



# TOWARD HEALTH

Proven Solutions for Improving Employee Health

Dr. Tro Kalayjian, D.O.

# Who We Are

# TOWARD



- Nationwide, evidence-based medical practice
- Lifestyle-first care with physician oversight and accountability
- Prevents and *reverses* chronic conditions including type 2 diabetes, obesity, autoimmune diseases, food addiction and many other conditions
- Designed specifically for mid-market employers (200–10,000 lives)



# A Proven Model for Metabolic Health

**The TOWARD approach: Personalized, real-time metabolic care that empowers patients to take control of their health, built on six core principles:**

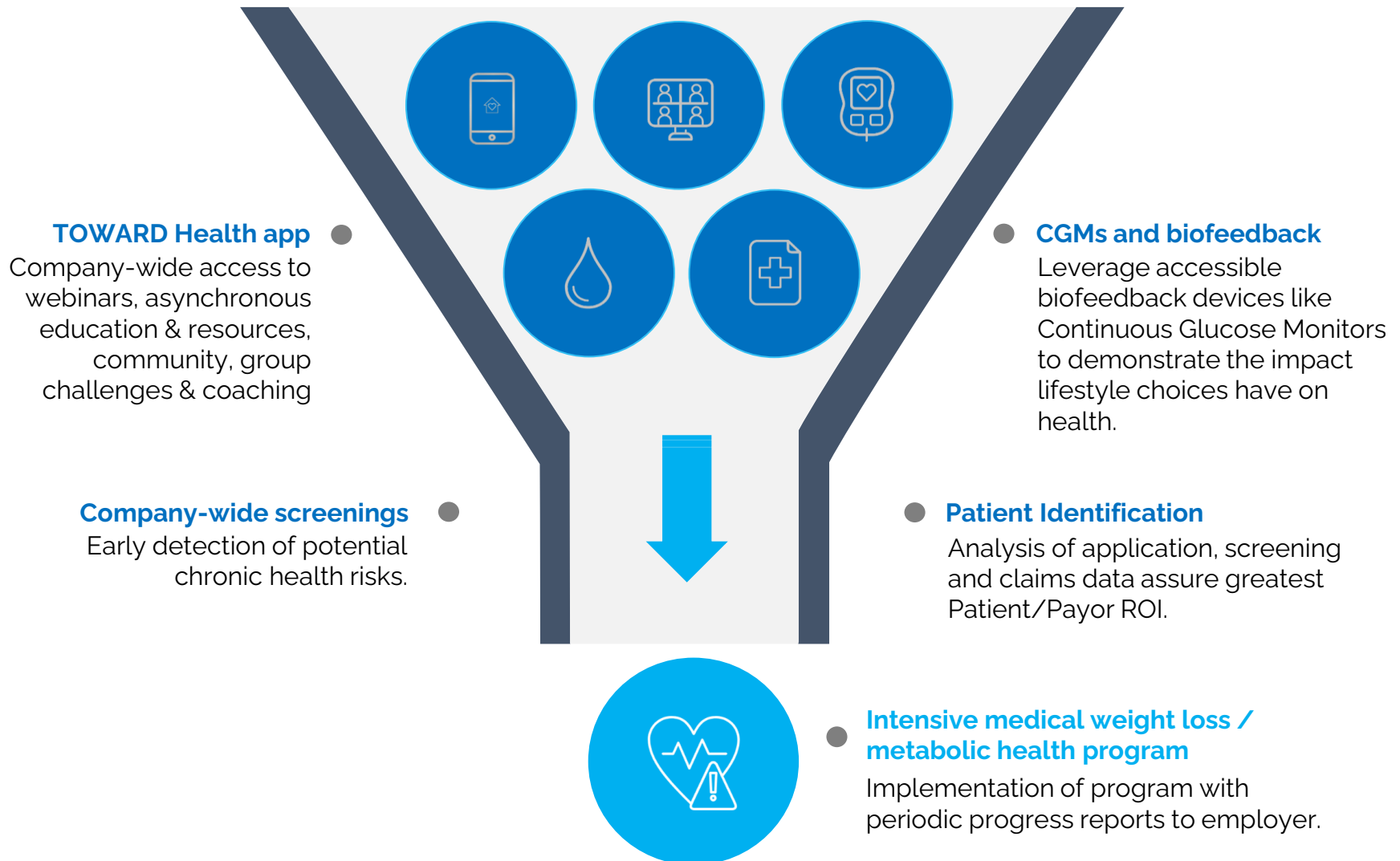
- T Text-Based Communications** – Regular touchpoints and support via messaging keep patients engaged and accountable.
- O Online Interactions** – Virtual visits provide accessible, convenient care without the need for in-person appointments.
- W Wellness Coaching** – Expert health coaches guide patients through sustainable lifestyle changes.
- A Asynchronous Education & Community Support** – Self-paced learning and peer support foster long-term success.
- R Real-Time Biofeedback & Remote Monitoring** – Continuous tracking of metabolic health metrics enables timely adjustments.
- D Dietary Modifications Emphasizing TCR & IF** – A focus on Therapeutic Carbohydrate Reduction (TCR) and Intermittent Fasting (IF) supports metabolic flexibility and sustainable weight loss.



# Targeted, Tiered Care Model

Resources get allocated where claims reductions *actually* happen

- Low risk: education and prevention
- Moderate risk: coaching and monitoring
- High risk: physician-led intensive care



# Our Approach



## » Identify High Risk Candidates

- Utilize existing *Know Your Numbers* data
- Medication expenditures and available claims data

## » Employee Engagement

- Outreach via live webinars, Q&As, posters, postcards, emails and videos.
- Program applicants are assessed by our team: admission decisions are based on medical need and readiness to change.

## » Program Implementation

- Timely evaluation and feedback provided to patient using remote-monitoring tools: CGMs, Scales, Cardiac monitors, Blood pressure cuffs , At-home sleep studies
- Perform labs to identify issues - at home or on site
- Collaborate with you to identify and implement incentive programs
- Tracking TOWARD Health Score
- TOWARD Health App: On-demand education, community & support, health coach led group meetings, quarterly challenges





# Peer-Reviewed Results

Employer Cost Savings & Clinical Outcomes That Matter

# Published Medical Weight Loss Program Results: Higher-Risk Population

## RESULTS OF A METABOLIC WELLNESS PROGRAM

A partnership with a medical clinic, a corporation and employees with obesity, prediabetes or diabetes who voluntarily participated in treatment using carbohydrate-restriction.

**52.9** years  
Mean Age

**290.5** lbs  
Mean weight

**44.9** kg/m<sup>2</sup>  
Mean BMI

**56%**  
Female

### Metabolic Results

At 6-months into this ongoing program...



**38** lbs

Avg Weight Loss

\*All participants lost at least 15lbs



**1.1%**

a1c



**44%**

American College of Cardiology / American Heart Association 10-Year ASCVD Risk



**17** mmHg

Systolic Blood Pressure

Low carbohydrate diet (<30g/day)

Ongoing Support

Education

Continuous Glucose Monitor

Smartphone App

### Corporate Savings

\$4,000 per year/patient From Medication Deprescription

### Medications Eliminated

Cholesterol:

Insulin:

Reflux:

Blood Pressure:

Diabetes:

This higher-risk cohort (~2/3 of patients had diabetes) had an average starting HbA1c of 7.1%.

Deprescription cost savings:  
**\$4,000 per patient, per year**



# Published Medical Weight Loss Program Results: Lower-Risk Population

## 12-Month Weight Loss & Deprescription Savings with the TOWARD Approach

ORGANIZATIONAL



**50**

EMPLOYEES

INDIVIDUAL



**43<sup>lbs</sup>**

AVG. WEIGHT LOSS  
PER PERSON

**96**

total  
DEPRESCRIBED  
MEDICATIONS



**1.92**

DEPRESCRIBED  
MEDICATIONS  
PER PERSON

TOTAL ANNUALIZED  
COST SAVINGS

**\$83,285**

**\$1665**

ANNUALIZED SAVINGS  
PER PERSON

This lower risk cohort (with only 1/3 of patients having diabetes) had an average starting HbA1c of 6.2%.

Deprescription cost savings:

**\$1,665 per patient, per year**

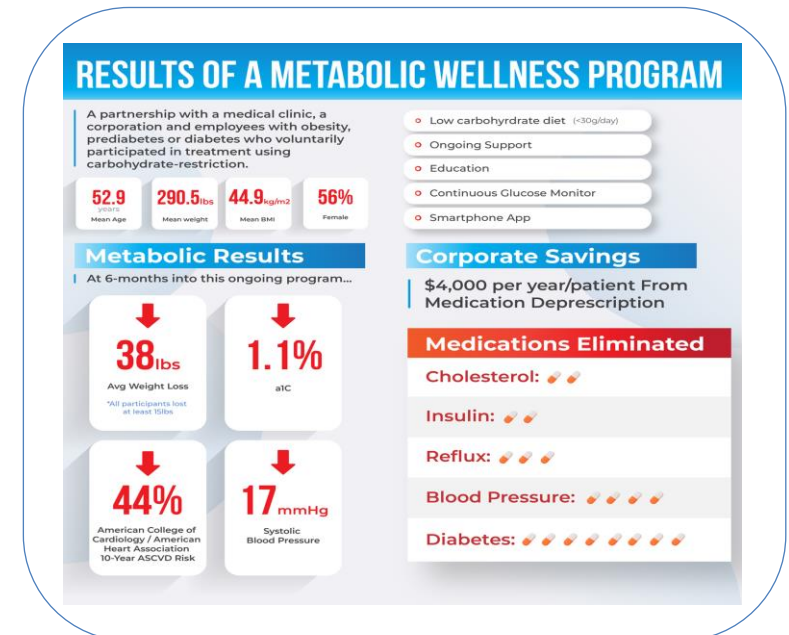


# Employer Cost Savings & Clinical Outcomes That Matter

- 15.5% average weight loss – on par with GLP-1 results
- 1.1% A1c reduction
- 44-48% CV risk reduction (AHA PREVENT Calculator)
- \$1,665–\$4,000 annual Rx savings per participant
- Reduced catastrophic and non-catastrophic claims
- Improved productivity and retention



Lower-Risk Patients (12-months);  
*Frontiers in Nutrition*, Feb. 2024



Higher-Risk Patients (6-months);  
*Metabolites*, Sept. 2022



# Cost-savings In Both High And Lower Risk Cohorts

Study	A1c	Weight	BP (mmHG)	Deprescriptions
Toward Health*	↓ 7.1% to 6.0% (-1.1%)	↓ 288 lbs to 251 lbs (-38 lbs)	↓ 141/83 to 124/78 (-17/6)	Saved \$4,000 per patient, per year in medication deprescriptions
Toward Health**	↓ 6.34% to 5.5% (-.79%)	↓ 271 lbs to 228 lbs (-43 lbs)	↓ 144/87 to 126/80 (-14/7)	Saved \$1,665 per patient, per year in medication deprescriptions

The effectiveness of our approach demonstrates a unique win-win result: **significant health improvements** and **concrete returns** for **both individuals** and **organizations**.

In addition to immediate savings on deprescribed medications, the TOWARD Approach provided **a 44% reduction in the employees' 10-year risk of heart attack and stroke**, along with a happier, healthier and more productive team!

\* Higher-risk cohort (6-months): 2/3 with diabetes

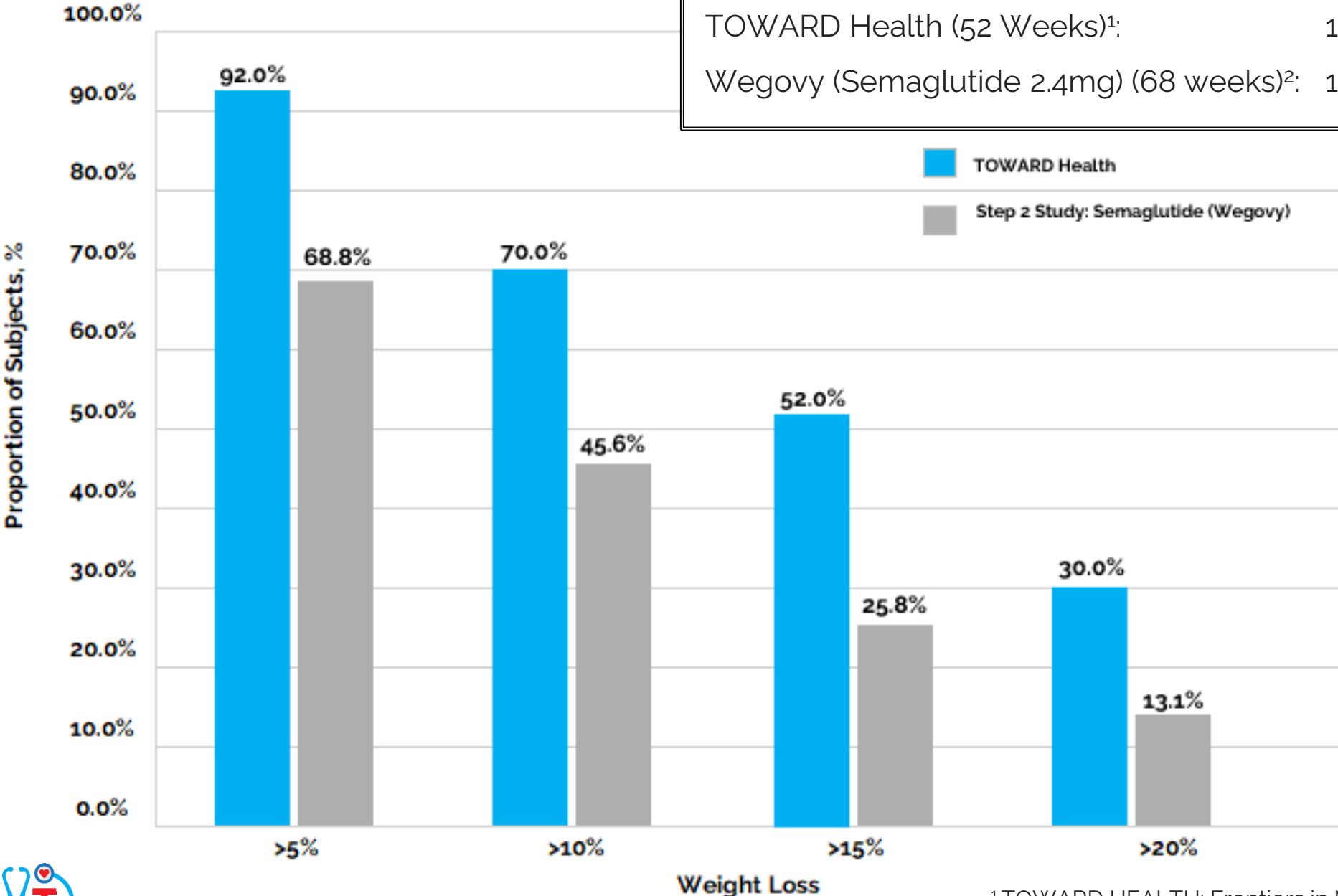
\*\* Lower-risk cohort (12-months): 1/3 with diabetes



# Evidence-Based Solutions: Weight Loss

**Change in Body Weight %: Comparison**

TOWARD Health (52 Weeks) <sup>1</sup> :	15.5%
Wegovy (Semaglutide 2.4mg) (68 weeks) <sup>2</sup> :	14.9%





# Programs

## Implementation & Impact

# Intensive Program Outline



Doctors and health coaches host virtual sessions to introduce the program. We run email, mail, and onsite campaigns to reach all employees. Interested participants complete an online application covering medical history and readiness to change.

Medical onboarding: Patients complete labs, meet with a medical assistant, and we obtain prior medical records.

Health coach onboarding: Weight and diet history are reviewed. Remote monitoring and metabolic health education begin at onboarding and continue between visits through the Toward Health app.

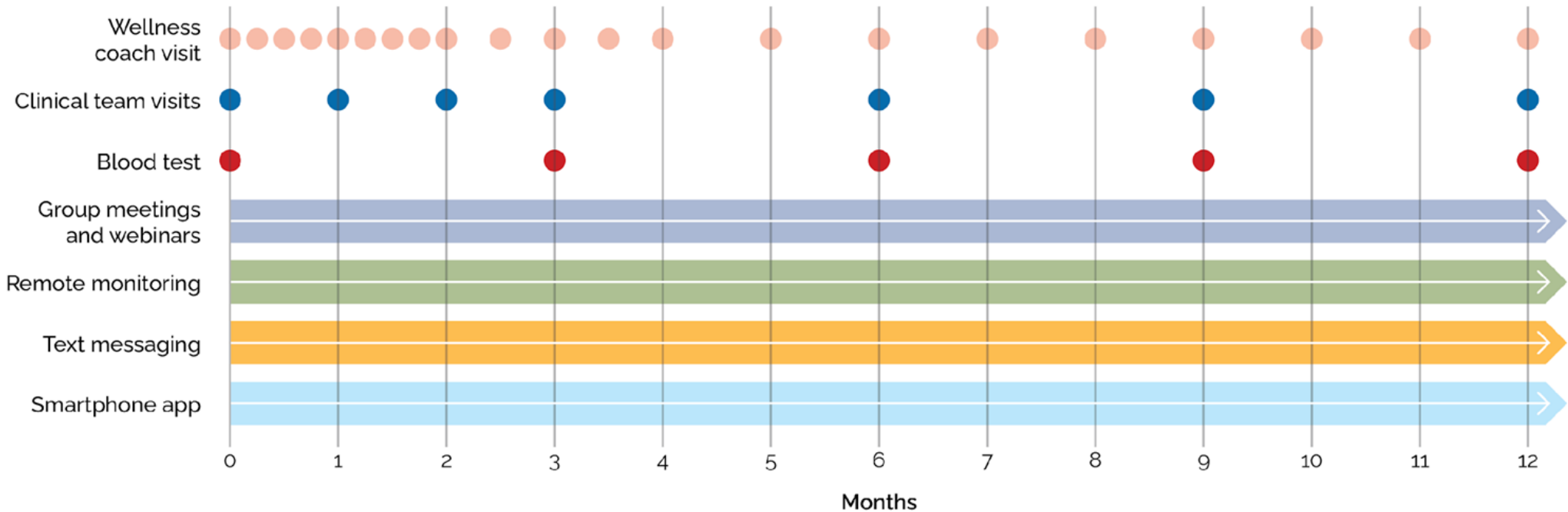
The program starts with a 90-minute telehealth visit with a doctor and health coach to review labs and create a personalized lifestyle plan. Labs are repeated twice over the following year, with care coordinated as needed with the patient's existing providers.

Participants receive regular one-on-one and group coaching, plus ongoing accountability and support via secure SMS, email, and a company-exclusive app message board.

- Participants meet with a doctor 3–5 times per year for progress checks, labs, and medication management, with ongoing health coaching to support lasting lifestyle change.



# Intensive Metabolic Care: Program Outline



Program outline for year one. Program structure in year two follows the same cadence as months 6-12 and is designed to prevent relapse and ensure continuity of lifestyle changes.



# TOWARD HEALTH

## A metabolic health clinic in your pocket

### » Courses & Challenges

Focused on Weight Loss, Continuous Glucose Monitors, Cardiovascular Health, Diabetes, Fasting, Low Carb, Fitness, Food Relationship, and more.

### » Exclusive Message Boards

Geared towards providing the support necessary to implement sustainable lifestyle changes.

### » Articles Library

A wealth of articles with accompanying videos.

### » Community Support

Empower and connect members with like-minded people on similar health journeys.

### » Comprehensive Education

Courses, resources and materials from a team who has personally lived through the challenges faced.

### » Live Meetings

Regular Q&As and doctor/health coach led topical meetings.



# Why We're Uniquely Effective

Our founding team brings powerful personal experience, building a program employees can trust.

We know lasting change is possible, and combine that hope with a clear, practical plan.

Our program helps employees reduce medications and improve health through sustainable lifestyle change. We also help them understand why other programs may not have worked.

## How we're different:

- Fewer patients per practitioner for highly personalized care
- We treat all metabolic conditions, not just obesity and type 2 diabetes
- Lived experience allows us to effectively address food addiction and relationship with food



Dr. Tro Kalyan, D.O.

### **BUST WEIGHT LOSS MYTHS.**

**WE CARE BECAUSE WE'VE LIVED IT.**

Every member of our practice has a personal commitment to helping others find their way out of the endless diet-gain cycle. Learn about a new way of eating and finally resolve this issue. Let this be your last "diet."

Cut through the noise and bad information. Finally real guidance, real care, real food, real results.

We care, for real. Join us, for real.



Amy Eiges, Health Coach

### **WEIGHT WATCHERS™ DIDN'T WORK**

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Brian Wiley, Health Coach

### **LOW-CARB WEIGHT LOSS MADE EASY**

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### **LIVE INFORMATIONAL SESSION**



**Gain back years  
of quality life!**



*Before*



*After*

**Reversing metabolic conditions like  
type-2 diabetes, obesity, fatty liver,  
and high cholesterol is possible.**

**Tony Schmidt** | President, Mr. Bult's, Inc.





**Thank you.**



**Dr. Tro Kalayjian, D.O.**

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