



Ingeni Health Signs Agreement with BP2 Health

Tapping Into the \$190B Global Cardiometabolic Disease Market

Pioneering AI-Based Cardiometabolic Syndrome Management Solutions for Obesity, Diabetes, Hypertension, and Lifestyle Diseases

December 2, 2024 – “A strategic piece is now in place to facilitate long-term growth!” stated Ian McNeill, CEO of Ingeni Health. “With our AI-enabled cardiometabolic disease reversal and wellness technology, we are now poised to seamlessly integrate into the U.S. healthcare industry. This includes collaborations with corporate clients, accountable care organizations, value-based enablement companies, and insurers such as Humana, United Health Group, and Kaiser.”

The complex U.S. healthcare system presents numerous entry points for organizations aiming to reduce the \$4.5 trillion spent annually on healthcare..

- 90% is attributed to chronic conditions, predominantly driven by cardiometabolic syndrome.
- Employers and the federal government are grappling with a 6-10% annual increase in healthcare costs, which has compounded to over 25% in the last five years.

A significant factor in this unsustainable growth is the aging population and the increasing prevalence of chronic diseases—92% of the U.S. population is not metabolically healthy. Moreover, the widespread use of costly GLP-1 medications, such as Ozempic, Wegovy, and Mounjaro, to manage cardiometabolic syndrome is straining budgets across employers, health plans, the federal government, and Medicaid agencies. Affordable behavioral modification programs targeting obesity and diabetes are becoming essential alternatives.

Corporate Wellness: A Secondary Market Opportunity

In addition to addressing direct healthcare challenges, a secondary market opportunity lies in corporate wellness programs. These programs, which represent a \$50 billion market, encompass policies, benefits, and initiatives that target various risk factors and health conditions impacting employees and organizations. According to the National Center for Chronic Disease Prevention and Health Promotion, implementing corporate wellness programs can influence over 150 million employees, significantly reducing healthcare costs.

Innovative Solutions for Value-Based Care

“We are witnessing a paradigm shift from traditional chronic care management models to virtual behavioral modification programs that engage and empower individuals to reclaim their health,” said Ellen Brown, Co-Founder and Partner at BP2 Health. “These innovative care models align perfectly with the principles of value-based care. We are committed to creating sustainable, individualized value-based payment strategies for our clients, which include health systems, providers, insurers, and accountable care organizations.”

BP2 Health's leadership team brings over 90 years of collective healthcare expertise. They specialize in payment transformation and advise organizations on launching health plans, clinical integration networks (CINs), accountable care organizations (ACOs), and value-based strategies. Their proven track record of guiding innovative startups through regulatory and operational challenges ensures sustainable and successful market entry.

About Ingeni Health

Ingeni's B2B Health and Longevity platform leverages data from over 60 wearables and health apps, as well as FDA-approved devices, to analyze critical factors affecting health, longevity, and quality of life. This technology offers actionable insights to optimize health outcomes. Ingeni also functions as an intelligent lifestyle assistant, streamlining daily tasks such as ordering groceries, meals, and transportation, while providing real-time language translation and seamless communication.

About BP2 Health

BP2 Health is dedicated to creating economic alignment and monetizing innovative care models. With over 90 years of combined healthcare experience, they work with hospitals, health systems, insurers, and providers to address the industry's most pressing challenges. BP2 Health's dynamic and focused approach fosters sustainable, value-driven healthcare solutions.

Visit their website at [BP2 Health](#) and check out their podcast, [The Reverse Mullet Healthcare Podcast](#), on YouTube.