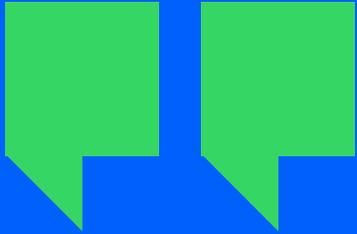


CASE STUDY

Livongo Drives 1.4x ROI in Year 1 for Dean Foods

Enrollment and Activation Best Practices
Accelerate Outcomes





“We selected Livongo because they are consistent with our healthcare philosophy. From day one with Livongo, we’ve been successful in helping our employees and their families be as healthy as they can be so they can live productive lives for their families, for their communities, but also to serve our customers.”

—Mike Adams

Vice President, Benefits & HR Systems
Dean Foods Company

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MEDICAL CLAIMS ANALYSIS METHODOLOGY



To gain an early understanding of how healthcare costs changed after the launch of the Livongo for Diabetes program, Livongo studied the 556 people enrolled in Year 1 of which 122 were eligible for participation in the claims analysis. Livongo analyzed the medical claims data of Dean Foods members with diabetes and compared the year leading up to the launch of Livongo to the year after members enrolled in Livongo.

In order to account for overall trends in cost, Livongo analyzed medical claims data of 859 Dean Foods people with diabetes who did not use Livongo during the same period.

The study revealed that Livongo positively impacted clinical and financial outcomes. After removing outliers from both groups with total medical spend above \$100,000, the study showed that Livongo reduced total medical spending, diabetes-medical spending, and ER costs for members. Medical spending and ER costs increased for non-members.

YEAR-1 ROI AND COST SAVINGS

Dean Foods looked for a new diabetes management program to empower its workforce and their families to better manage diabetes and selected Livongo as their strategic partner.

Dean Foods rolled out Livongo to its employee population in January 2016. Within the first year on the Livongo for Diabetes program, Dean Foods achieved a positive **Year-1 ROI of 1.4x** on their investment in Livongo with **\$70PPPM** cost savings through improved clinical outcomes.

Key drivers included a 35% decrease in diabetes-related medical spending for Livongo members, whereas non-member spending stayed the same, and Livongo member ER costs fell 34% while non-Livongo increased by 6%.

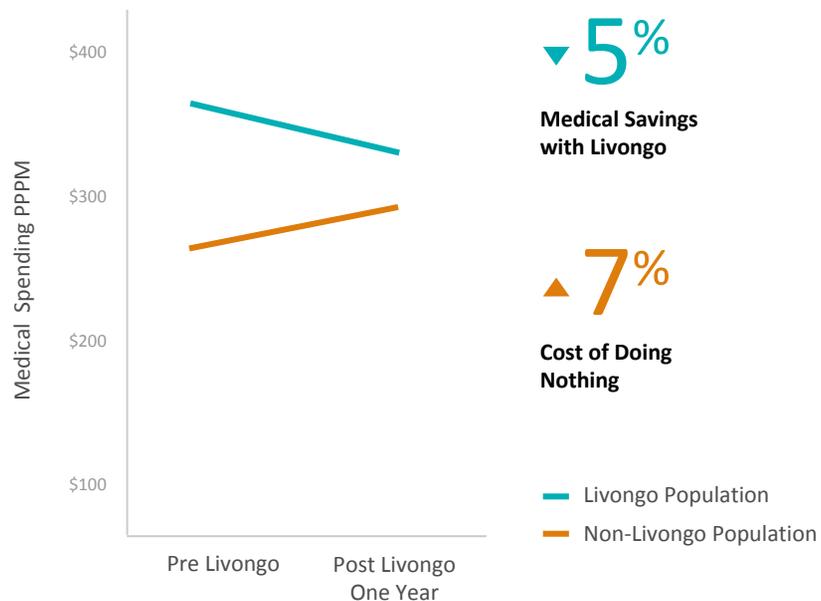
▼ **\$70^{PPPM}**

Total Medical and Supplies Savings Per Participant Per Month

1.4^X ROI

ROI Achieved in Year-1

MEDICAL SPENDING

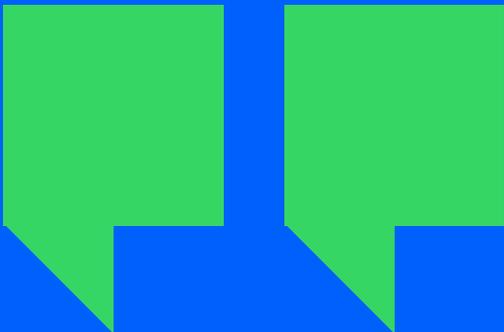


▼ **5%**

Medical Savings with Livongo

▲ **7%**

Cost of Doing Nothing



“The Livongo team has been extremely professional. They know their business, they've been very nimble and agile, and in this day and time in this market, you need to be very quick to act. We have posed some opportunities for them to be very responsive to what we want them to do, and they have delivered on those opportunities.”

—Mike Adams

Vice President, Benefits & HR Systems
Dean Foods Company

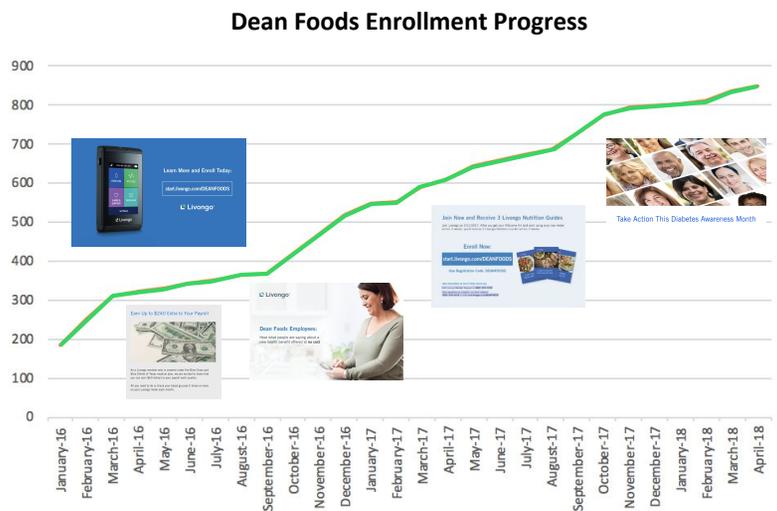
ENROLLMENT & ACTIVATION STRATEGY AND RESULTS

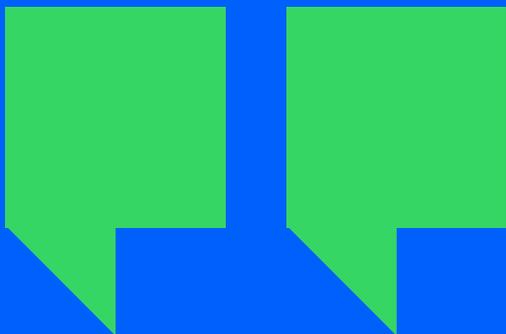
To ensure a successful launch, Livongo worked with Dean Foods to develop an enrollment outreach plan that aligned with their internal employee incentive plan to optimize results.

Marketing Initiatives to Date:

Throughout the partnership, Livongo has delivered personalized communications that have helped drive enrollment and activation, and continued engagement with positive outcomes. These include:

- Integrated campaigns with direct mail, email
- Newsletters
- Text-based education





“With my diabetes journey, I am grateful for my Livongo family. They always support me and have my back no matter what. When you get that extra positive push from the ones that mean well, it makes you want to be better.”

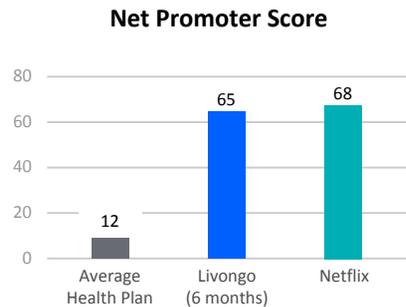
—Meyakka L.
Member
Dean Foods Company**

MEMBER SATISFACTION*

With Livongo, Dean Foods outperformed the industry average for member satisfaction.

By end of year one, Dean Foods' members gave Livongo a net promoter score (NPS) of +71.

+71 Livongo NPS from Dean Foods Members



"I am blessed to be a part of the Livongo family. Reading the emails and articles helps me... and I really love the Livongo recipes!"

—**Nalasi M.**
Member
Dean Foods Company**



"I am very thankful for the Livongo diabetes program. This wonderful, free program has been such a blessing for me by saving me a lot of money on my testing supplies. It is filled with great things - from the great support team to the ease of re-ordering supplies. I love Livongo!"

—**Heather D.**
Member
Dean Foods Company**

*Livongo Business Review Deck, 2018

**Quotes from Dean Foods members who participated in Livongo's 2017 gratitude campaign. Members gave permission to use their names.

ENGAGEMENT & USAGE RESULTS



"I am able to immediately contact someone if I have questions or issues which can relieve the anxiety of not knowing what is happening during a high or low reading."

—Member
Dean Foods Company**



"I'm able to keep a close eye on my goals. I love all the suggestions and tips."

—Member
Dean Foods Company**

31%

of Dean Foods members
have been supported
during a high or low
blood glucose reading

18%

of Dean Foods members
shared their health data
with physicians, family, or
friends

CLINICAL OUTCOMES

Increased usage and engagement with Livongo has resulted in a decrease in HbA1c and reduction in the likelihood of an out-of-range blood glucose day. Livongo has produced positive impacts on the HbA1c values of Dean Foods members.

6 months on program: 0.9pt decrease in HbA1c from the self-reported values at registration

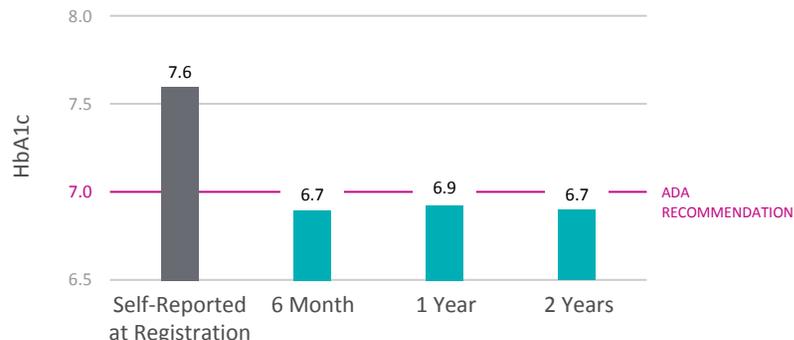
1 year on program: 0.7pt decrease in HbA1c from the self-reported values at registration

2 years on program: 0.9pt decrease in HbA1c from the self-reported values at registration

Average monthly reduction in days with a hypoglycemic reading was 28%.

▼ **0.7**
A1c reduced within one year
after enrollment

▼ **28%**
Reduced
Hypoglycemia



“Through active glucose monitoring and medication, my HbA1c has dropped by two points.”

—Member
Dean Foods Company**

*Reference: Nathan et al, Diabetes Care 31:1473-1478, 2008

** Quotes from Dean Foods members who completed Livongo Member Satisfaction Surveys

EXPANDING TO HYPERTENSION

Dean Foods has also signed up to participate in the Livongo for Hypertension program, which builds on Livongo's proven diabetes program and technologies for hypertension to drive broader clinical and financial outcomes for hypertension.

Over 70% of people with diabetes also have hypertension

People with diabetes are over twice as likely to develop hypertension, one of the biggest risk factors for cardiovascular disease, the most expensive and deadliest chronic condition.¹ However, improved blood pressure control can lead to significant health benefits: each 20 mmHg decrease in systolic and 10 mmHg decrease in diastolic blood pressure is associated with a 50% decrease in the risk of death caused by heart disease.²

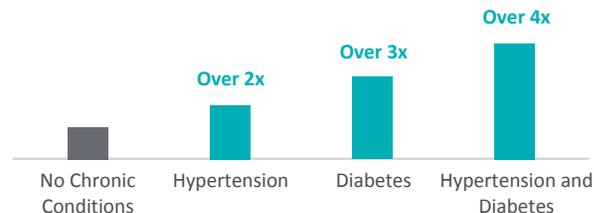
Key Stats

46% of adults in America have hypertension³

54% of Americans with hypertension do not have it controlled⁴

2x Risk of cardiovascular disease with diabetes and hypertension⁵

Costs for Chronic Conditions⁶



1. Cardiovascular Disease: A Costly Burden for America, Projections Through 2035. American Heart Association. 2017. Available at: http://www.heart.org/jdc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_491543.pdf. Accessed October 12, 2017.

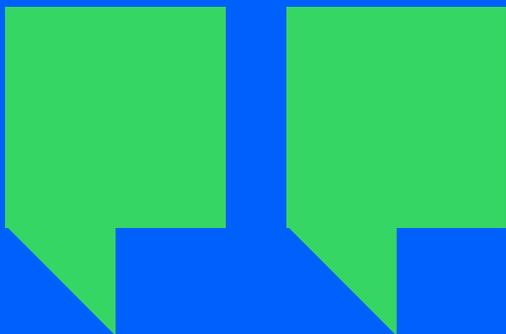
2. American Heart Association. Heart Disease and Stroke Statistics 2017 Update. March 2017. Available at: <http://circ.ahajournals.org/content/circulationaha/early/2017/01/25/CIR.0000000000000485.full.pdf>. Accessed on October 12, 2017.

3. "Nearly half of U.S. adults could now be classified with high blood pressure, under new definitions". American Heart Association. November 2017. Available at: <https://news.heart.org/nearly-half-u-s-adults-now-classified-high-blood-pressure-new-definitions/>. Accessed January 31, 2018.

4. Vital Signs: Awareness and Treatment of Uncontrolled Hypertension Among Adults — United States, 2003–2010. Centers for Disease Control and Prevention. 2012. Available at https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6135a3.htm?s_cid=mm6135a3_w. Accessed: February 14, 2018.

5. American Heart Association. August 2015. Available at http://www.heart.org/HEARTORG/Conditions/More/Diabetes/WhyDiabetesMatters/Cardiovascular-Disease-Diabetes_UCM_313865_Article.jsp#.WdVSNhOPJZU. Accessed October 12, 2017.

6. French MT. The cost of medical care for patients with diabetes, hypertension and both conditions: does alcohol use play a role? J Intern Med. 2005 Jul;258(1):45-54. Available at: <https://www.ncbi.nlm.nih.gov/pubmed/15953132>. Accessed on October 12, 2017.



“The fact that we're offering Livongo sends a message to our employees that we care about you, we care about your health, and we care about the health of your families.”

—Mike Adams

Vice President, Benefits & HR Systems
Dean Foods Company

ABOUT LIVONGO

Livongo is redesigning chronic condition management, starting with diabetes and hypertension and moving to other chronic conditions, by driving behavior change through the combination of consumer health technology, personalized recommendations, and real-time support at the point of impact. Powered by advanced analytics, we create personalized experiences for our Members so they receive the right information, tools, and support, at the right time. Our approach is leading to measurable, positive financial and clinical outcomes while creating a better experience for all people with chronic conditions and their care team of family, friends, and medical professionals. For more information, visit www.livongo.com.



DEAN FOODS

Dean Foods is one of the nation's leading food and beverage companies, producing a full line of dairy and soy products. After analyzing their healthcare costs, Dean Foods identified diabetes as a clear area of focus and selected Livongo as their strategic partner for diabetes management. Livongo is currently offered as a health benefit to Dean Foods employees, has demonstrated significant cost savings, and helped increase member enrollment and activation over a 2+ year partnership.



Headquarters: **Dallas, Texas**

Total Employees: **16K**

Annual Sales: **\$7.8B**

NYSE Stock Symbol: **(DF)**