



To address the growing problem of diabetes in its population, Nielsen partnered with Virta Health to treat patients with type 2 diabetes as well as those with prediabetes.

The Nielsen Company is a global, independent measurement company that's focused on the future. With data backed by real science to drive business forward, Nielsen ensures clients always know what's next—and get there first.

Members with type 2 diabetes drive a disproportionate share of healthcare costs at Nielsen. While only 4% of their total covered population has the disease, those who have it drive 13% of total allowed medical and prescription spending.

44,000

Employees

13%

Prescription spending  
by employees with diabetes

Data Measurement  
Industry

## Nielsen employee results after 1 year on Virta

**\$3,120**

**Annual Cost Savings**

Average savings on meds alone per patient with type 2 diabetes\*

**59%**

**Diabetes-specific  
Prescriptions Eliminated**

50% Insulin Eliminated

**8.6%**

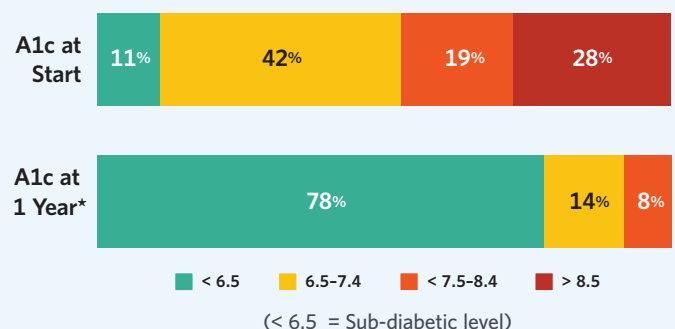
**Weight Loss**

Most patients achieved  
clinically significant weight loss

## Lower blood sugar after 1 year on Virta

Most Nielsen employees on Virta lowered their blood sugar, as measured by A1c, to non-diabetic levels while eliminating diabetes medications after 1 year.

The proportion of patients with a sub-diabetic A1c (<6.5%) increased sixfold. Nearly all patients who started with a poorly uncontrolled A1c of 7.5% or more lowered their A1c to better controlled levels.



Source: Virta internal clinical outcomes data of Nielsen employee patient population (February, 2019).

\*Nielsen claims data on Nielsen employee patient population (February, 2019).



# Why Nielsen Partnered with Virta

- ① Virta is the only solution to reverse diabetes, not just manage it, and to eliminate prescription costs
- ② Virta placed 100% of its fees at-risk, tied to outcomes
- ③ This disruptive new approach to diabetes is life-changing for patients

## Net Promoter Score (NPS) of 75 among Nielsen employees on Virta

For context, the average NPS in the healthcare industry is 19; Apple's is 72 and Netflix's is 68.

## 94% of Nielsen employees on Virta remained on treatment at 1 year

Average 1-year retention for other common diabetes interventions:

Weight loss programs (15-52%)

Oral diabetes medications (32%)

**“The program has truly been a life changer for our members who engaged in it. From the company perspective, Nielsen is very happy these members get to be more healthy and productive.”**

**Victoria Pavlov**

*Director, Global Benefits, Nielsen*



**Verna**

Panel Relations Specialist  
at Nielsen

## Verna's results after 15 months on Virta

- ✓ **Eliminated 3 medications**
- ✓ **A1c improved from 7.9% to 5.5% and reversed diabetes**
- ✓ **Lost 75 lbs (-28% body weight)**

“Virta is helping me create a new life for myself! I’m learning to create a healthier relationship with food, and have energy that I never had before. I honestly feel that without the one on one coaching, the community, and the ease of tracking biomarkers, I would once again be failing at making a change to my health.”