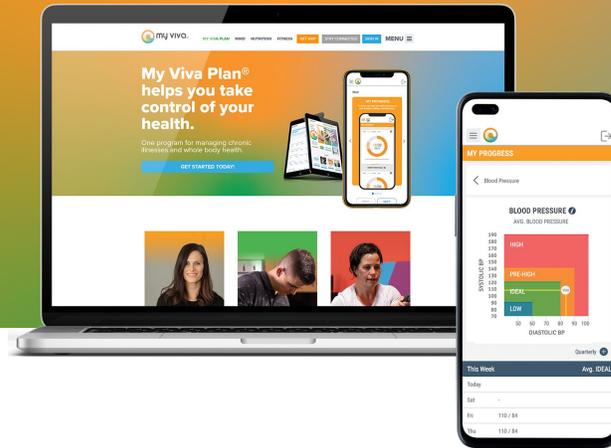


# My Viva Plan<sup>®</sup>

## A Lifestyle Management Prescription



Less than 1% of care happens in the clinic setting, and the rest occurs outside the clinic.

Chronic disease management requires patients to change lifestyle behaviours which is hard, takes time and requires support from their healthcare team. But clinicians have limited time with patients, making chronic disease management a challenge.

### What is My Viva Plan<sup>®</sup>

My Viva Plan<sup>®</sup> is a lifestyle management program that helps support clinicians and enables patients to manage chronic diseases such as obesity, diabetes and heart disease. We understand that chronic disease management requires three key features: **patient, clinical team and a standardized program the patient has access to at home** to help teach them how to manage their health. The system needs to integrate mental and physical health, customizing care to meet patients' individual needs and combine auditory, visual and kinesthetic learning to build self-efficacy. That is where My Viva Plan<sup>®</sup> comes in. My Viva Plan<sup>®</sup> integrates the three core components of self-care: **Mental health, nutrition and fitness programming.**

### How It Works

Using Dr. Albert Bandura's social cognitive theory of self-regulation, the program uses cognitive behaviour therapy techniques to engage patients in collecting objective data about how they are feeling and how they care for themselves each day.

By doing their daily reflections in My Viva Plan<sup>®</sup>, patients start to see how they feel is directly related to how they eat, drink, move, sleep etc. In turn, they see how their self-care affects their mental and physical health. Once patients build this awareness over 1-2 weeks, patients are then ready to create a customized eating plan in our nutrition section and a customized 6-week exercise program in our fitness section. Their healthcare team integrates their standard of care for seeing patients and My Viva Plan<sup>®</sup> data to evaluate progress and enhance patient accountability to support objective data-driven clinical decisions.

**Our secret to success is using My Viva Plan<sup>®</sup> to integrate into patients existing healthcare ecosystem and work collaboratively with their healthcare team to improve patient clinical health outcomes and improve efficiency and capacity in the clinic setting.**

## One Simple Price. One Simple Process.

Clinicians prescribe My Viva Plan®, and the patient signs up and pays **\$160**. My Viva pays the clinic **\$40** to provide patient support and standardized evaluation.

### Cost to Patient

An effective solution for your patients living with chronic disease

#### What My Viva Plan® Includes

- ✓ Quarterly Stress Assessments
- ✓ Daily Reflections
- ✓ Individualized Exercise Programs
- ✓ Individualized Meal Plans
- ✓ Recipes
- ✓ Progress Reports and Objective Data
- ✓ Weekly Behaviour Change Coaching Video
- ✓ Weekly Wellness Journey Tips
- ✓ On Demand Meditation Programs
- ✓ On Demand Yoga Programs

**\$160**  
/Year

Clinicians prescribe My Viva Plan®



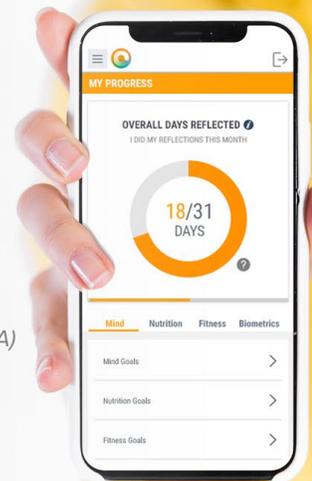
Patient signs up and pays \$160



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## My Viva Plan® Integrates Immediately Into Your Clinic

- ✓ **No EMR / technology integration**
- ✓ **No clinic workflow change**
- ✓ **Compliant with all health privacy regulations** (PIPEDA, HIA, PIA, HIPPA)
- ✓ **The patient is responsible for sharing data with the clinician**
- ✓ **Education and ongoing support for clinic staff**



discover.myvivaplan.com