee engagement campaigns and allows employers to make actionable healthcare decisions.



MEMBER EXPERIENCE

Care teams spend more time with members to build deep connections, which results in personalized care plans that drive true behavior improvements.



HEALTH OUTCOMES

We're not just treating symptoms, we're transforming lives, which means healthier employees.



COST SAVINGS

Guaranteed lower healthcare costs for employers. On average, employers see a savings of \$2,000 annually for each employee who uses Marathon Health.

MARATHON HEALTH'S KEY METRICS

MEMBER ENGAGEMENT

Due to busy schedules, people often put off scheduling annual physicals or biometric screenings, which can uncover a range of chronic health conditions. Determining the right way to drive employees to use the health center leads to higher engagement and a faster ROI.



There are four levers that drive incremental engagement: dedicated care teams, leadership support from employers, automated marketing campaigns and incentives. This is all powered by our Ignite Ecosystem platform that turns data into actionable insights to provide tailored, personalized care to empower your employees in their healthcare journey.

“Organizations that offered our good-better-best incentive program to their employees in 2020 saw a 37% lift in health center engagement compared to employers who did not offer an incentive program,” says Jenny Lowry, who leads incentive design for Marathon Health. “Employers who participate in our incentive program also see a 2:1 ROI on their spend.”

MEMBER ENGAGEMENT GUARANTEE

Category	Definition	Target
Utilization	Unique eligible employees using any Marathon Health service (via in-person, virtual or telephone)	45%*
Engagement	Unique eligible employees with an appointment with a Marathon Health provider or health coach (via in-person, virtual or telephone)	40%*
High Chronic Engagement	Unique eligible employees identified as high chronic with an appointment with a Marathon Health provider or health coach (via in-person, virtual or telephone)	60%

**Targets set per opportunity*

“I had a patient break out in tears when we told her we could dispense her inhalers from our office at no cost to her because she was unable to afford them. She has since scheduled her full physical and annual screening labs, in which she hasn’t had in over 5 years!”

DANIELLE CALLANAN, PA



MARATHON HEALTH’S KEY METRICS

MEMBER EXPERIENCE

Better health requires a strong relationship between our members and our care teams. It starts by Marathon Health hiring the best providers — who we call ambassadors — and enabling them with the tools, time and support to deliver high quality care. Our culture is built on the core values of integrity, compassion, respect, exceptional service, teamwork, inclusion and innovation, and we’re deeply embedded in the culture of our clients.

Our care team delivers better experiences to keep members coming back — spending on average 30 minutes for each visit. Our team is trained in Motivational Interviewing and Mindfulness and Appreciative Inquiry to help your employees sustain healthy behavior changes. We build trust with our members. And we give more ways to access care, including onsite health centers, network health centers around your town, and virtual care.



Patients who rate Marathon Health providers as Excellent or Good.

MEMBER EXPERIENCE GUARANTEE

Category	Definition	Target
Patient Satisfaction	% of survey respondents indicating they were “satisfied” or “very satisfied” with Marathon Health	90%
Net Promoter Score (NPS)	Survey respondents indicating they would recommend Marathon Health to friends, family or business associates	70
Repeat Patient Utilization Rate	Repeat visits	50%*

**Targets set per opportunity*

“Today, my health has taken a complete 180 and my confidence in healthcare has been restored. I now know I have a trusted health center with a concerned, knowledgeable health care team, and I make use of it regularly. The entire Marathon Health team shows unfailing compassion, and I am forever grateful.”

JOANNA DIPEPPE, MARATHON HEALTH MEMBER



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MARATHON HEALTH'S KEY METRICS

HEALTH OUTCOMES

In addition to increasing access and offering high-quality patient experiences, employers need to take a population health-focused approach to identify and target high-risk and emerging-risk employees. This could include analyzing data to identify member cohorts, such as patients with unmanaged diabetes or high blood pressure, and connecting them with medications, health coaching and other services to improve health outcomes. Marathon Health can identify members who are overdue for a preventive exam, such as a mammogram.

"In a secure way, we look at all the data on a patient's health conditions, identify risks, and find opportunities to engage and educate the patient. There are a lot of situations to provide health coaching," says Jeff Wells, MD, CEO and Co-founder of Marathon Health. "We can automate personalized digital campaigns and do 1:1 outreach on the clinical side, often by simply communicating, 'We'd like to get you back in and help you with that.'"

HEALTH OUTCOMES GUARANTEE

All measurements follow the national guidelines for adult preventive care. Measurement targets are based on attainment of set HEDIS® percentiles. Where there are no applicable HEDIS benchmarks, the target is based on internal benchmarks.

Top Cost Drivers		Targets Yr 1 / Yr 2 / Yr 3
Cancer	Breast cancer screening (Mammogram) Cervical cancer screening (21-64 years old) Colorectal cancer screening	HEDIS 50th / 67th / 75th Percentiles
Musculoskeletal	Low back pain – exercise/PT referral Knee osteoarthritis – weight management	50% / 50% / 50%
Circulatory	BP control (140/90) TC: HDL ratio – improvement of high/very high risk	HEDIS 50th / 67th / 75th Percentiles 25% / 30% / 35%
Key Comorbidities / Risk Factors		Targets Yr 1 / Yr 2 / Yr 3
Mental Health	Screening for clinical depression and follow-up	50% / 60% / 70%
Diabetes (5 of 8 met)	BP control of diabetes (140/90) HbA1c control <8% Comprehensive diabetic foot exam Nephropathy screening	HbA1c process (1x year) Statin use Lipid control (less than 100) Pneumonia vaccination 60% / 70% / 75%
Tobacco Cessation	BP control (140/90) TC: HDL ratio – improvement of high/very high risk	HEDIS 50th / 67th / 75th Percentiles

HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).



47%

In a recent analysis of 3,000 identified pre-diabetics who had access to Marathon Health, 47% reversed into optimal range after engaging with our providers.



"I met with a new member today who did not have a PCP and was using the ER for everything. Our outreach efforts brought this member in and we were able to find out that prescribed medications were not being taken, especially cholesterol medication, due to inability to swallow large pills. We were able to navigate this major barrier with alternative dosage forms. THIS IS WHY WE ARE HERE."

JULIE GIARDINA, FNP, BRIGGS & STRATTON

MARATHON HEALTH'S KEY METRICS

CLIENT SAVINGS

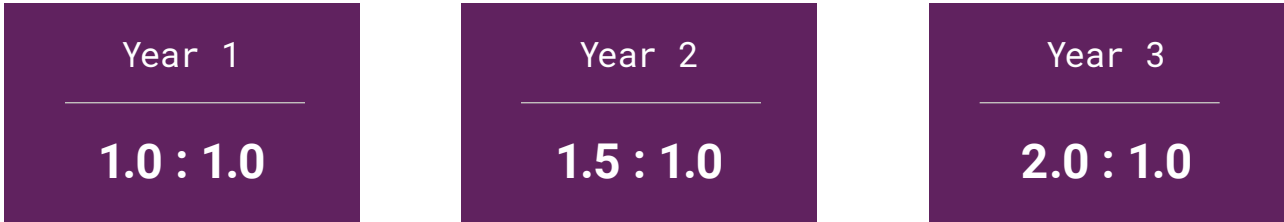
To truly get the most out of the investment — from health outcomes to financial savings — employers need to take an active role to ensure employees understand available services, while making it seamless to receive the care they need.

Our insights show that patients with a diagnosed chronic condition who engage with Marathon Health cost their employers 31% less than chronic condition patients who do not engage with our care teams. We guarantee lower healthcare costs for employers. On average, employers see a savings of \$2,000 annually for each employee who uses Marathon Health.

We also have a 5-year roadmap committing to delivering innovation in key areas such as engagement, patient experience and care navigation so that our clients continue to see savings and member health continues to improve.

Your expected PMPM (Per Member Per Month) medical claims costs – net of fees paid to Marathon Health – will be reduced.

ACHIEVEMENT OF NET ROI



“Marathon Health clients saved an average of \$2.70 for every \$1 invested in employee healthcare in 2020, with the average company saving around \$11 million across their book of business.”

CHAD ASHCRAFT, EXECUTIVE VICE PRESIDENT OF GROWTH, MARATHON HEALTH



OUR COMMITMENT TO YOU

We built our performance guarantee because we want to see all our clients succeed, while improving employee health, across the board. We're dedicated to what we do because we believe employers can change healthcare for the better.

We guarantee performance of our key metrics with a three-year commitment. If we don't meet these metrics, **we'll credit up to 10% of your aggregate monthly fee.**

Categories	Percentage of Fee at Risk	Results
Member Engagement	2.5%	2 of 3 met = no refund
Member Experience	2.5%	2 of 3 met = no refund
Health Outcomes	2.5%	4.0 - 5.99 met = no refund
Cost Savings	2.5%	100% of target = no refund

Performance Guarantees are available for self-insured employers with 500 or more employees.





WANT TO LEARN MORE?

Email us at hello@marathon-health.com

Visit us at marathon-health.com to better understand
The Outcomes We Work For!

