



# lark

because everyone deserves care  
and compassion

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## **Member Journey** Diabetes Prevention Program



# What is Lark?

Reimagining healthcare to be more scalable, engaging and proactive in stopping the progression to type 2 diabetes

**lark** is...



**Conversational** member-facing application leveraging **Artificial Intelligence (AI)** and connected devices to create personalized experiences



Fully digital interactions, available **anytime, anywhere** to members



Rooted in clinical theory, Lark's coaching personality is **compassionate** and **encouraging**, like texting with a friend

## Driving Behavior Change & Results:

*For members meeting CDC qualification criteria*

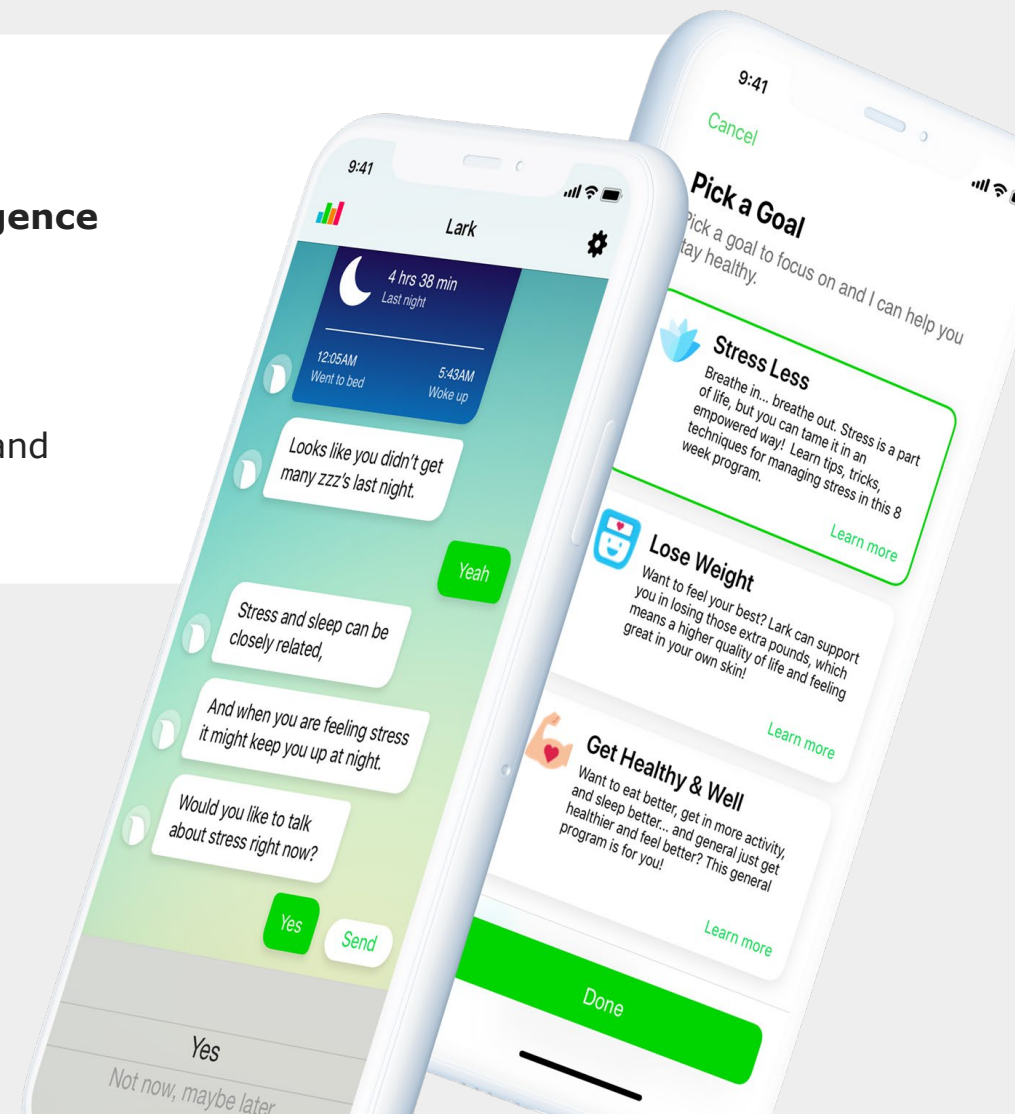
**5.3%**

Average weight loss at 12 months<sup>1</sup>

**40%**

Reached gold standard of  $\geq 5\%$  weight loss<sup>1</sup>

<sup>1</sup>Graham SA, Pitter V, Hori JH, Stein N, Branch OH. Weight Loss in a Digital App-Based Diabetes Prevention Program Powered by Artificial Intelligence. Accepted, Digital Health, vol 8. 2022. DOI:10.1177/20552076221130619





# Lark Can Help

At this stage of prediabetes, your behaviors can make a huge difference

- Just a 5% weight loss can cut your risk of diabetes **in half**
- Want to run a 5k or be able to keep up with your kids? Lark can help you meet your individual goals too
- Looking for feedback on the meals you're eating? Meal logging with Lark is easy and uses natural language processing





# Diabetes Prevention

- Fully recognized by the CDC and follows the Prevent T2 curriculum
- Based on change behavior therapy principles that drive behavior change to achieve 5% weight loss
- Includes a cellular connected weight scale upon enrollment
- AI-driven program



Get  
Active



Eat  
Healthy



Weight  
Loss



Stress &  
Anxiety

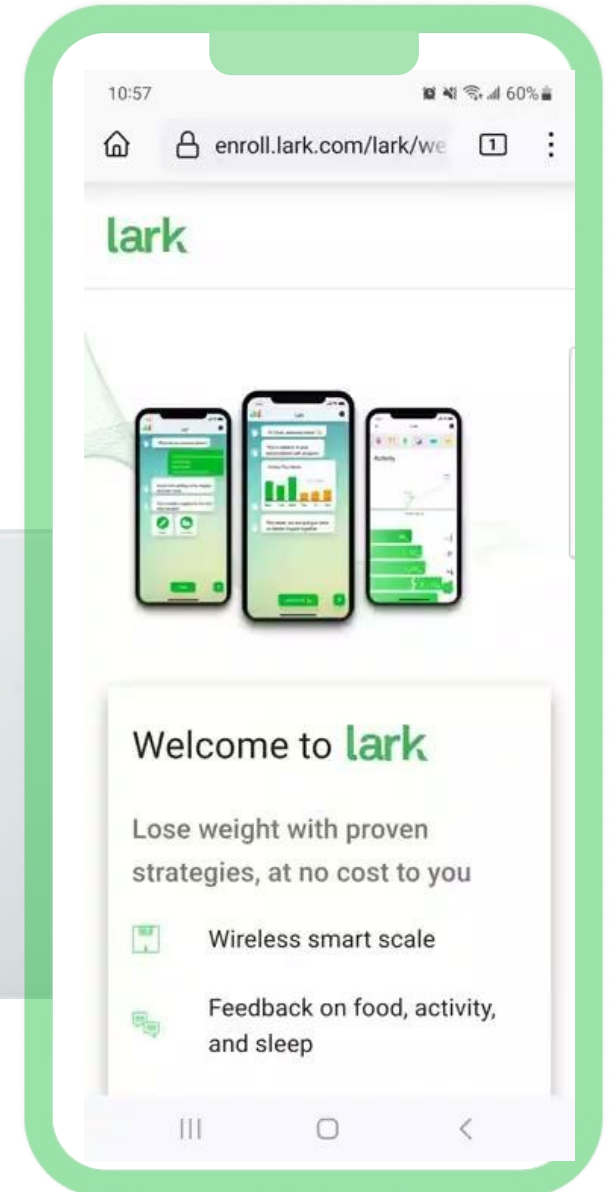


Sleep

Included device:  
**Connected scale**



**Plus:** earn a Fitbit® through regular program engagement



# Member Journey

Lark has touchpoints at each step of the journey to activate members.



## Enroll

Members learn about Lark via marketing and outreach



## Onboard

Lark can help activate member in crucial 90-day period



## Coaching

Lark educates and empowers members to engage in their health



## Health

Behavior change leads to improved health

- Member is gently reminded and encouraged in-app and outside to stay focused on their journey to health.



## Beyond

Members continue their journey after completing Lark goals

Outreach ► Registration ► Tutorial ► Activate ► Engage ► Monitor ► Retain ► Complete Missions ► Achieve Goals ► Beyond

### Enrollment Features:

- Members meeting CDC criteria enroll into Lark and coaching begins immediately
- Cellular scale device ordered in first coaching conversations

### Lark's First-time User Experience (FTUE):

- Given clear and easy-to-understand information about prediabetes.
- Encouraged and motivated to begin their journey to health.
- Sets a realistic and achievable goal.
- Reminded of the support member's have in Lark.

### Additional Features:

- Accessible anytime, anywhere, 24/7 to fit into any lifestyle
- Bite-size empowering and educational content
- Regular feedback and encouragement to members



**Lark monitors progress with provided cellular scale**



## Start Today

Take a quick 1-minute survey to determine your eligibility

**Get started with a quick eligibility survey**



Scan this QR code with your smartphone camera to get started.

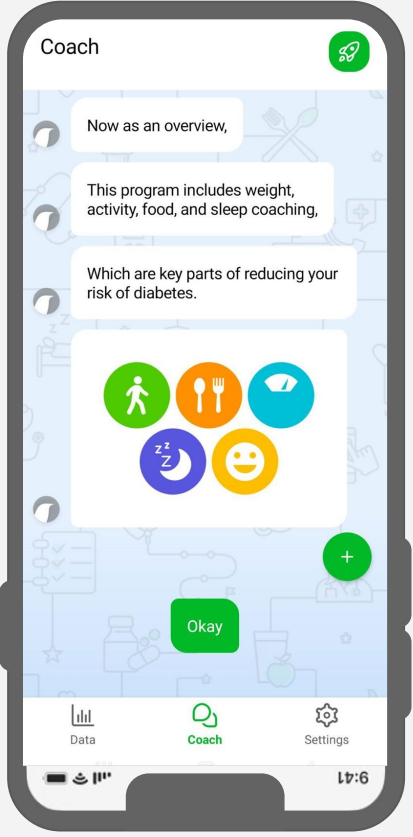
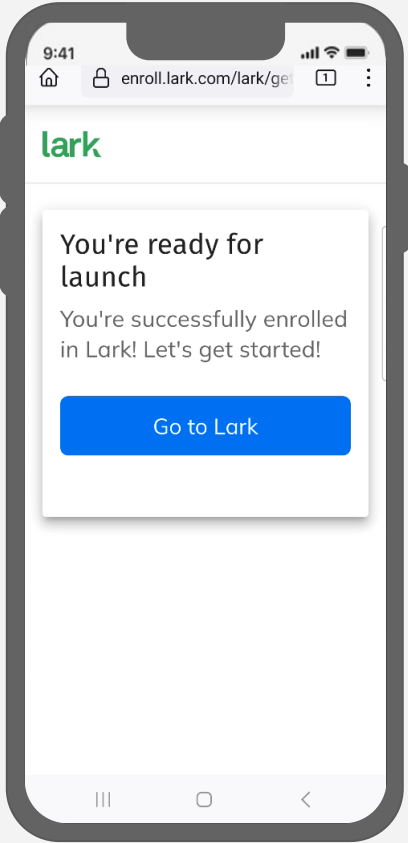
Or visit  
[lark.com/anthem](https://lark.com/anthem)





# Downloading Lark

**Easy enrollment**  
chat with your coach within minutes



# Updates and Enhancements

## First Time User Experience

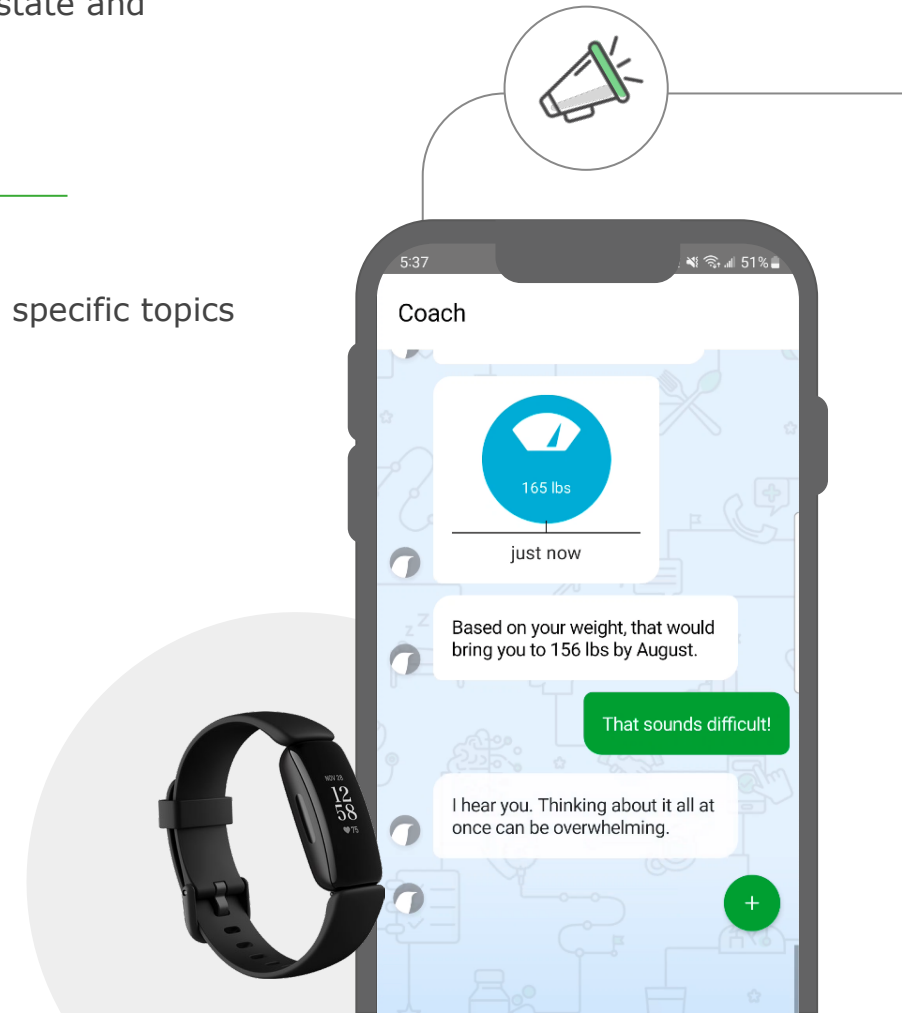
- **FTUE** - includes improved onboarding and a tutorial
  - introduction to Lark, understanding members current state and motivation for change
  - setting up for success
  - weight, food, and activity coaching

## Live Coaching

- **Bidirectional 1:1 Coaching**
  - overcoming barriers to success, in-depth education on specific topics
- **Social Support - Group Coaching**
  - Approved DPP Curriculum Topics
  - DPP community
  - Q&A format

## What's New

- Wearable Device Integration
- New Screen, New Features
- Smarter Push Notifications
- Spanish
- Coach+





# lark

## Thank you

Lark's mission is to create compassionate technology that empowers people everywhere to live healthier lives.

**Get started with a quick  
eligibility survey**



Scan this QR  
code with your  
smartphone camera  
to get started.

Or visit  
[lark.com/anthem](https://lark.com/anthem)

