



**Validation**Institute

# 2021 Validation Report

**Review for: Cecelia Health**  
**Valid through December 2021**



# Company Profile

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<b>Category:</b>	Chronic Condition Management
<b>Website:</b>	<a href="http://www.ceceliahealth.com">www.ceceliahealth.com</a>
<b>Public or Private:</b>	Private
<b>Year Established:</b>	2009
<b>CEO:</b>	Mark Clermont
<b>Company contact:</b>	Michael Balsam <a href="mailto:mbalsam@ceceliahealth.com">mbalsam@ceceliahealth.com</a>



## 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

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**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.

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 attached outcomes show a very significant reduction. Note that due to data limitations, the attached outcomes 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

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

The Contractual Integrity 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

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**Cecelia Health** has achieved a level 4 – Contractual Integrity validation. Validation Institute is confident that **Cecelia Health** performs as they state they are willing to provide up to a \$10,000 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 - Metrics

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

## Level 4 - 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



# Limitations

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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.



**Validation Expiration: December 2021**

# CERTIFICATE OF VALIDATION

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**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 4 - Validated for Contractual Integrity**

**Award Date:** February 2021

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**Al Lewis**  
**Senior Advisor**  
**Validation Institute**

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**Benny DiCecca**  
**Chief Executive Officer**  
**Validation Institute**



# About Validation Institute

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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.