

eBook

# Manage chronic conditions AND lower costs

Five behavior-based strategies that reduce risk and improve outcomes.



## From short-term fix to long-term change

In 2025, the U.S. spent \$4.9 trillion on healthcare. 90% of that was spent on managing chronic diseases like diabetes, heart disease, hypertension, and obesity.

At the center of these costly conditions is a largely invisible force. **Systemic chronic inflammation (SCI)** — a persistent, low-grade, body-wide immune response that underlies 70% of all chronic disease. SCI doesn't show up overnight. It's built, slowly, through the way we live. Poor sleep. Processed food. Sedentary routines. Chronic stress. Over time, these patterns keep the immune system switched on and our health moving in the wrong direction. Which means most chronic disease isn't random. It's lifestyle-driven. And that makes it modifiable. So why does chronic illness still consume the vast majority of our healthcare spend?

The problem isn't knowledge. We know the root causes. We understand how behaviors increase risk. And we have the data to show that most chronic conditions are not just preventable, they're reversible.

**The problem is structural. Our healthcare system wasn't built to change behavior. It was built to manage disease. So instead of solving for the source, we keep spending more on the symptoms, defaulting to what's fast, visible, and fits neatly into a 15-minute visit or a one-line prescription.**

And that brings us to GLP-1s. Drugs like Ozempic and Wegovy have exploded in popularity and for understandable reasons. They offer a fast, visible intervention for conditions like obesity and type 2 diabetes. By curbing appetite and regulating blood sugar, they deliver results that people can feel and track. And for many, they can be a turning point.

But while GLP-1s treat the symptoms of chronic conditions, they don't address the source, systemic chronic inflammation. They don't improve sleep, reduce stress, or rebuild metabolic health. They simply don't replace the behaviors required to drive long-term outcomes.

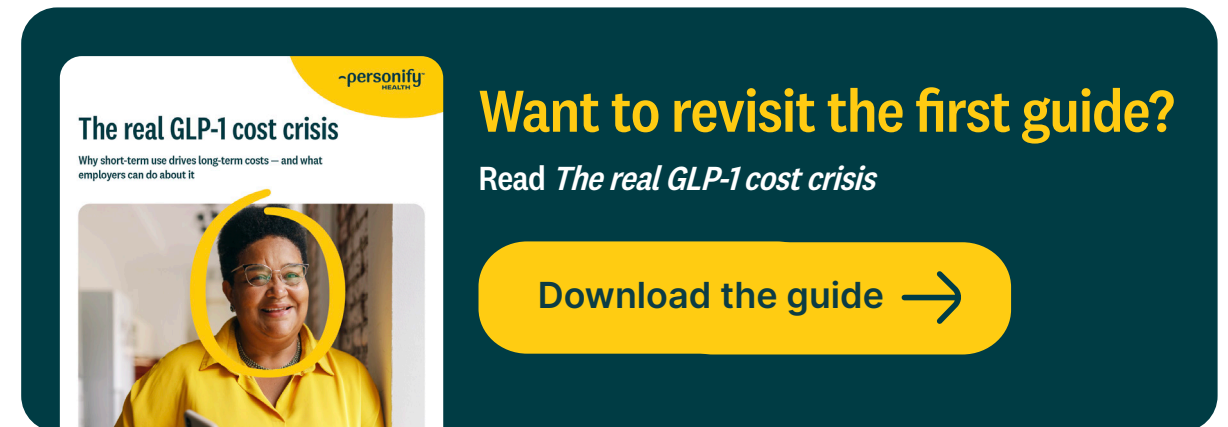
## If GLP-1s are the jumpstart, behavior is the engine.

Yes, GLP-1s can absolutely be part of the solution. But they were never designed to be *the* solution. To unlock lasting outcomes and real ROI, we need a more sustainable approach, one that doesn't stop at the prescription pad, but addresses the everyday behaviors that drive health, cost, and care.

That's where this guide begins. We'll walk through five behavior-based strategies that reduce inflammation, improve outcomes, and strengthen your workforce from the inside out. These habits lower claims, reduce medication reliance, and do what quick fixes can't: solve for root causes and build lasting health, with or without medication.

They're not new. They're not flashy. But they're still the most powerful tools we have to reverse chronic disease and unlock better health one decision, one day, one person at a time.

Let's dive in.



**Want to revisit the first guide?**  
Read *The real GLP-1 cost crisis*  
[Download the guide →](#)

# Behavior #1: Know your numbers

*Your first line of defense against chronic inflammation and the key to sustainable health on or off GLP-1s*

Tracking your health numbers may be the single most important step in preventing chronic disease and improving outcomes on GLP-1s.

That's because systemic chronic inflammation often hides in plain sight. It doesn't always come with pain or symptoms, but it always shows up in your numbers:

- ✔ Elevated fasting glucose
- ✔ High triglycerides
- ✔ Expanding waistline

Without that data, you're flying blind.

We've seen employees who started GLP-1s and lost weight but still carried dangerously high levels of inflammation only visible through lab work. On the flip side, catching a rising A1C or CRP early has helped members take action before a condition ever develops. The numbers create visibility. And visibility creates choice. So whether you're supporting employees on GLP-1s or preventing the need for them, knowing your numbers is where real prevention starts.



## Up to 70%

of chronic conditions are linked to systemic chronic inflammation, often detectable only through lab markers like A1C, CRP, and triglycerides.

### Top 5 numbers to track



A1C



CRP



Fasting  
glucose



Triglycerides



Waist  
circumference

# Behavior #2: Move more

*Your most powerful anti-inflammatory tool is already in your body*

“Move more” doesn’t mean marathons. It means breaking up long periods of sitting, increasing daily activity, and weaving consistent movement into everyday life. Even small increases can have outsized health benefits. Especially for those managing inflammation or using GLP-1s.

A 2025 meta-analysis of over 30,000 participants found that exercise interventions led to measurable reductions in key inflammatory biomarkers, including:

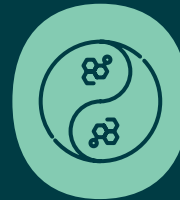
- ✔ **C-reactive protein (CRP): ↓ by 0.38 mg/L**
- ✔ **Interleukin-6 (IL-6): ↓ by 0.47 pg/mL**
- ✔ **Tumor Necrosis Factor-alpha (TNF-α): ↓ by 0.43**

These effects were observed even with moderate-intensity activity, showing the power of movement as medicine.

## Movement = Metabolic medicine



Regulates  
blood sugar



Supports hormone  
balance



Reduces  
visceral fat



Improves  
circulation



### Pro tip:

**Frame movement as medicine. It's one of the most accessible, effective, and anti-inflammatory tools we have.**

## Strategies to help employees move more



**Run weekly team step challenges** — Track progress on Teams, Slack, or company intranet, offer playful prizes like “Most Creative Route” or “Best Walking Selfie.”



**Offer no-sweat fitness breaks** — Think 10-min stretch sessions, desk yoga, or “mobility snacks” between meetings — no gym clothes needed.



**Block “movement hours” on the company calendar** — No meetings allowed. Just time to walk, reset, or stretch off Zoom fatigue.



**Make 1:1s walkable by default** — Encourage walking meetings for check-ins.



**Reward consistency, not intensity** — Celebrate 20 active minutes a day with public shoutouts, badges, or progress streaks — think Duolingo, but for steps.

# Behavior #3: Eat smart

*Give your body the fuel it needs to fight inflammation and power performance*

The food we eat directly influences blood sugar, insulin sensitivity, gut health, and inflammation, all of which shape long-term risk for chronic disease.

Reframe nutrition through swaps, not sacrifice.

Eating smart isn't about willpower. It's about knowing how to build meals that support energy, blood sugar, and inflammation without feeling restrictive.

And it doesn't have to be complicated.

**Maria Branyas Morera, the world's oldest women, lived to 117, famously had a diet that consisted of Mediterranean-style olive oil and **three yogurts a day**,**

proof that consistency beats complexity when it comes to eating well.

## Smart nutrition swaps

Small changes, big metabolic impact.

Instead of this	Try this instead	Why it works
<b>Sugary cereal or granola bar</b> (breakfast)	<b>Greek yogurt with berries + chia seeds</b>	<b>Higher protein and fiber = steadier blood sugar and longer satiety</b>
<b>White bread sandwich with chips</b> (lunch)	<b>Whole grain wrap with turkey, avocado + side of veggies</b>	<b>Adds healthy fats and fiber, reduces blood sugar spike</b>
<b>Pasta with creamy sauce</b> (dinner)	<b>Zucchini noodles + grilled chicken + olive oil + parmesan</b>	<b>Lower in refined carbs, higher in anti-inflammatory fats and protein</b>
<b>Candy or trail mix with added sugar</b> (snack)	<b>Apple slices + almond butter</b>	<b>Natural sugars + healthy fats = slower glucose release</b>
<b>Skipping meals and grabbing fast food later</b> (anytime)	<b>Meal-prepped grain bowl (quinoa, greens, roasted veggies, protein)</b>	<b>Balanced nutrients prevent crashes and inflammation from ultra-processed foods</b>

## Strategies to help employees eat smarter

Teach people how to eat for energy, stability, and performance — not perfection.



**Label cafeteria meals with blood sugar impact** — Use a simple icon system: “spike”, “stable,” or “brain fuel.”



**Share a “Smart Cart” grocery guide** — Visuals > rules. Show what a balanced cart looks like for energy, focus, and mood.



**Offer on-demand access to dietitians or food coaches** — Bonus: let employees text a coach a photo of a meal for real-time feedback.



**Run “Lunch & Learn” snackable sessions** — 20-minute talks on low-inflammation eating, reading labels, or beating the 3 p.m. crash.



**Give out plug-and-play shopping lists + meal plans** — Focus on 10-minute meals using 10 ingredients or less — busy people eat better when it’s easy.



# Behavior #4: Sleep well






*The most underrated anti-inflammatory behavior in your toolkit*

Sleep is one of the body's most powerful anti-inflammatory repair systems.

Without it, every other intervention, including GLP-1s, becomes less effective.

When we don't get enough sleep, the body stays in a state of low-grade stress. Inflammation rises. Blood sugar regulation falters. Cravings increase. Muscle recovery slows. And mental clarity drops.



 <b>Inflammation</b> ↑	<b>Stress state persists</b>
 <b>Blood Sugar</b> ↑	<b>Insulin resistance grows</b>
 <b>Cravings</b> ↑	<b>More sugar/fat intake</b>
 <b>Focus</b> ↓	<b>Cognitive fog</b>
 <b>Recovery</b> ↓	<b>Slower muscle repair</b>



**You can't out-medicate poor sleep. It's the foundation for every other health behavior.**

## Strategies to help employees sleep well



**Run "Sleep Hygiene 101" workshops** — Cover routines, light exposure, caffeine cutoffs, and how to set up a sleep-friendly bedroom.



**Add recovery time to travel policies** — For every red-eye or long-haul flight, build in one "no meetings" buffer day.



**Introduce company-wide "tech curfews"** — Encourage teams to unplug after 8 p.m. with Slack status nudges or "quiet mode" defaults.



**Make mornings more flexible** — Block meetings before 10 a.m., big launches, or travel days — especially across time zones.



**Incentivize sleep tracking in wellness apps** — Reward consistent sleepers with points, perks, or shoutouts

# Behavior #5: Manage stress

*A nervous system that's in balance is a body that can repair itself*

Stress isn't just a feeling. It's a physiological loop that, when activated, sets off a chain reaction in your body, making rest feel harder, cravings more intense, and recovery slower.

That's what makes it so hard to break. Once triggered, this loop makes you vulnerable to even more stress, creating a cycle that sustains itself even when the original trigger is gone.



## Strategies to help employees reset before they burn out



**Embed micro-practices into the workday** — Share 2-minute breathwork sessions, body scans, or journaling prompts via Teams, Slack, company intranet, or your wellbeing app.



**Add a "Do Not Disturb" block to team calendars** — Company-wide quiet hours (e.g., 2–3pm daily) for focused work or mental recharge — no pings, no meetings, just breathing room.



**Make mental health a Monday topic** — Kick off team meetings with a check-in, mood scale, or one-word update.



**Offer floating mental health days** — No forms, no questions — just a reset button employees can actually use.



**Give frictionless access to support** — One-tap coaching, therapy, or peer sessions — make asking for help feel like using a benefit, not admitting defeat.

# An easy button for behavior change?

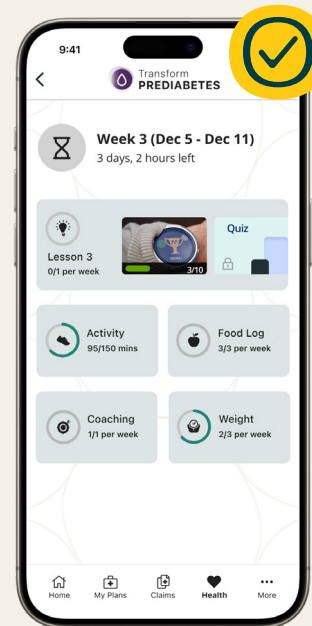
These five moves that target systemic chronic inflammation, know your numbers, eat smarter, move more, sleep well, manage stress, are powerful and deceptively simple. But the truth? They're hard to sustain. If they weren't, we wouldn't be facing a chronic disease crisis that's driving costs up and weighing outcomes down.

The real problem is that most people don't have the tools, support or structure to make those behaviors stick.

That's why we built Transform. Our digital therapeutics suite is designed to make behavior change, and healthy routines feel doable. Not by dumbing down science, but by surrounding people with structured, evidence-based coaching, practical tools and daily nudges that help them make better choices in the moments that matter most.

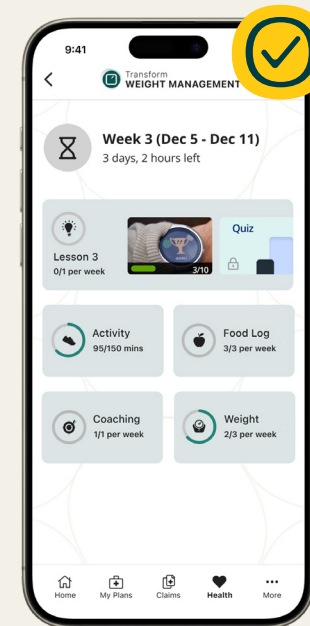
Transform isn't another wellness perk. It's a powerful, behavioral change engine for chronic condition prevention and management spanning weight loss, prediabetes, and hypertension. Whether your population is managing diagnoses, preventing them, or simply trying to feel better day-to-day, Transform helps people build habits that reduce inflammation and restore resilience physically, mentally, and emotionally.

## Transform includes three condition-specific programs:



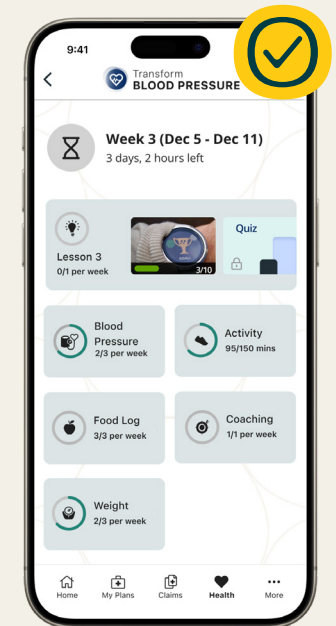
### Transform Prediabetes:

Prevents or delays the onset of type 2 diabetes with a CDC-recognized curriculum and proven outcomes



### Transform Weight Management + GLP-1 Companion Support:

Helps members achieve and sustain weight health, with or without GLP-1 medications

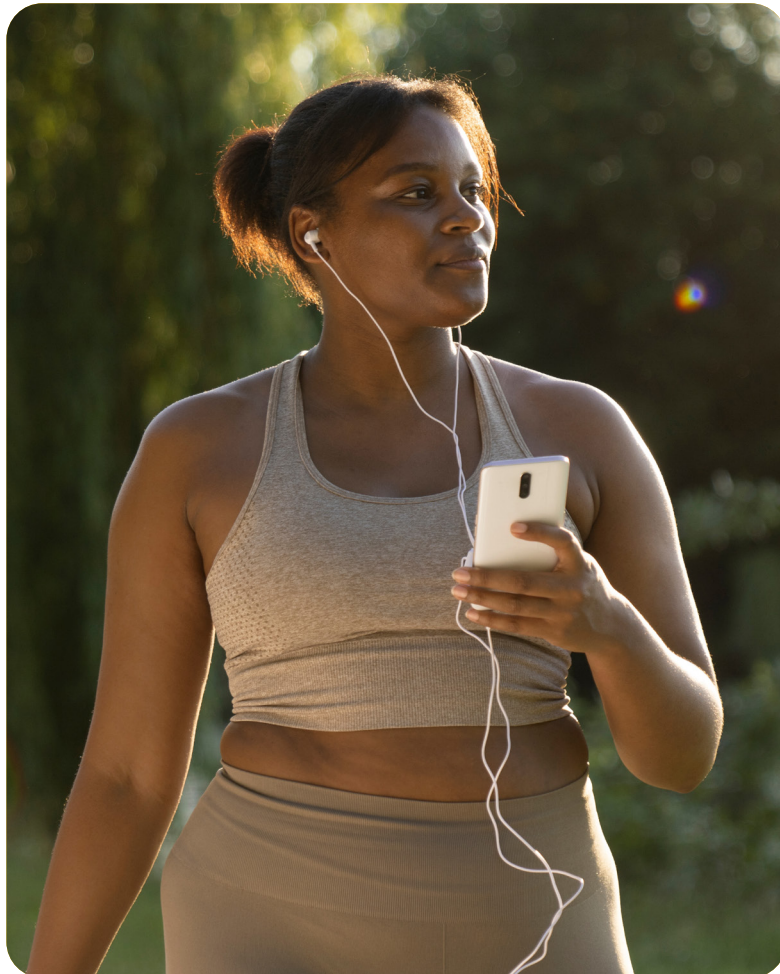


### Transform Blood Pressure

Prevents or delays the onset of type 2 diabetes with a CDC-recognized curriculum and proven outcomes

## And it works.

When you give people the support they need, in the moments they need it, real change happens. And not just on the scale.



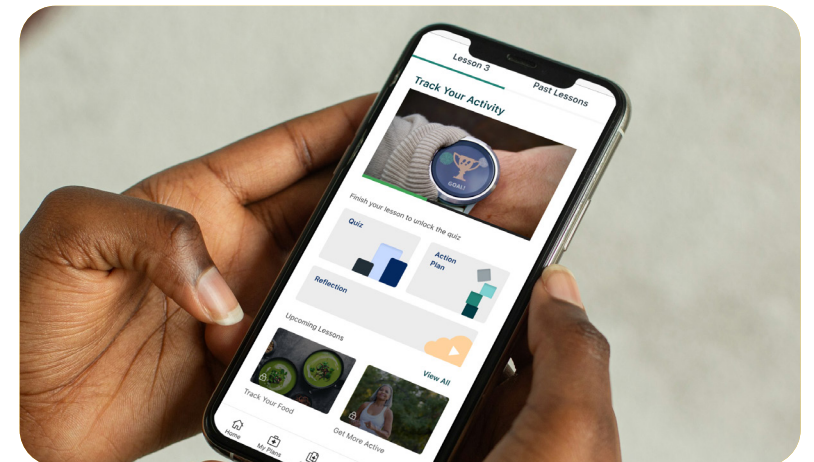
## Here's what happens when the right system is in place:

- 51% of our members engage monthly on our platform, taking 6+ meaningful health actions each visit
- 45% report improved mental health
- 51% achieve program goals on average (Including clinically significant weight loss of 5%, or 4% weight loss with consistent physical activity)
- 80% say they feel empowered to continue improving their health
- 85% improve eating habits
- 99% satisfaction among those who improved their weight, activity, and mental wellbeing
- 78% increase in physical activity



**“I absolutely love Transform. Little by little I am transforming my heart, soul, and body.”**

**Transform Member**



# Making change stick

Personify's Transform is whole-person support delivered through our personalized health platform — integrating clinical insight, behavioral science, and human coaching all in one place

We don't just tell people what to do. We help them do it — every day — until it becomes second nature.

- ✔ **Evidence-based micro-habits** that build healthy behaviors during the first six months — and reinforce them for life
- ✔ **Real-time nudges and self-paced lessons** designed to meet members in their daily routines and decision points
- ✔ **Photo-enabled food logging and smart scheduling tools** that reduce friction and make healthy choices easier
- ✔ **CDC-trained and NBHWC-approved, Certified coaches** — tailor support to each member's GLP-1 journey and lifestyle
- ✔ **Connected smart devices** like auto-synced scales and activity trackers that create real-time feedback loops for lasting motivation

That's how behavior change becomes less overwhelming. Less abstract. More doable. And dare we say, easy?

## Why this matters for your organization:



Healthier people are more productive, engaged, and resilient



Empowered members make smarter healthcare decisions



And when outcomes improve, measurable savings follow. Independent analysis shows **Personify members had 23% lower medical costs than the market average**

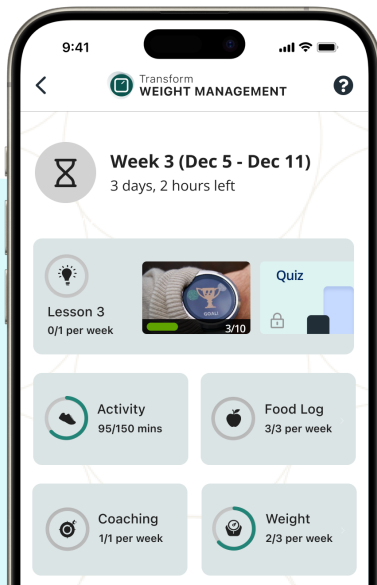
**This is what happens when you meet people where they are and walk with them all the way to better health.**

# From symptoms to solutions, Transform helps members take control of chronic disease one behavior at a time



## Susan has struggled with weight her whole life.

She has hypertension and heart disease in her family and fears not being able to enjoy retirement healthfully.



She explores weight management benefits within her Personalized Health Platform and learns about Transform.

Susan shares she is participating to meet prior authorization requirements for GLP-1 Rx and informs her coach of the engagement prerequisite.

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She receives a scale and begins Week 1. After engaging through week 2, an activity tracker is sent.

## 1st coaching call

Susan begins her GLP-1 regimen supported by her Transform coach and GLP-1 coaching goals.

She completes the required length of engagement and is provided a Certificate of Completion.

### Completing at least 2 per program week:

- 1 recorded weight
- 150 mins of activity
- 3 logged meals
- 1 lesson + quiz
- 1 coaching session

## She sustains meaningful engagement defined as:

She continues engaging regularly with her coach, working toward GLP-1 coaching goals, healthy nutrition, physical activity, and emotional well-being.

Her coach refers her to her Primary Care Provider to keep them informed of any side effects that develop when necessary.

## 1 year later

Susan is living her best life, with 20% lower weight, reduced blood pressure, increased activity, and improved overall life quality.



# The behavior-based playbook for reversing systemic chronic inflammation

If systemic chronic inflammation is the root of the majority of chronic disease, then behavior is the most powerful lever we have to fix it.

This isn't about managing symptoms. It's about fixing what's underneath them, one habit, one decision, one day at a time. And when those habits stick, inflammation starts to fall, reliance on high-cost medications fades, and the cost curve finally starts to bend in your favor.

This isn't another quick fix. It's a sustainable strategy, grounded in the science of behavior change, and designed to solve what medications alone can't. That's the power of targeting SCI. That's the opportunity in front of us.

And that's exactly what Personify Health was built to deliver. We bring together clinical guidance, whole-person support, and personalized navigation to help your people take control of their health, and your organization take control of rising healthcare costs.

**It's time to go deeper than disease management. It's time to solve for SCI.**

Let's talk →



## The Personify Clinical Board

### Empowering better health outcomes through clinical expertise

#### ✔ Evidence-Based Innovation:

Our board ensures that every solution we offer is grounded in rigorous science—enhancing credibility and effectiveness

#### Leading experts in:

- Chronic disease & inflammation
- Longevity
- Lifestyle & early intervention
- Prevention
- Men’s & women’s health
- Behavioral science
- Clinical research
- Medical cost trend reduction

Learn more →



**Dr. Jeff Jacques, MD**  
Chief Medical Officer



**David Batman, MSC, MB.ChB., D.R.C.O.G., D.I.H., MFOM, FFOM**  
Occupational Health, Mental and Global Wellbeing, Clinical Medicine



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**David Katz, MD, MPH, FACPM, FACP, FACLM**  
Specialist in Internal and Preventive Medicine



**Mary Marzec, PhD**  
Authority on Population Health and Culture



**Maggie Scott, BSN**  
Board Certified Nurse, program strategy and operations

# About Personify Health

By bringing industry-leading health plan administration, holistic wellbeing, and navigation solutions together, all in one place, we have created the industry's first and only personalized health platform. With decades of experience and global operations, we empower diverse and unique businesses – and diverse and unique people – to engage more deeply in health at a lower cost. Through our proprietary combination of data-driven personalization, science-backed methodology, and concierge-level clinical expertise, our end-to-end platform makes it easier to proactively address people's needs across their lives. With a personalized, holistic, and powerfully simple experience, we are redefining industry expectations and what it means to manage health.

Let's connect →

Learn more at [personifyhealth.com](https://personifyhealth.com)



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HEALTH