

Welcome to the NEW PersonalPoints™ Program

Prepared for: City of Seattle Benefits Representative Advisory Group



**Weight Loss that Works.
Wellness that Works.™**

Agenda

Introduction to Marissa Davison

Introducing the PersonalPoints Program!

Membership Plan Options

FREE gift with your WW Membership



WW Support

Marissa Davison

Client Engagement Specialist

979-329-8146

Marissa.Davison@ww.com

Client Engagement Specialist Role

1. Help develop communication strategies to promote WW and the City of Seattle's partnership details
2. Provide information and communication materials on WW promotions
3. Support wellness events and initiatives



Introducing...

NEW

PersonalPoints™

WW's Most
Personalized Program Ever—
No Two Plans Are Alike

Who is eligible?

Regular City employees and their adult dependents with City medical coverage may enroll in WW.



NEW WW PersonalPoints™

We have re-engineered our program to be individualized to each member – no two plans are alike!

It teaches members how to take control and be healthier – and it fits into their lives.

What's new?

Personalized plans

Based on what members tell us they love to eat, our nutrition experts craft a list of ZeroPoint™ foods and a PersonalPoints™ Budget unique to them.

Ability to add PersonalPoints™

For the first time ever, members can ADD Points instead of only spending them. They get rewarded by doing healthy things.

Newly updated algorithm

Uses the latest science by factoring in even more nutritional elements to guide members towards foods higher in healthy fats, fiber, and protein and lower in added sugars and saturated fats.

Personalized Plans

Members tell us what they like to eat and we customize their plan with a distinct combination of ZeroPoints foods and a Points budget they enjoy.

Members Need:

- Reduce effort (mental, will-power, cognitive) and time to do the plan
- The promise of (new) ZeroPoint foods
- Excitement, curiosity and sometimes even 'joy'

Step 1 of 5
These questions will help us pick foods you enjoy!
How often do you eat vegetables?

Step 2 of 5
How often do you eat fruit?







Step 3 of 5
Which of these do you eat most days?
Select all that apply. We want to make sure you have enough Points for your favorites!

Step 4 of 5
Great! Now, which of these do you eat most days?
You can select up to 1 more.

Step 5 of 5
Got it. What about these?
You can select up to 1 more.

9:41
Your daily Points Budget is 22
You can spend these Points on any food or drink you choose!

Get ZeroPoint foods customized for YOU
Our nutritionists analyzed your food preferences and curated a list of foods that are zero Points—just for you!

 Non-starchy vegetables	 Fruits	 Eggs
 Chicken and turkey breast	 Yogurt and cottage cheese	 Avocados

Earning Points

Members can add points for healthy habits like *activity*, *eating non-starchy veggies* and *hydration*.

Members Need:

- To be in control - never have a 'bad day' again
- Positive reinforcement and recognition for good choices & healthy patterns

There are *three* ways to bump up your Points:

1

Eat non-starchy
veggies



For every 1 serving of non-starchy veggies you eat, you'll earn 1 Point back into your *dailies*.

2

Hydrate



Reach a water goal of 60 fl oz per day and earn 1 Point to your *dailies*

3

Get moving



Earn Points through activity into your *weeklies*

New Points Algorithm

We are modernizing our Points formula to guide members to the healthier option by including added *sugar*, *fiber* and *healthy fats* into the new Points algorithm.

More emphasis on:

- Natural vs added sugar
- Whole grain vs white pasta
- Healthy fats

How it works:

We start with calories...

Points™ values go up with...

- Saturated fat
- Added sugar (NEW!)

Points™ values go down with...

- Protein
- Fiber (NEW!)
- Unsaturated fats (NEW!)



Options with **no added sugar** are clearly lower

Whole grains are better because they are **higher in fiber**



Healthy fats are a better choice



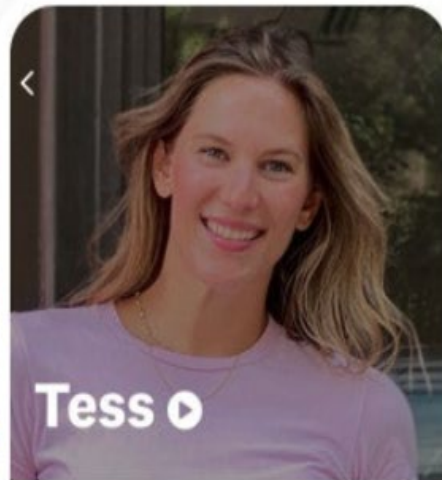
WW Membership Plans for the City Of Seattle

NEW! Digital 360

Digital 360 delivers coaching, a relatable community, and an always-on experiences that members can drop into the moment members need them.

- Live and on-demand classes
- Podcasts & virtual events
- Like-minded community
- And so much more!

Includes all the benefits of the Digital membership plan.



My Coaching Style:

I'm the non-judgmental friend who's going to keep you on track & encourage you to be the best version of yourself. I'm all about positivity, community & bringing joy to your life. It's not about limitations - it's about finding what works for you.

My Coaching Superpower:

I'm a healthy habit builder. We'll get there together - one step at a time - & have fun along the way.

[Join Team Tess](#)

Digital

Our award-winning app offers personalized digital experience tailored to members' needs

Additional features:

Personalized recipe suggestions

Meal planner

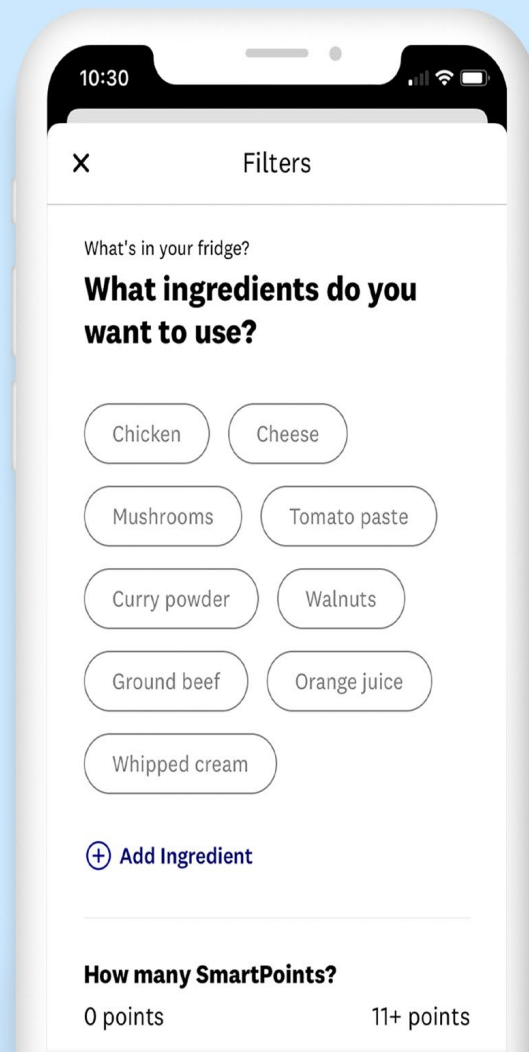
Barcode scanner

10,000+ recipes

Restaurant finder

What's in your fridge?

24/7 live chat with a Coach

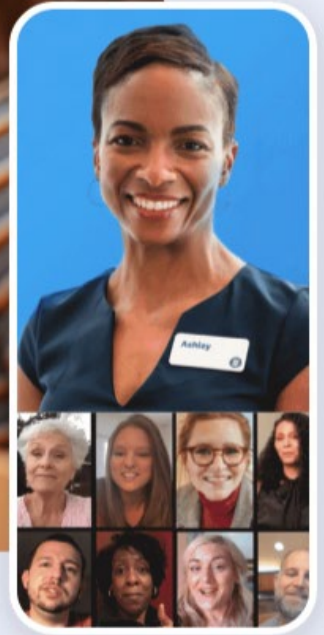


Unlimited Workshops + Digital

Members can meet a WW Coach and their group in-person or virtual for ultimate convenience and weight loss success

- Members choose from our expert Coaches to find the right one for them, and bond with other members on a similar journey.
- Join unlimited weekly Workshops from early morning to late at night with WW friends and family anywhere.
- Members dedicate time for themselves each week to focus on their journey and swap tips and tricks with their group.

Includes all the benefits of the Digital membership plan.



WW for Diabetes

Members get confidential and unlimited access to a Certified Diabetes Educator who will tailor their food plan to meet their individual needs and goals.

Members receive weekly emails on diabetes and weight loss management.

Includes all the benefits of the Unlimited Workshops + Digital program.



All employees, spouses, domestic partners, and adult dependents on a city sponsored medical plan are eligible for an exclusive discount of 50% off the retail price!

Sign up at WW.com/CityofSeattle

Current WW members can switch their membership

WW Program	Partnership Pricing	City Cost per Month	Member Cost per Month
Digital	\$16.96/month	\$8.48/month	\$8.48/month
Digital 360	\$25.50/month	\$12.75/month	\$12.75/month
Unlimited Workshops + Digital	\$38.22/month	\$19.11/month	\$19.11/month
WW for Diabetes	\$38.22/month	\$19.11/month	\$19.11/month



BONUS: FREE WW Start Strong Kit for all new members!

1 Join WW by February 28 at [WW.com/CityofSeattle](https://www.ww.com/CityofSeattle)

2 Visit [WW.com/strong2022](https://www.ww.com/strong2022) to redeem for your kit.



