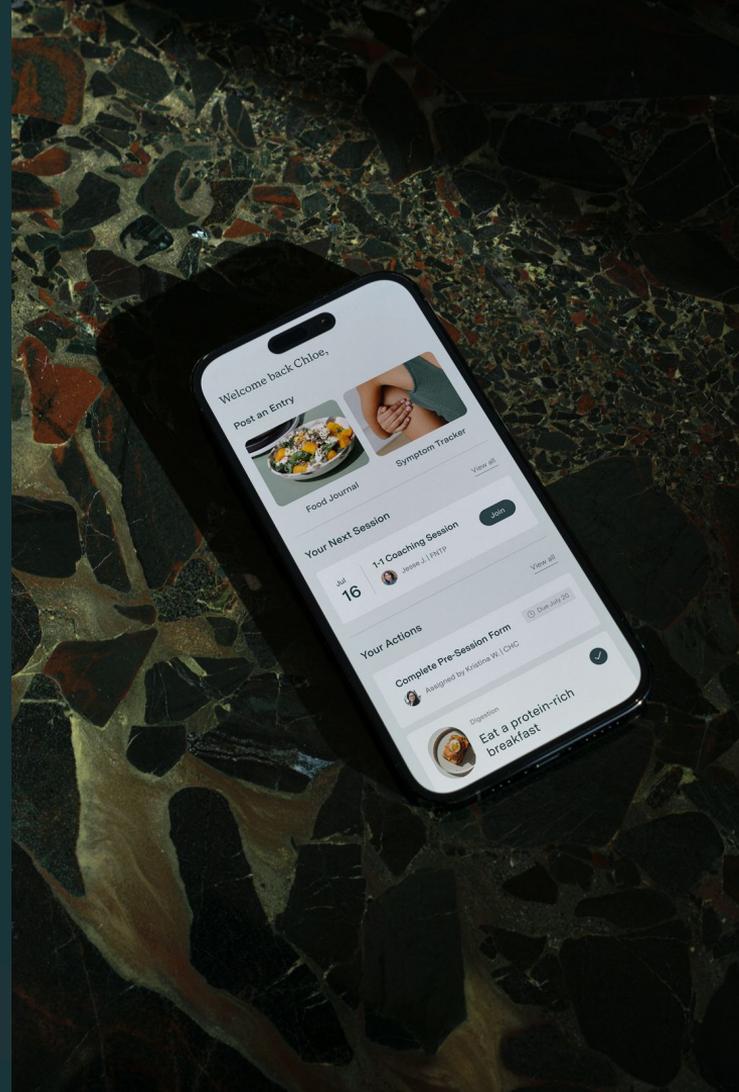


WellTheory

IBI

Autoimmune Disease — The Silent Workplace Epidemic



Forbes

AXIOS

FORTUNE

Modern
Healthcare

HealthDigest

FASTCOMPANY

Autoimmune disease affects 15% of the workforce

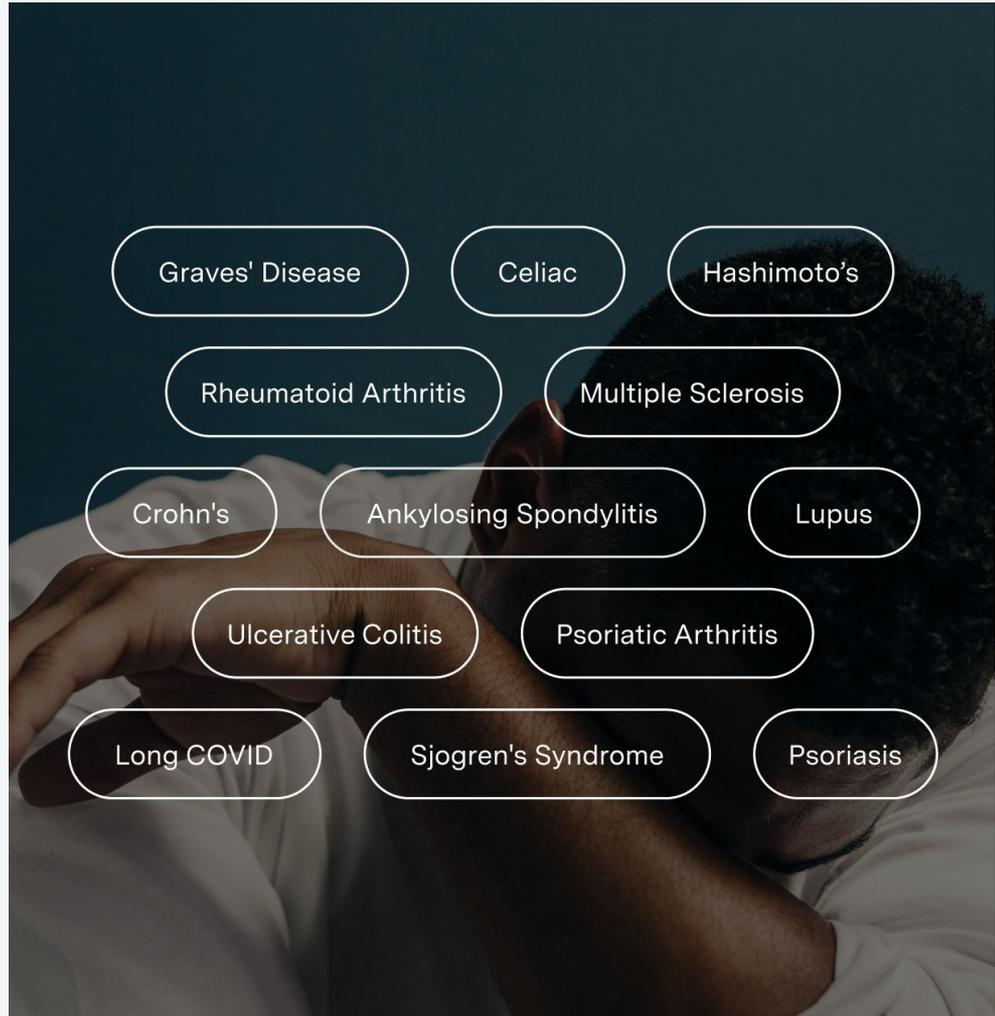
[Source](#)

3rd most common disease in the US, more prevalent than type 2 diabetes

[Source](#)

80% of autoimmune patients are women of which 45% are labeled as chronic complainers

[Source](#)



Autoimmune diseases
disproportionately affect **women**
and people of color

#3

Most common disease
category in the US

Source

80%

of autoimmune patients
are women

Source

3X

incidence of Lupus black and
hispanic women vs.non-
Hispanic white women

Source

Autoimmune patients are driving a top area of Rx spend, growing 459% over the past decade

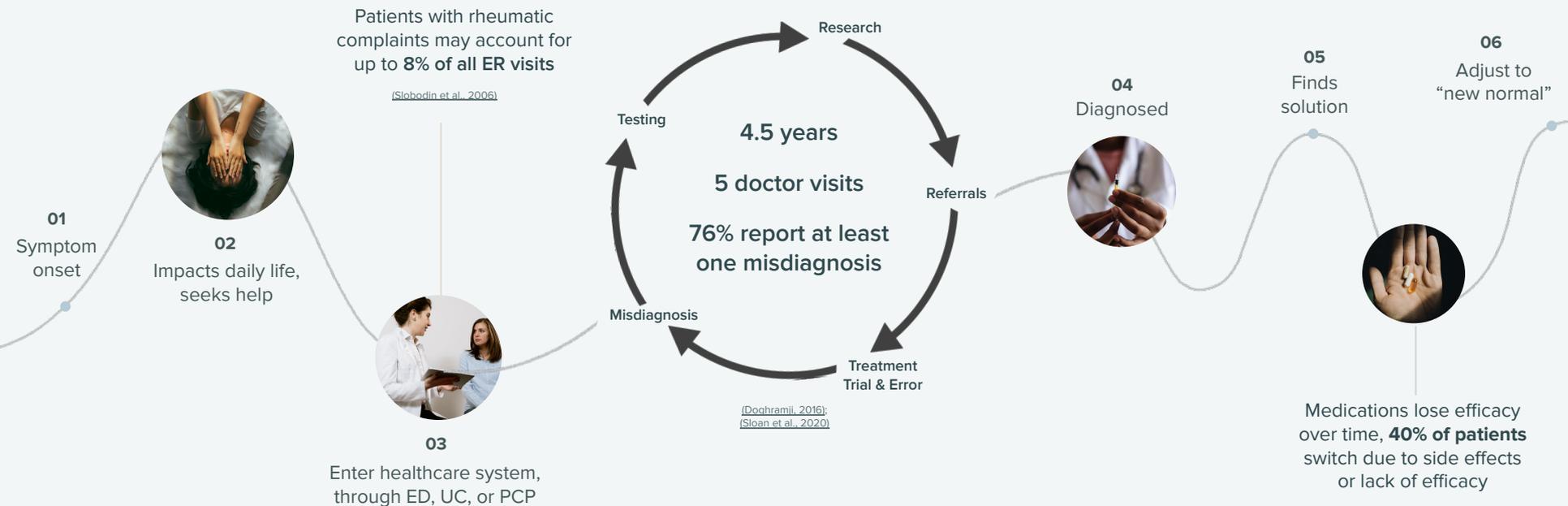
Source

Drug	Average Annual Cost per Employee	Conditions
Humira	\$53,329	Rheumatoid Arthritis Crohn's Disease Ulcerative Colitis Psoriasis
Stelara	\$79,718	Psoriasis Crohn's Disease Ulcerative Colitis
Cosentyx	\$45,861	Psoriasis Ankylosing Spondylitis
Enbrel	\$43,536	Rheumatoid Arthritis Psoriasis
Ocrevus	\$62,069	Multiple Sclerosis
Skyrizi	\$43,892	Psoriatic Arthritis Psoriasis Crohn's Disease Ulcerative Colitis
Tremfya	\$44,344	Psoriasis

The “Autoimmune Horizontal” spans multiple diagnostic categories, making up a **hidden top 5 area of spend**

Digestive <i>K00-K95</i>	Musculoskeletal & Connective Tissue <i>M00-M99</i>	Neurologic <i>L00-L99</i>	Dermatologic <i>G00-G99</i>	Endocrine <i>E00-E89</i>
Chronic Pancreatitis Chronic Hepatitis	Osteoarthritis Degenerative Disc Disease	Alzheimer's Parkinsons Migraine	Atopic Dermatitis (eczema) Focal hyperhidrosis	Cushing's Syndrome Polycystic Ovary Syndrome
Crohn's Disease Ulcerative Colitis	Lupus Rheumatoid Arthritis	Myasthenia Gravis Multiple Sclerosis	Vitiligo Psoriasis	Hashimoto's Thyroiditis Graves' Disease

Autoimmune patients suffer along a **5 doctor** diagnostic odyssey



WellTheory is a **first-of-its-kind digital solution** that addresses the root cause of autoimmunity

Conventional treatments

Biologics

Steroids

NSAIDs

Brain Fog

Digestive Issues

Fatigue

Joint Pain

Rashes

Headaches

Chronic Stress

Infections

Gut Imbalances

Toxins

Hormone Imbalances

Blood Sugar & Metabolic Health

Stress & Nervous System Regulation

Microbiome Support

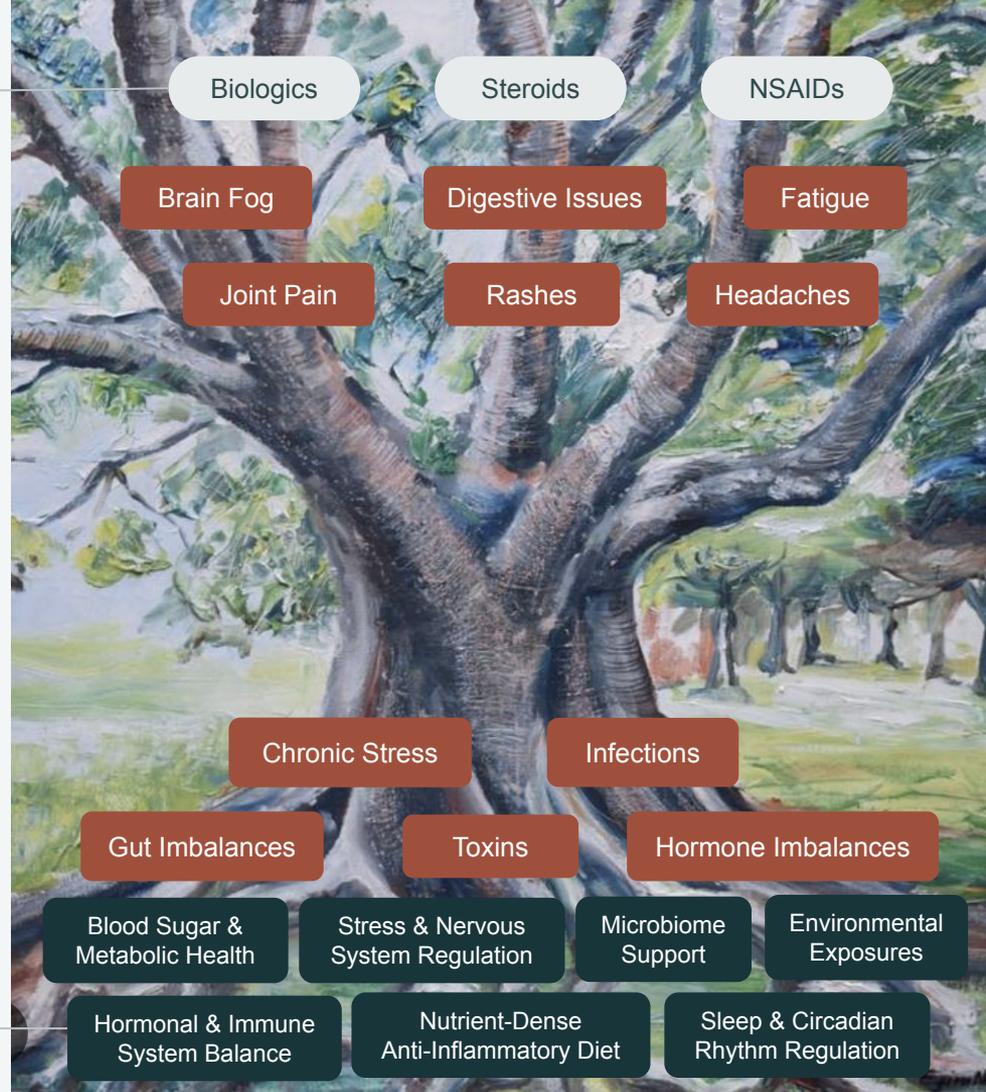
Environmental Exposures

Hormonal & Immune System Balance

Nutrient-Dense Anti-Inflammatory Diet

Sleep & Circadian Rhythm Regulation

WellTheory



Conventional Care — One-Size-Fits-All

Diagnosis: Hashimoto's Thyroiditis



Anne, 39

Symptoms

Fatigue

Poor sleep

Anxiety

Weight gain

Headaches



Monica, 34

Fatigue

Joint pain

Digestive issues

Headaches

Poor sleep

Conventional
Treatments

Stimulants

Sleep Aids

SSRIs

Benzodiazepine

NSAIDs

Corticosteroids

Stimulants

Sleep Aids

SSRIs

Benzodiazepine

NSAIDs

Corticosteroids

WellTheory's Care — One-Size-Fits-You

Diagnosis: Hashimoto's Thyroiditis



Anne, 39

Symptoms

Fatigue

Poor sleep

Anxiety

Weight gain

Headaches

Root Cause

Cortisol dysregulation

Immune dysfunction



Monica, 34

Fatigue

Joint pain

Digestive issues

Headaches

Poor sleep

Blood sugar dysregulation

Gluten sensitivity



Stress management techniques

Adrenal-nourishing diet

Sleep hygiene

Gut repair

CGM-guided food pairings

Gluten-free diet

Stomach acid support

We support individuals with 65+ autoimmune conditions, **diagnosed or undiagnosed**, in improving symptoms and quality of life

Digestive

Celiac Disease
Crohn's Disease
Ulcerative Colitis
Autoimmune
Gastritis
Microscopic Colitis

Musculoskeletal &
Connective Tissue

Rheumatoid
Arthritis
Lupus
Ankylosing
Spondylitis
Sjögren's
Syndrome
Scleroderma

Neurologic

Multiple Sclerosis
Myasthenia Gravis
Neuromyelitis
Optica
Guillain-Barré
Syndrome
CIDP (Chronic
Inflammatory
Demyelinating
Polyneuropathy)

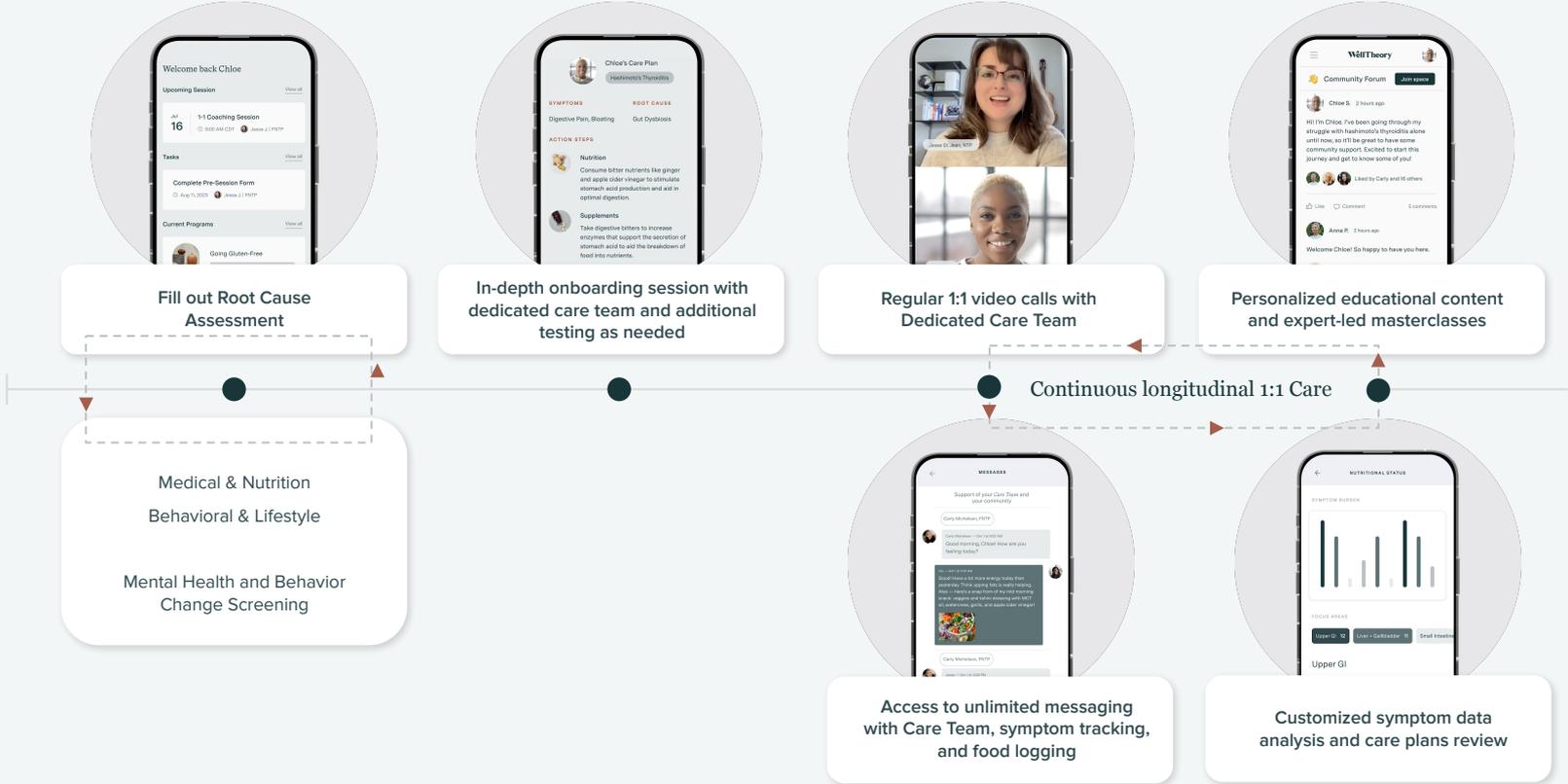
Dermatologic

Psoriasis
Eczema
Vitiligo
Alopecia Areata
Hidradenitis
Suppurativa

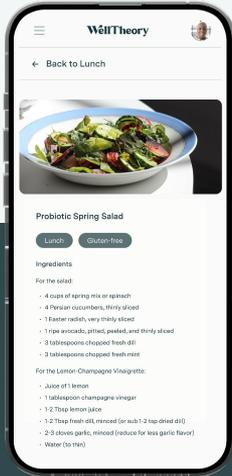
Endocrine

Hashimoto's
Thyroiditis
Graves' Disease
Addison's Disease
Type 1 Diabetes
Autoimmune
Hypophysitis

Our members receive a high-touch, personalized experience via evidence-based 1-on-1 nutritional and lifestyle coaching

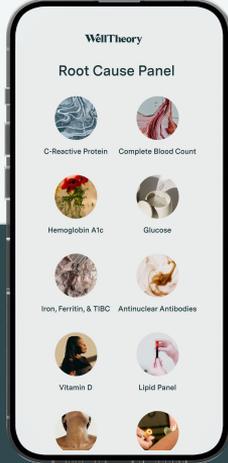


Our platform features empower our members to take control of their symptoms through self-guided care



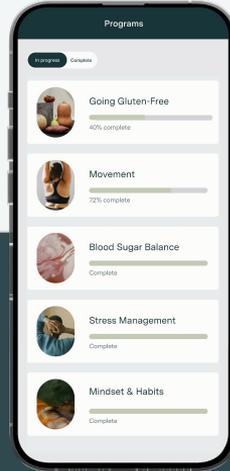
Nutritional Guidance & Resources

Customized meal plans and searchable database for autoimmune-friendly recipes



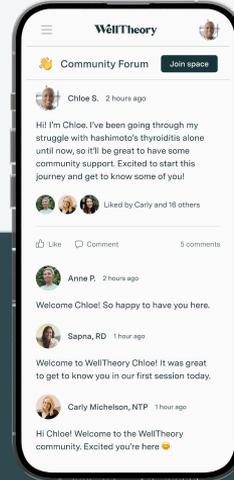
Advanced Testing

Analysis of the root causes triggering symptoms with specialty labs evaluating gut health, hormonal imbalances, food sensitivities, and more



Personalized Content

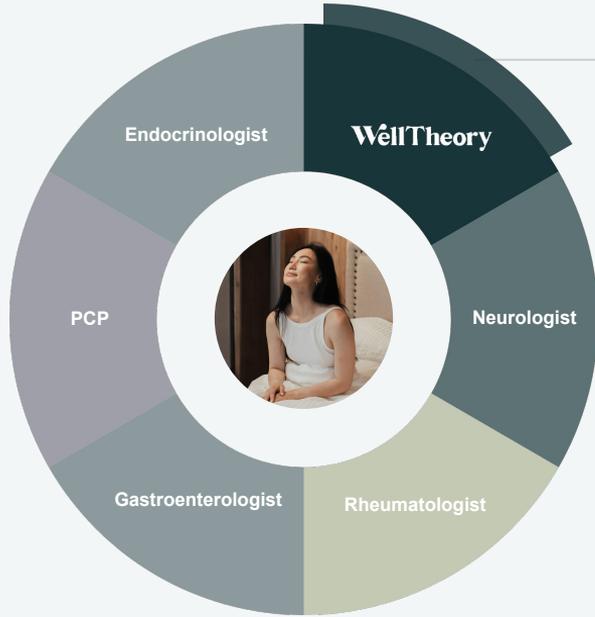
Sustainably manage condition through interactive, expert-led asynchronous content that focuses on unique health goals



Curated Community Support

Attend condition-specific and other live events, meet other members with similar conditions, and ask questions in a moderated community setting

WellTheory is there to support patients **in between their doctors visits**



The majority of our members have **at least three** medical providers supporting them.



Sapna Bhalsod
Registered Dietitian

Hashimoto's Thyroiditis
Angioedema
Idiopathic Urticaria

WellTheory Registered Dietitians are clinically-trained providers with a graduate degree in nutrition and autoimmune expertise



Sybil Cooper, PHD
Certified Health Coach

Sjogren's Syndrome
Myasthenia Gravis
Raynaud's Disease
Mixed Connective Tissue Disease

WellTheory Health Coaches are professionals who are board-certified by the NB-HWC, the highest accreditation in the health coaching field



Kimber Joseph
Care Coordinator

Care Coordinators support on anything related to the member experience (e.g., eligibility, care coordination with external providers)

Patient Impact: Life-Changing Outcomes

Satisfaction

80

NPS

9.2

Average
Satisfaction Rating

Engagement

9 months

Average
Membership Length

13

Average async
touchpoints per month

Outcomes

91%

of members reported autoimmune symptom relief within 12 weeks, including brain fog, GI symptoms, and improved sleep

61%

of members reported improvements in depression and anxiety (GAD-7, PHQ-8)

55%

of members reported improvements in fatigue and pain (PROMIS QoL)

Real Results — Members Share How Their Lives Have Transformed



“

“I’ve found out more in the last few months about what to do to improve my health than I have in the last decade while begging for help from doctors due to experiencing lots of symptoms that were definitely not normal.”

“For the first time, I’m hopeful that someone with training and experience will help me. I had given up on external help.”

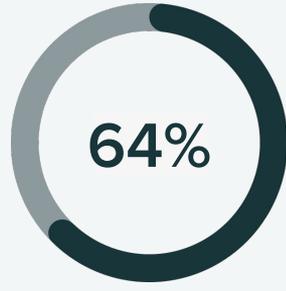
“I’ve really appreciated talking to a health care professional about diet, lifestyle, and habits that aren’t typically considered as part of a patient’s care plan”

”

Employer benefit: Annual savings of ~\$5.2K per engaged member per year, \$9.4K for members on biologics¹



reduction in imaging services costs such as MRI, CT, or X-Ray



reduction in emergency room visits costs



reduction in overnight hospital stays costs



reduction in biologics utilization costs

1. Based on independent third party actuary analysis conducted using patient-reported healthcare utilization data and Merative MarketScan commercial dataset of 53M unique members across US

Our 12-month program is **billed through claims** on a per-participant basis with fees at risk based on performance



2025

Employers, including:



400K life ASO group



Health plans



National HP

For 10K employees (18K members), we project \$2.5M in medical & RX savings for your autoimmune population

Estimated Annual Medical + Pharmacy spend	\$128,413,200
Estimated Annual Spend of Autoimmune Populations	\$23,285,160
Covered lives	18,000
Eligible lives (~15% of total population)	2700
Member signing up & engaging in WellTheory (~20% of eligible population)	540
Expected spend for Members Enrolled in WellTheory	\$12,781,332
Expected spend for Members after completing WellTheory (20% reduction)	\$10,225,066
Projected Savings in Medical + Pharmacy claims spend generated by WellTheory	\$2,556,266
Projected ROI	~2.6X

EMPLOYER CASE STUDY

FORTUNE
100

Industry:
Tech

Rationale for Partnership

25%

Of total medical + pharmacy spend

30%

Of pharmacy spend

Implementation

Delivered light-lift implementation in 90 days

- Medical claims billing
- Multi-channel marketing outreach approach
- Benefits ecosystem integration

Outcomes

9.2/10

Satisfaction

70%

Of members are monthly active users at 9 months

56%

Reduction in ER visits

55%

Reduction in hospital stays

Validated by



2.2X

Net ROI in Y1

100%

of members experienced symptom relief in 6 months

Autoimmune Impact Report Findings¹

Independent research
conducted by



Employer Cost Impact

16X higher prescription costs for autoimmune patients, driven by **high-cost specialty drugs (e.g., Humira, Stelara, Enbrel)**

6X higher medical and prescription costs for autoimmune patients, due to **higher hospital stays, ER visits, etc.**

Short-Term Disability

73 lost workdays per year **\$27K** per patient in economic value

Long-Term Disability

287 lost workdays per year **\$82K** per claimant in employer costs

1. Data sources include the Agency for Healthcare Research and Quality's (AHRQ's) Medical Expenditure Panel Survey (MEPS), IBI's Health and Productivity Benchmarking System, and the U.S. Bureau of Labor Statistics (BLS) Occupational Employment Statistics (OES) program and National Compensation Survey. data from the Agency for Healthcare Research and Quality's (AHRQ's) Medical Expenditure Panel Survey (MEPS), IBI's Health and Productivity Benchmarking System, and the U.S. Bureau of Labor Statistics (BLS) Occupational Employment Statistics (OES) program and National Compensation Survey.

50M Americans Need Our Help

If you'd like to understand the impact of autoimmune disease on your population, please reach out to wallace@welltheory.com

or visit the resources below:



Scan to get access to your autoimmune claims toolkit

“*So far it feels like I will finally be getting the answers to my medical problems, and hopefully some relief.*”

“*Very impressed with the professionalism and knowledge and resources available at no cost.*”

“*I have high hopes you can improve my quality of life.*”



Scan to get access to the full IBI Autoimmune Impact report