



MONDAYS WITH DR MARK & DR MICHAEL

Monday, October 20, 2025 | 1:00 – 2:00PM

TOPIC #54

The Business Case for Better Sleep: Unlocking Health, Safety, and Productivity

nox

Featured Speaker:



Dr. Heidi Riney
Chief Medical Officer
Nox Health



MONDAYS WITH
D^R MARK & D^R MICHAEL



Why Sleep?

NEBGH October 20, 2025

Improve the health of populations suffering from chronic conditions through the power of sleep



Rapidly growing, \$80mm global business

Comprehensive Services Across the Continuum of Sleep Care Management

Accurate Sleep Diagnostics



used
2mm times
annually in 50 countries

Value-Based Sleep Care Management



serves
500k
members

Rigorous Outcomes Measurement



provides
10-yr view
into outcomes

Good sleep begets good health

Memory consolidation

Blood pressure & heart
rate regulation

Restore ability to
focus & attention

Build immunity

Skin health

Mental health

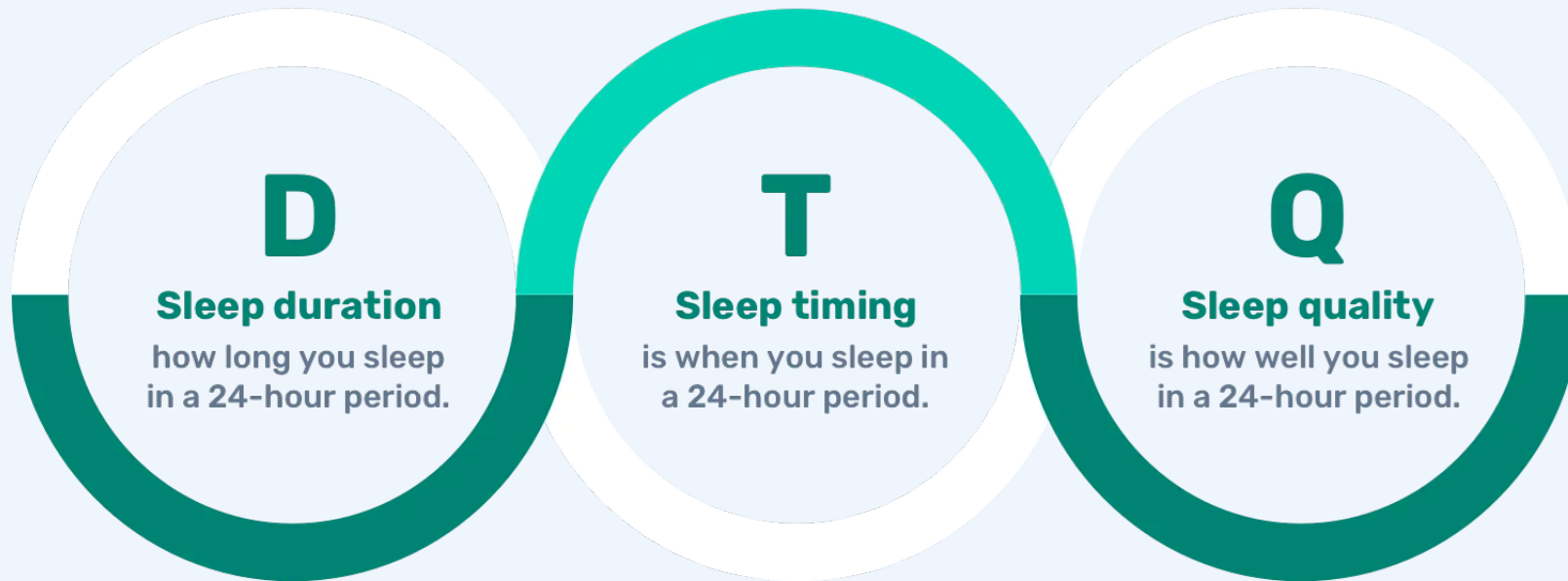
Muscle repair

Metabolism
regulation

Fertility



What is good sleep health?



Did you sleep an appropriate number of hours?

Are you in sync with your circadian rhythm?

Do you feel refreshed and alert?

Short-term consequences of sleep deprivation



Memory problems
(short-term memory
most affected)



Fatigue and sleepiness
(both, and they
are different)



Impaired focus and attention,
which can impact
work performance



Appetite dysregulation
(increased hunger and for the
wrong kinds of foods)



Metabolic disruption including
increased
insulin resistance



Increased pain sensation
(due to inflammation and
heightened sensitivity)



Weakened immunity (greater
risk of common infections)



Increased moodiness and
irritability as well as feelings
of anxiety
and depression

1. <https://www.nhlbi.nih.gov/health/sleep-deprivation> 2. <https://www.nhlbi.nih.gov/resources/your-guide-healthy-sleep>

Long-term risks of sleep deprivation



Impaired cognition
(problem-solving, decision-making,
creativity and memory)



Metabolic dysregulation and increased risk
of obesity and type 2 diabetes



Increased risk of chronic systemic
inflammation (CSI) - which has been
linked with chronic diseases



Increased risk anxiety and depression



Increased risk of Alzheimer's disease and
dementia

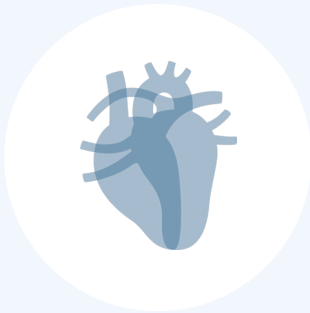


Increased risk of hypertension and
cardiovascular disease

Plan sponsors increasingly prioritize chronic disease management...



Mental
Health



Heart
Disease



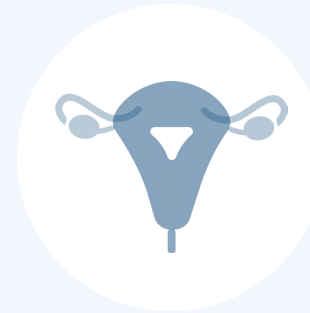
Obesity



Kidney
Disease



Diabetes



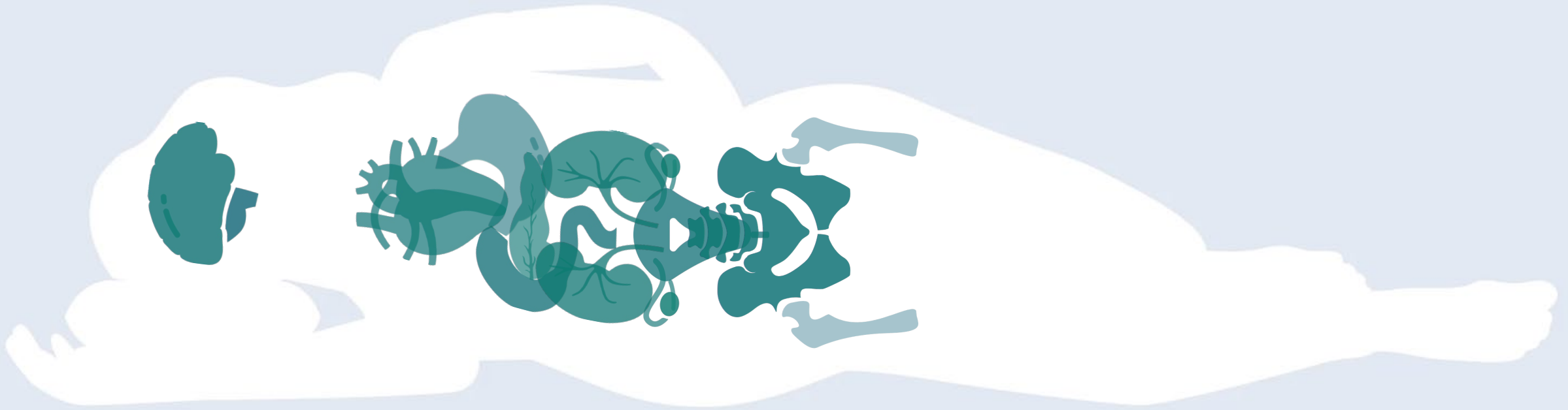
Women's
Health



MS
K

...but patients who account for majority of costs suffer from two or more.

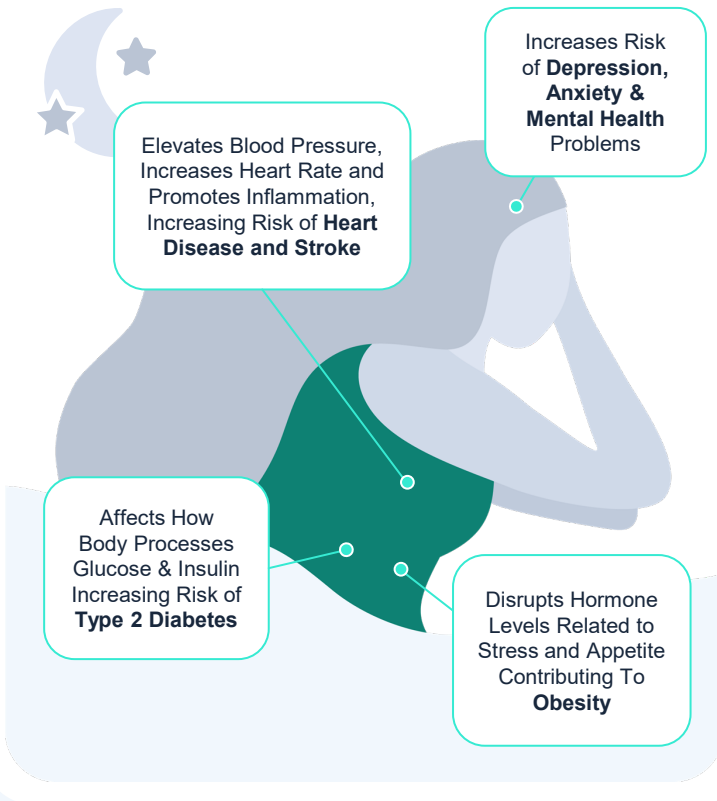
Sleep is the hidden gap in care common to most chronic conditions...



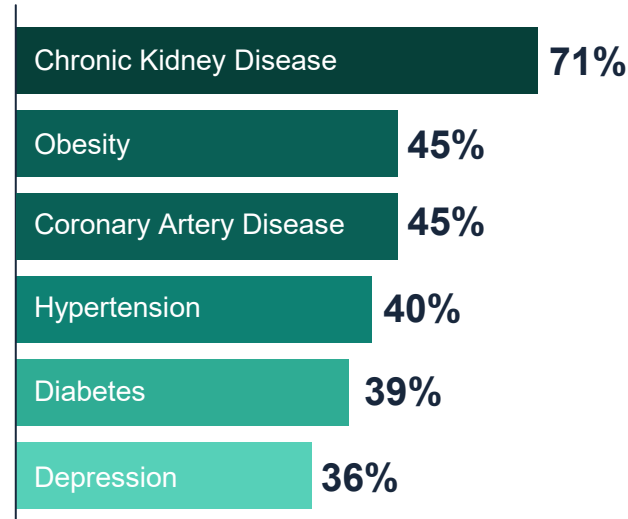
...and the ONE intervention that can measurably improve outcomes across all of them.

Insufficient sleep is a "public health epidemic," according to the CDC

Insufficient Sleep Leads to Chronic Disease



Sleep Disorders Are Highly Comorbid with Chronic Conditions



80% of Members With Sleep Disorders Have 2 or More

The Hidden Health Crisis

50-70 million Americans have a chronic sleep-wake disorder¹

11-20 percent of adults suffer from obstructive sleep apnea (OSA)^{2,3}

10-15 percent of adults suffer from chronic insomnia⁴

The traditional care paradigm is broken, leads to member friction, poor health outcomes and higher costs

Traditional Care Paradigm for Sleep Apnea



Satisfaction

45%

Program Adoption

49%

Adherence at Yr 1

25%

Persistence at Yr 2

11%

The traditional care paradigm is broken, creates significant health and safety issues for employee and employer

Traditional Care Paradigm for Chronic Insomnia



Prescription

97%

Controlled Substance

72%

Using in Excess of Guidelines

72%

Nox creates a frictionless, member-centric experience that leads to superior outcomes in just 30 days

Traditional Care Paradigm

14 Steps, ~150 Days, Poor Outcomes



Program Adoption

49%

Adherence at Yr 1

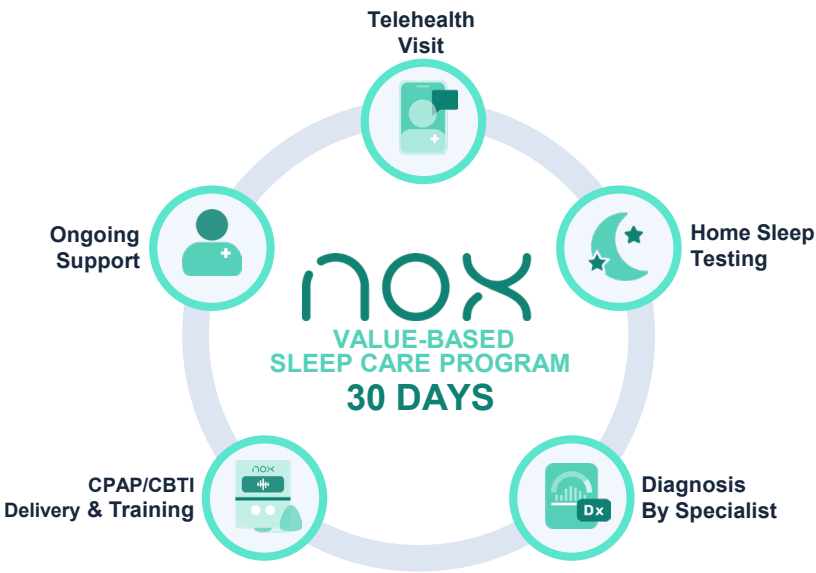
25%

Persistence at Yr 2

11%

Nox Value-Based Sleep Care Program

5 Steps, 30 Days, Superior Outcomes



Program Adoption

80%

Adherence at Yr 1

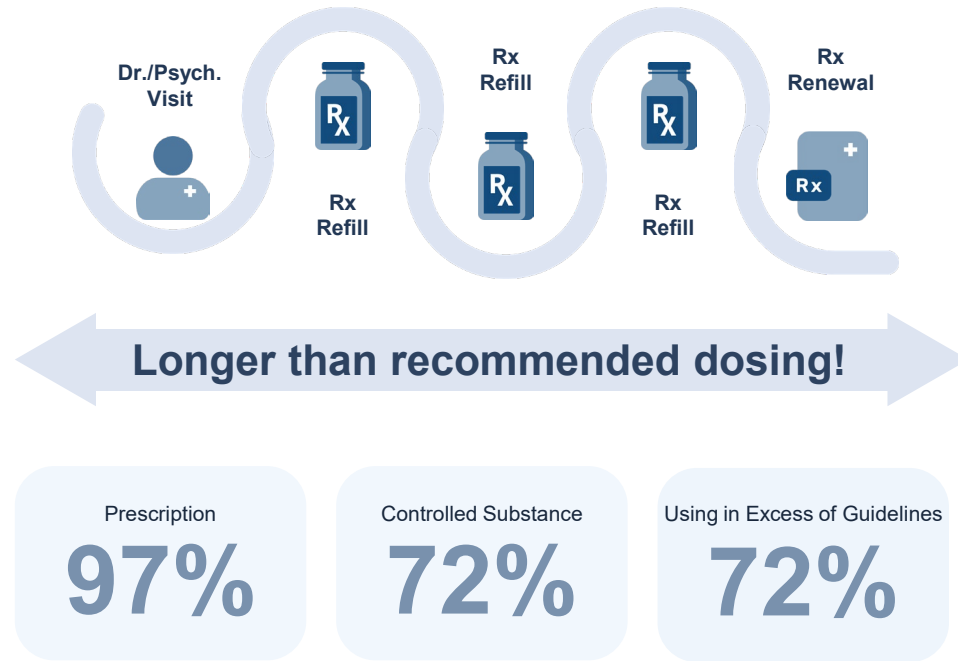
62%

Persistence at Yr 2

53%

The traditional care paradigm is broken, creates significant health and safety issues for employee and employer

Traditional Care Paradigm for Chronic Insomnia



Nox Value-Based Sleep Care Program



Digital Cognitive Behavioral Therapy - Insomnia (dCBT-i) is considered the gold standard for Chronic Insomnia

Want to Learn More?

View our resource library about the importance of sleep as the hidden gap in chronic care.



Sleep disruptions fuel chronic conditions



Nox eliminates all of the obstacles to member adoption, adherence and persistence leading to superior outcomes

Nox Value-Based Sleep Care Program

nox Member-Centric Experience

Designed to eliminate member friction at every step of their sleep care journey.

nox Clinically-Integrated Care Team

Solely responsible for managing patients to one goal: healthy outcomes.

nox Value-Based Plan Design

Aligns payments with outcomes—not the volume of services provided.

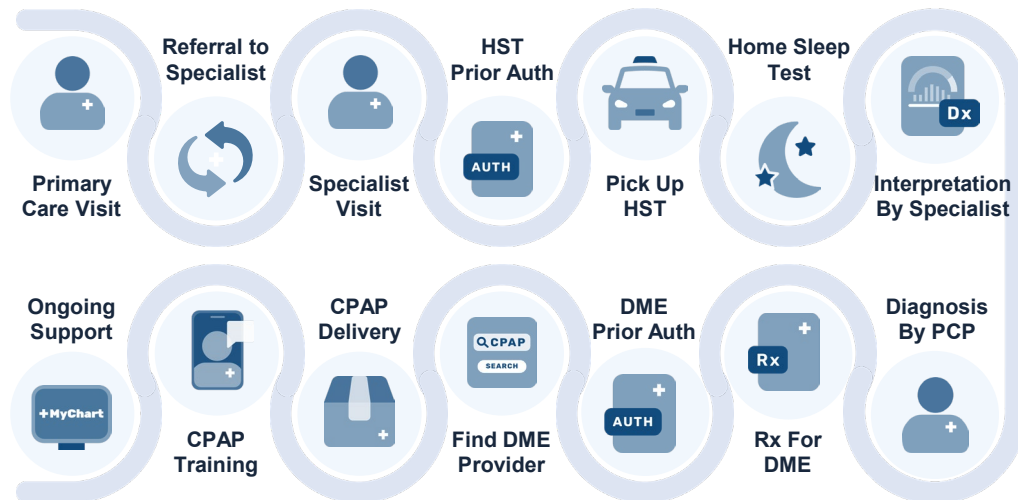
nox Measurable Outcomes

Member satisfaction leads to measurable health improvement and reduction in healthcare costs.

Nox Creates a Frictionless, Member-centric Experience That Leads to Superior Outcomes in Just 30 Days

Traditional Care Paradigm

14 Steps, ~150 Days, Poor Outcomes



Nox Value-Based Sleep Care Program

5 Steps, 30 Days, Superior Outcomes



The Nox sleep care program eliminates friction associated with current care paradigm to generate superior outcomes

Member
Satisfaction

Health
Outcomes

Financial
Outcomes

71

Net Promoter Score

Members Prefer Nox

2:1

vs. Current Paradigm

The Nox sleep care program eliminates friction associated with current care paradigm to generate superior outcomes

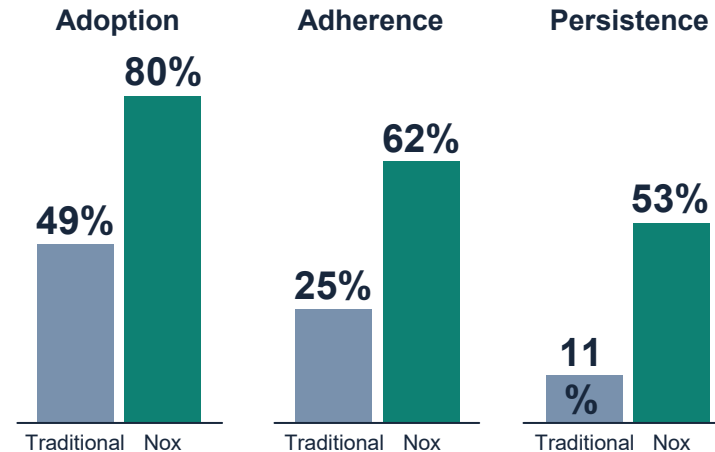
Member
Satisfaction

Health
Outcomes

Financial
Outcomes

Sleep Apnea Health Outcomes vs. Traditional Benefits

Adherence and Persistence as a % of Tested



99% Achieve Resolution

Chronic Insomnia

57%
**Achieve Resolution
At 1 Year**

(1) Outcomes data validated by **Risk Strategies**.

The Nox sleep care program eliminates friction associated with current care paradigm to generate superior outcomes

Member
Satisfaction

Health
Outcomes

Financial
Outcomes

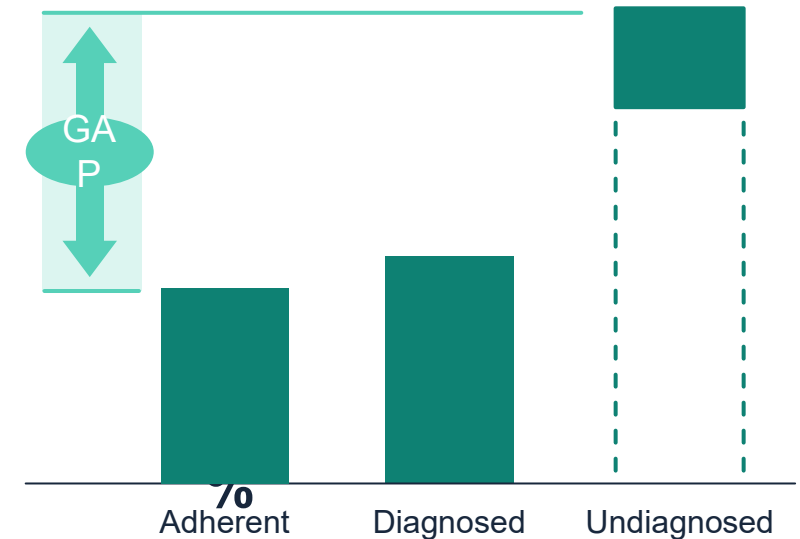
\$2,743

PPPY Savings
Per Member

>2:1
ROI

1-2%↓
Healthcare
Trend

Sleep Apnea



Thank you to our sponsor!

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MONDAYS WITH
DR MARK & DR MICHAEL

NORTHEAST
BUSINESS GROUP ON HEALTH

Upcoming NEBGH events:

- **October 22** - Equity in Breast Health: What Employers Need to Know
- **October 29** - Proactive Care Navigation: Closing Care Gaps, Cutting Costs
- **November 3** – Mondays with Dr. Mark & Dr. Michael
- **November 6** - Transformations in Cancer Care: Innovative Approaches for Better Experiences and Outcomes
- **November 13** – The Cancer Care Continuum: Supporting Employees Throughout the Cancer Journey

SAVE THE DATE FOR THESE 2026 EVENTS!

- **February 12** – 31st Annual Tribute to Leadership
- **June 18** – 15th Annual Health & Wellness Benefits Conference



Remember to rate this webinar!

