



ValidationInstitute

2021 Validation Report

Review for: Cecelia Health
Valid through December 2021



Company Profile

Category:	Chronic Condition Management
Website:	www.ceceliahealth.com
Public or Private:	Private
Year Established:	2009
CEO:	Mark Clermont
Company contact:	Michael Balsam mbalsam@ceceliahealth.com



Description:

Cecelia Health positively transforms the lives of people living with diabetes and other chronic diseases. Their technology-enabled personalized coaching solution optimizes patient health outcomes at high ROI for their customers and healthcare partners via a tailored mix of expert clinician and digital health interactions. With over one million remote patient interactions, **Cecelia Health** has been a pioneer in delivering telehealth and chronic disease management solutions.





Cecelia Health works with partners to coach their members/patients and provide unique data-driven insights to health plans and ACOs seeking to improve quality measures, and pharmaceutical and medical device companies seeking to improve adherence. They actively support, partner, and engage with various influential organizations within the diabetes community, including JDRF, Beyond Type 1, American Diabetes Association, the Diabetes Research Institute, the Association of Diabetes Care & Education Specialists, and The Jaeb Center for Health Research.



Claim Assertion for Validation

If participation is less than 50%, Cecelia Health will contractually promise to achieve an average Hb a1c reduction of greater than 1 point across the total number of participating employees/members whose pre-program baseline Hb a1c measurement exceeds 9% and a subsequent measurement approximately 3-6 months later.

If participation exceeds 50%, Cecelia Health will contractually promise that the percentage of all diabetics with Hb a1c's exceeding 9% will decline across the entire population.

This metric is valid because the cross-sectional analysis is untainted by both:

- participation bias, because everyone is included – this is cross-sectional; and
- regression to the mean, because employees who deteriorate are counted as well as employees who improve.

The two industry leaders, Omada and Livongo, have steadfastly refused to be measured this way. It is a fair inference that this refusal is based on the knowledge that they would be unable to achieve a reduction in the subset of employees with high Hb a1c's were they to measure validly.

It is incontrovertible that, as of now (and with the Validation Institute's guarantee language that this is the case), Cecelia is one of only two diabetes companies willing to measure outcomes validly.

The outcomes shown in the case study demonstrate a very significant reduction. Note that due to data limitations, the outcomes featured in the enclosed case study likely overstate the actual achieved outcomes due to these biases. It is not known how much. However, the "contractual integrity validation" accounts for these unknown biases.

Method / Calculation / Examples

The method of calculation in the Contractual Integrity review supporting this Outcomes validation is to, cross-sectionally measure the percent of the subject population with Hb a1c's over a certain level.

The validation which qualifies for the Validation Institute indemnification very specifically does not allow the measurement to be for participants only or longitudinal measurement of the initial high-Hb a1c members/employees. (Vendors validated for Contractual Integrity may still measure this way. They just can't attach the VI indemnification language to this measurement. It is quite common for customers not to have access to the data needed).



Validation and Credibility Guarantee

Cecelia Health has achieved a level 2 – Outcomes validation. Validation Institute is confident that **Cecelia Health** performs as they state they are willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program*.

Level 1 - Savings

Can produce a reduction of health care spend including the cost of the provider. Product/solution has produced, and replicated a lower cost for healthcare overall or a specific component of healthcare

Level 2 - Outcomes

Product/solution has measurably “moved the needle” on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

Level 3 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees “at risk” as a guarantee

Level 4 - Metrics

Claim is made that – with sourced, overridable assumptions linked to peer-reviewed or government sources



Limitations

It is not possible based on the data that exists to parse out the regression to the mean or the participation bias. Each can inflate the reduction in Hb a1c. However, the contractual integrity validation means that the vendor is willing to be measured in a manner that prevents those two biases.

The future cost reduction as described in the literature assumes that the Hb a1c reduction is maintained and that the employee/member stays with the employer/carrier long enough to realize the savings.

The supporting case study (included within this report) provided by Cecelia demonstrates a reduction/improvement in members with high Hb 1ac. It's not knowable how much of this improvement is due to the program and how much due to regression to the mean and/or participation bias, but the fact that Cecelia is willing to make the aforementioned contractual guarantee means that Cecelia is confident in its ability to reduce Hc a1c even when bias is accounted for.



Validation Expiration: December 2021

CERTIFICATE OF VALIDATION

Applicant: **Cecilia Health**
355 Lexington Ave
New York, NY 10017

Claim: Cecelia Health will contractually promise to achieve an average Hb a1c reduction of greater than 1% across the total number of participating employees/members whose pre-program baseline Hb a1c measurement exceeds 9% and a subsequent measurement approximately 3-6 months later

Validation Achieved: **Level 2 - Validated for Outcomes**

Award Date: February 2021

Al Lewis
Senior Advisor
Validation Institute

Benny DiCecca
Chief Executive Officer
Validation Institute



About Validation Institute

Validation Institute is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of healthcare.

To strengthen our offering and provide additional credibility around our service, the Validation Institute recently announced a Credibility Guarantee* that offers customers of validated solution providers up to a \$25,000 guarantee. This guarantee confirms that a validated solution provider will, achieve what the validation language on a marketing claim says it will achieve.

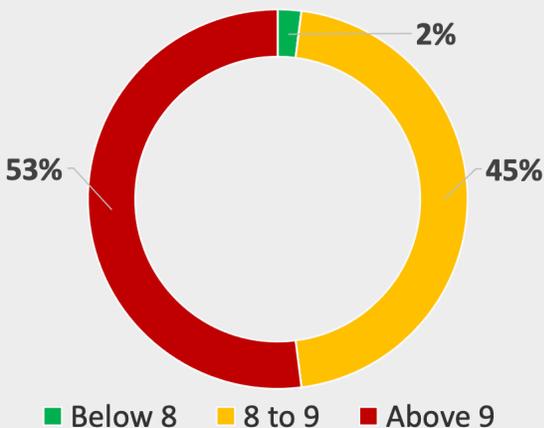


Cecelia Case Study

Background

- Total Participants Coached: 1,014
- Program Length: 6 Months
- Demographics:
 - Midwest regional population
 - **Members with initial A1C above 9: 538**

Avg Initial A1c Mix



Performance Measures

- Avg A1C Reduction for members with initial A1C above 9: **1.4 pts (10.6 to 9.2)**
- Engagement Rate: 44%
- Satisfaction Rate: 94%
- Unhealthy Days Reduction: 17%

Program Notes

- * Predominantly high-risk population drives high savings
- Gaps in Care: 49% of diabetes-related gaps closed
- SMART Goals: 70% of goals reached

