


WHITE PAPER

Scaling Whole Person Health with Lifestyle Medicine and Collaborative Care

The Future of High-Value Care



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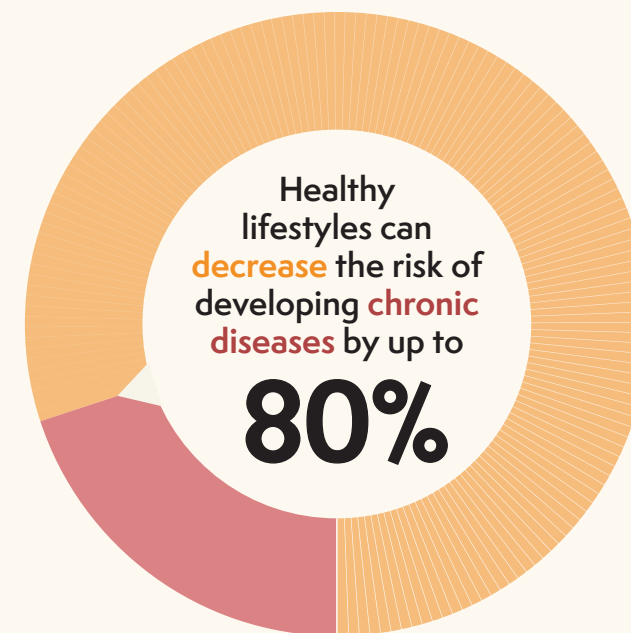
Lifestyle medicine and **collaborative care**

are emerging as powerful evidence-based approaches to address the growing challenges of healthcare cost containment, improving patient outcomes, and enhancing overall health.

Nudj Health has proven that when combined, they offer a cost-effective, patient-centered model that not only **reduces healthcare expenses** but also ensures more **sustainable and effective health management** by improving both the quality and longevity of patients' lives.

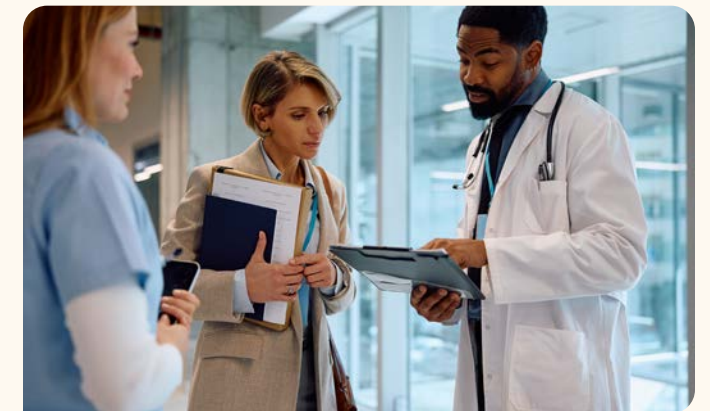
The Benefits of Two Highly Effective Evidence-Based Care Models

- ✓ reduces costs
- ✓ improves patient care
- ✓ improves patient adherence
- ✓ improves patient outcomes
- ✓ reduces clinical staff burden
- ✓ provides additional revenue stream for clinic/hospital



● **Lifestyle Medicine (LM)**

Lifestyle medicine is a medical specialty that applies evidence-based interventions focused on key lifestyle areas such as nutrition, physical activity, stress management, and sleep to target the root causes of chronic diseases.^{1,7,10} By promoting healthier lifestyles, these interventions can prevent the onset or progression of conditions such as heart disease, diabetes, and obesity, thereby reducing the need for costly treatments and hospitalizations.^{3,4,7}



● **Collaborative Care Model (CoCM)**

Collaborative care is an evidence-based holistic approach to patient care involving multidisciplinary teams of healthcare professionals—such as doctors, nurses, mental health specialists, and dietitians—that address both physical and mental health needs.^{5,8} This comprehensive, coordinated care enhances patient outcomes and fosters better patient engagement, improves adherence to treatment plans, and reduces fragmented care.

Chronic Disease has Significant Impact on an Already Fragmented Healthcare System

Alarming, only 6.8% of U.S. adults have optimal cardiometabolic health and 88% of working adults have at least one chronic condition.⁹ These staggering numbers place immense pressure on a healthcare system already strained by limited time with patients and inadequate staffing,⁵ underscoring the nation's significant burden of chronic disease.

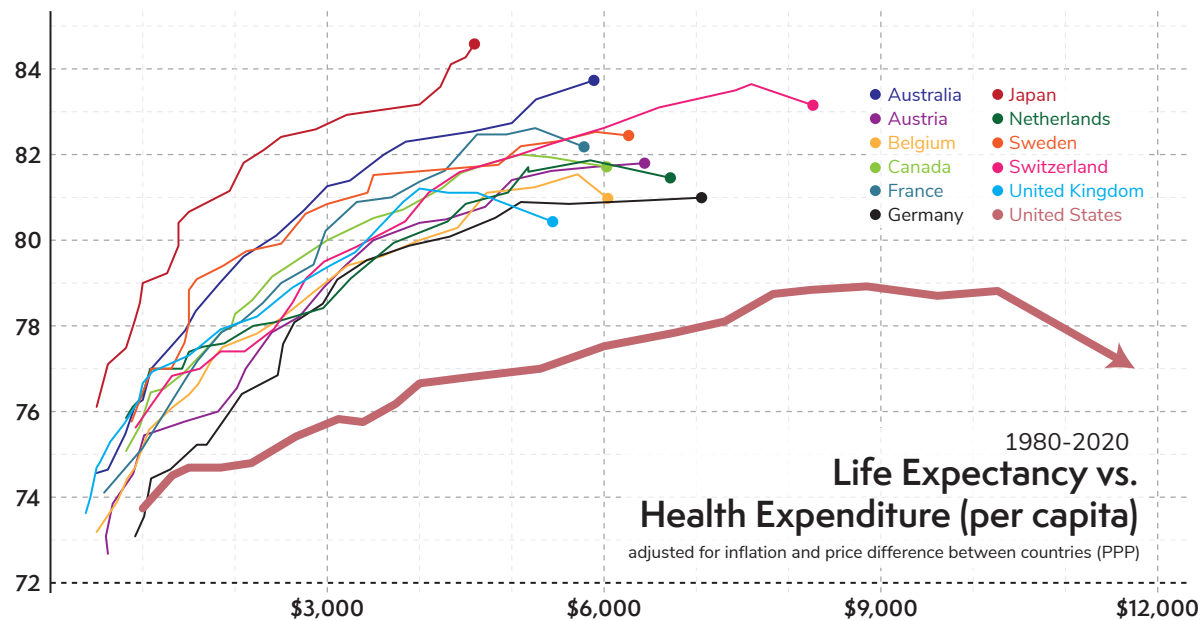
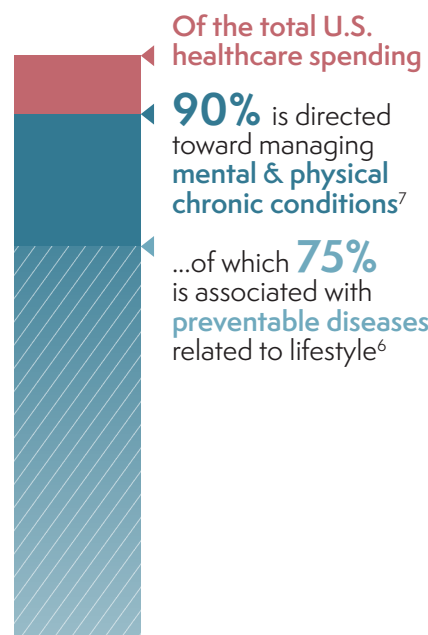
In 2023, the United States spent \$14,570 per capita on healthcare—significantly more than other high-income countries, which averaged \$7,393—yet it continues to fall short in life expectancy while those countries experience gains.^{13,14} This discrepancy highlights deep systemic issues, including a fragmented healthcare system that results in inefficiencies and suboptimal care.⁵ The prevalent fee-for-service model further exacerbates the problem, as it fails to support the time and coaching necessary to facilitate meaningful behavior change.¹



93% of adults have **suboptimal cardiometabolic health**



88% of working adults have at least **1 chronic condition**



Sources: UN, World Population Prospects (2024) – processed by Our World in Data; OECD Health Expenditure and Financing Database (2024) – with minor processing by Our World in Data

The Economic Impact of Whole-Person Care Models

Both collaborative care and lifestyle medicine have shown they not only improve overall patient outcomes and reduce the chronic disease burden but also reduce overall healthcare spending.^{3,6,9} A four-year evaluation of a collaborative care model found an average annual savings of \$3,363 per patient compared to those in usual care.⁶ With intervention costs being \$522, this corresponds to a 6:1 return on investment (ROI), with every dollar spent yielding up to six dollars in healthcare cost savings. Further evidence from a self-insured health system implementing an intensive lifestyle change program demonstrated a 20% reduction in hospitalization

• Collaborative Care •

\$3,363 SAVED PER PATIENT, PER YEAR OVER A 4-YEAR PERIOD

\$6:1 SAVINGS IN ANNUAL LONG-TERM HEALTHCARE SPENDING

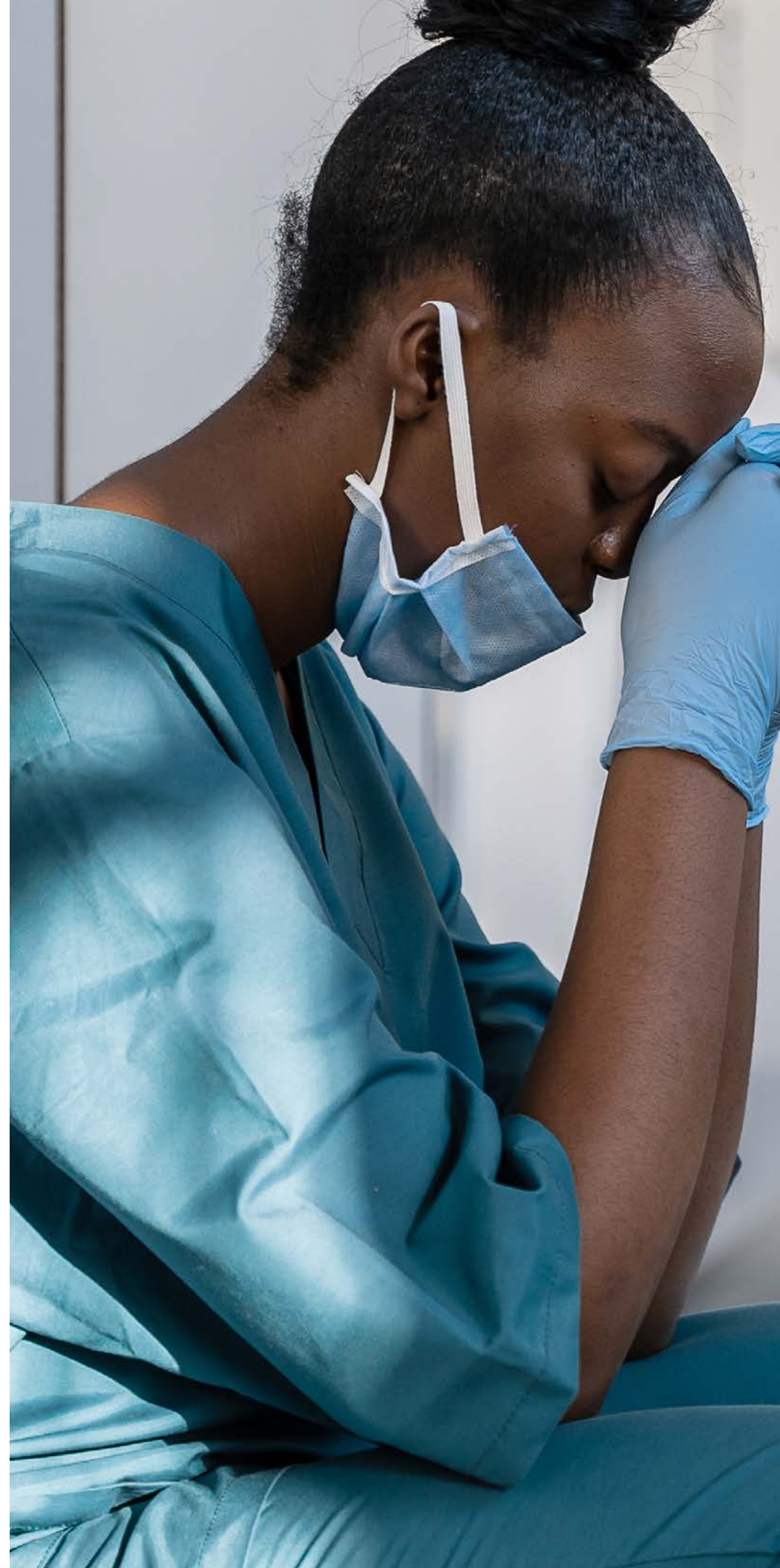
costs and a 36% reduction in pharmacy spending after one year.¹² Additionally, a lifestyle medicine-based primary care practice in Southern California achieved a 40% reduction in total cost of care for its Medicare Advantage population.¹¹ These findings reinforce the clinical and economic value of a whole-person care model that integrates mental, behavioral, and physical health.

• Lifestyle Medicine •

\$2 M+ REDUCTION IN HOSPITALIZATION COSTS

\$1 M REDUCTION IN PHARMACY SPENDING

40% REDUCTION IN OVERALL COST OF CARE



An Innovative Solution Designed for Coordinated Care, Built for Scalable Impact

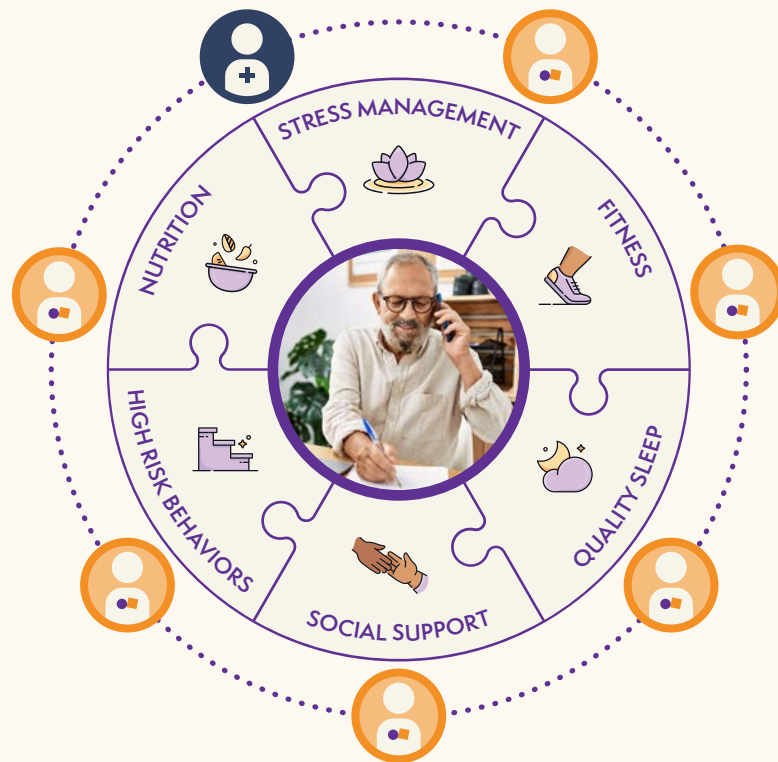
Nudj Health delivers a highly coordinated, patient-centered model of care by combining the clinical rigor of collaborative care with the preventative power of lifestyle medicine. This innovative approach, offered in partnership with providers, has proven to be an effective and scalable solution.

The Nudj model involves a multi-disciplinary team that supports behavior change in the six pillars of lifestyle medicine to target the root causes of chronic disease.^{1,3} Under psychiatric oversight, these teams deliver targeted behavioral interventions through

monthly sessions, interactive virtual group classes, structured goal setting, and patient-driven care plans. Clinically validated assessment tools guide treatment-to-target, while interconnected whole-person care and deprescribing protocols are adopted as the patient's cardiometabolic health improves.⁶ Additionally, Nudj addresses social determinants of health by working with underserved populations, including Medicaid patients, providing them with education and resources to ensure equitable access to whole-person care.⁸

Patient-Centered, Whole-Person Care

The Nudj program emphasizes interdisciplinary collaboration between the ordering provider and the Nudj Care Team to provide a comprehensive care plan specific to each patient.



- **Referring Physician** prescribes lifestyle medicine and refers patient to Nudj and has access to real-time analytics to monitor patient outcomes.
- **Consulting Psychiatrist** assists with behavioral techniques and leads treatment team meetings with patient's interdisciplinary care team. They also serve as a resource to the referring provider should the patient require elevated mental health intervention.
- **Care Manager** is a licensed mental health professional specializing in behavioral interventions targeting physical and motivational barriers for lifestyle change and provide intervention, evaluation, and case management.
- **Health Coach** helps the patient make positive lifestyle changes to improve their physical and emotional well-being using evidence-based strategies and motivational techniques for sustainable change.
- **Exercise Physiologist** assesses physical activity and cardiometabolic health to provide a tailored exercise routine aligned with disease state and desired outcome.
- **Registered Dietitians** lead monthly nutrition classes and provide 1:1 monthly consultations to optimize nutritional outcomes.
- **RPM Device Technicians** monitor connected blood pressure devices and notifies patient and referring physician of abnormal readings.

Stacked for Impact

Comprehensive whole-person care services to meet any needs

Connected Devices

- Remote physiological monitoring via blood pressure, weight, pulse ox, and more
- Tracks real-time data to identify trends, risks, and progress
- Combined with lifestyle interventions to improve cardiometabolic health and address chronic conditions

Data + Analytics

- Real-time tracking of key health measures include: mental health, quality of life, cardiometabolic health
- Data stored in the Nudj platform with built-in analytics
- Customizable views to help:
 - Providers see individual and population outcomes
 - Employers and payers assess program impact

Revenue Cycle Management

- Turnkey RCM solution for lifestyle medicine services
- Includes billing, claims submission, denial management, collections
- Offers real-time financial analytics and dashboards
- AI-powered, outcome-driven platform
- Ideal for physician groups launching new care services

Clinical Services

- Interdisciplinary team with certified expertise in mental health, lifestyle medicine, and behavior change
- Monthly appts with a dedicated Health Coach
- Live, virtual educational and fitness classes led by field experts
- Structured curriculums tailored to different health goals
- Personalized treatment plans with physician oversight

Technology

- Enterprise AI-enabled platform powers Nudj clinical services
- Supports delivery of evidence-based lifestyle medicine interventions
- Key features include: patient engagement strategies, clinical documentation, risk stratification, and more

Content + Creative Services

- Full-service creative team enhances the patient experience
- Provides marketing collateral, EMR and office messaging, educational materials
- Nudj Academy provides supplemental education with lifestyle medicine content and health literacy resources
- Ensures alignment between provider/employer messaging and patient care



Patient Satisfaction Leads to Patient Success

Patient Satisfaction ★★★★★ 4.8

When surveyed, patients that completed a lifestyle pathway reported high satisfaction in multiple areas including educational content, relationship with care team, and program structure.

Health Outcomes

DEPRESSION SCORE (PHQ-9)	50% ↓	n=7173
ANXIETY SCORE (GAD-7)	47% ↓	
NUTRITIONAL RISK (STC)	25% ↓	n=2610
SYSTOLIC BP	14% ↓	n=8582
DIASTOLIC BP	7% ↓	
WEIGHT LOSS	4% ↓	n=2054
TOTAL CHOLESTEROL	8% ↓	n=495
HDL	20% ↑	
LDL	6% ↓	
TRIGLYCERIDES	12% ↓	
HBA1C	3% ↓	n=1402
EXERCISE (MIN/DAY)	37% ↑	
SIT-TO-STAND (30S)	19% ↑	

Source: Nudj Health, Inc. – data processed by Nudj Analytics, 2025 May 16

Seamless Implementation with Comprehensive Onboarding & Continuous Support

Despite the strong clinical case for lifestyle medicine and collaborative care, many practices face common adoption barriers: lack of financial incentives, training gaps, scalability issues, high implementation costs, and the need for robust patient registry systems.^{1,8} Nudj addresses these challenges with a turnkey solution that requires **no upfront costs**, includes a **revenue-sharing model** based on collections, and **integrates directly into existing practice operations**, making it financially accessible for clinics of all sizes.

Since its founding in February 2021, Nudj has had the opportunity to refine and optimize every element of its care delivery, addressing the nuanced operational, technical, and clinical details that are essential for a seamless integration. Designed for rapid implementation, **the service line can be operational within 2 to 4 weeks**—depending on clinic readiness. The program is fully staffed and managed by Nudj, requiring no additional hires or registry development by the clinic.

To date, the program has served over 15,000 patients across various specialties, including primary care, oncology, independent and group cardiology practices, and health systems for lifestyle medicine and musculoskeletal.

Nudj allows providers to begin prescribing LM within one month.


To ensure collaboration and long-term success, customers can expect:

- Weekly implementation calls up to four weeks post-launch then reduced frequency as workflows stabilize
- Selection of a clinic workflow champion to assist Nudj Onboarding Team in streamlining EMR access and training
- Assistance in developing clinic-specific workflows for referrals, alert communication, reporting, and billing
- Onsite and virtual training for providers, clinical staff, call centers, medical records teams, and other key personnel
- Ongoing support from the Customer Success team post launch to ensure quality, compliance, and minimal disruptions to daily operations
- Cobranded marketing material for patient awareness: brochures, web content, email campaigns, social media, enrollment forms
- Reference aid tools and resources for providers and clinic staff
- Access to Nudj Provider platform/app to view patient insights and analytics


As the U.S. continues to face a growing burden of chronic diseases, **lifestyle medicine** and **collaborative care** are not just innovative approaches, they are essential whole-person care solutions offering a proven pathway toward better health outcomes, cost savings, and patient-centered care.^{5,6,8}

By addressing the root cause of illnesses, integrating physical and mental health, and promoting prevention over intervention, these models **align with the future of value-based healthcare**.^{1,3} Embracing these models in primary care is not only a medical imperative but a moral and economic necessity. ●

The Nudj Program



15,000+
patients served



60+
customers onboarded

primary care

oncology

cardiology

musculoskeletal

hospital systems



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