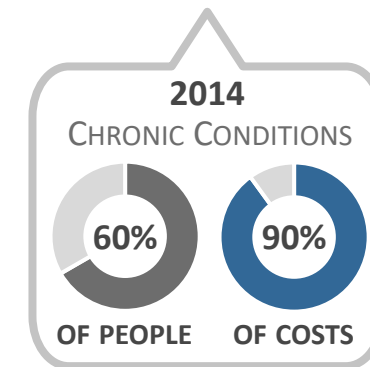
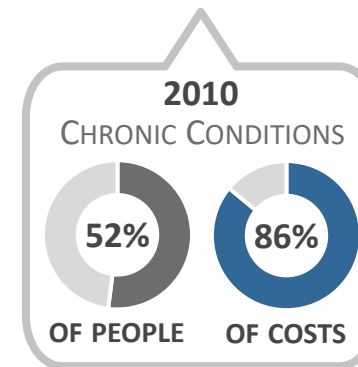
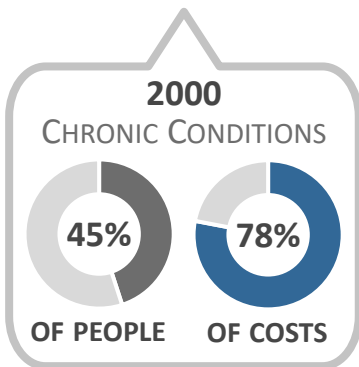
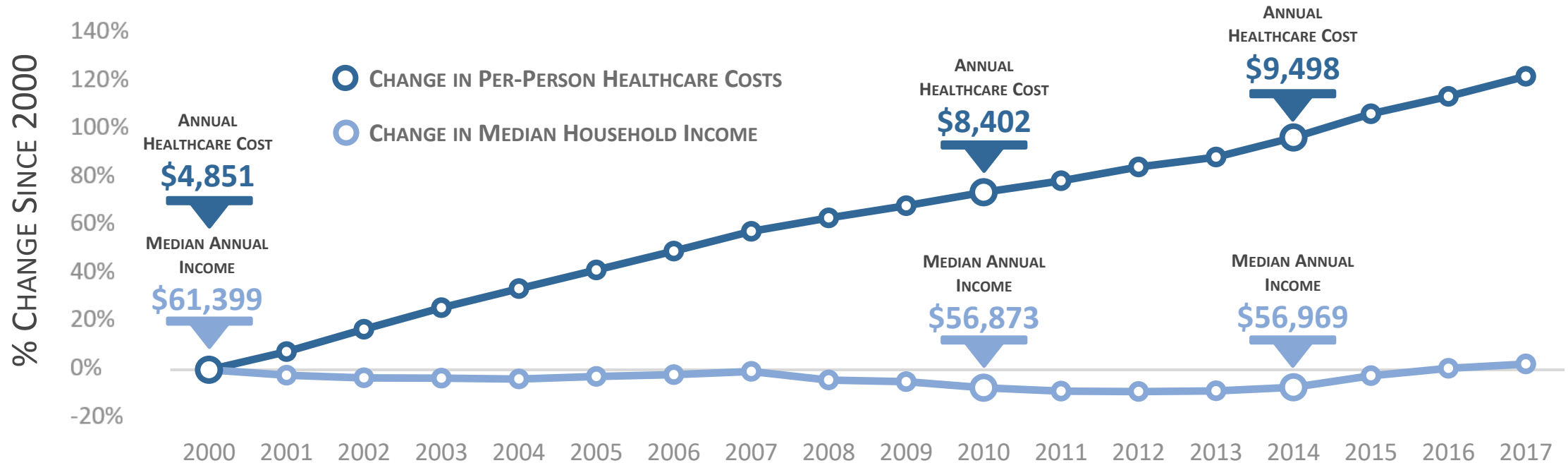


~~A Payer's Perspective: Pricing and Health Economic
Drivers that Incentivize Development Investments~~
Lunchables, Testables, and Drugables

MARCH 1, 2021

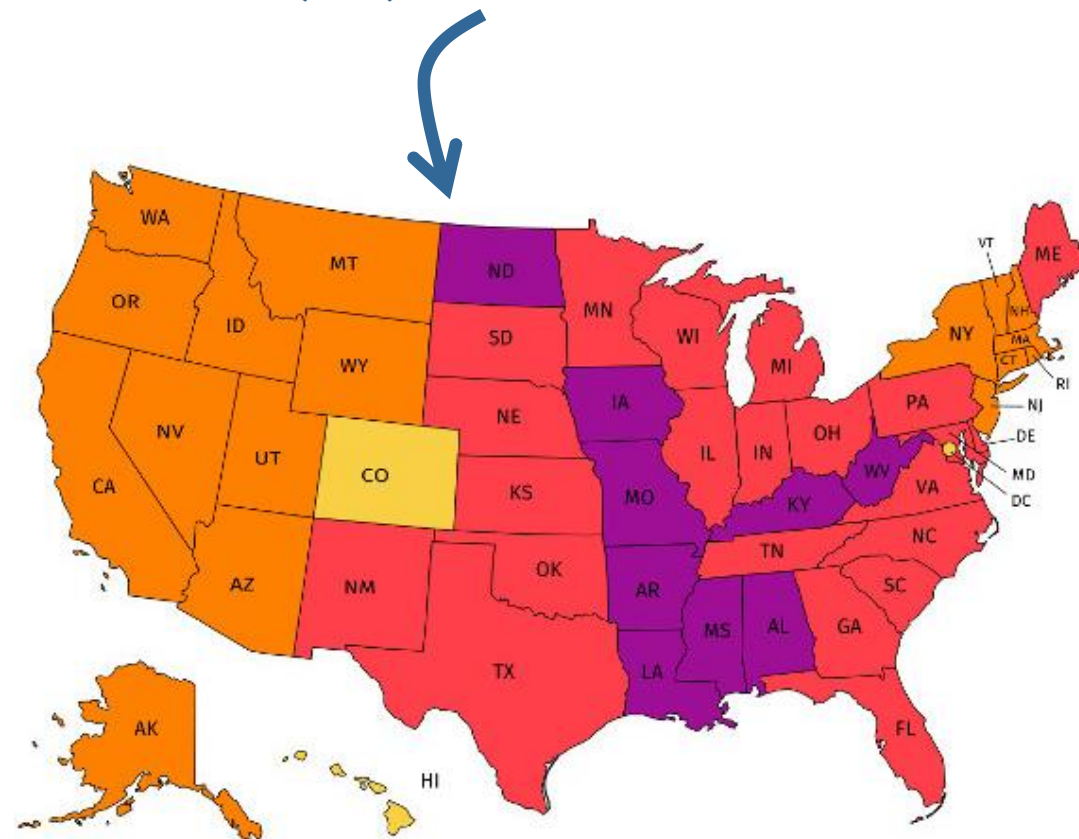
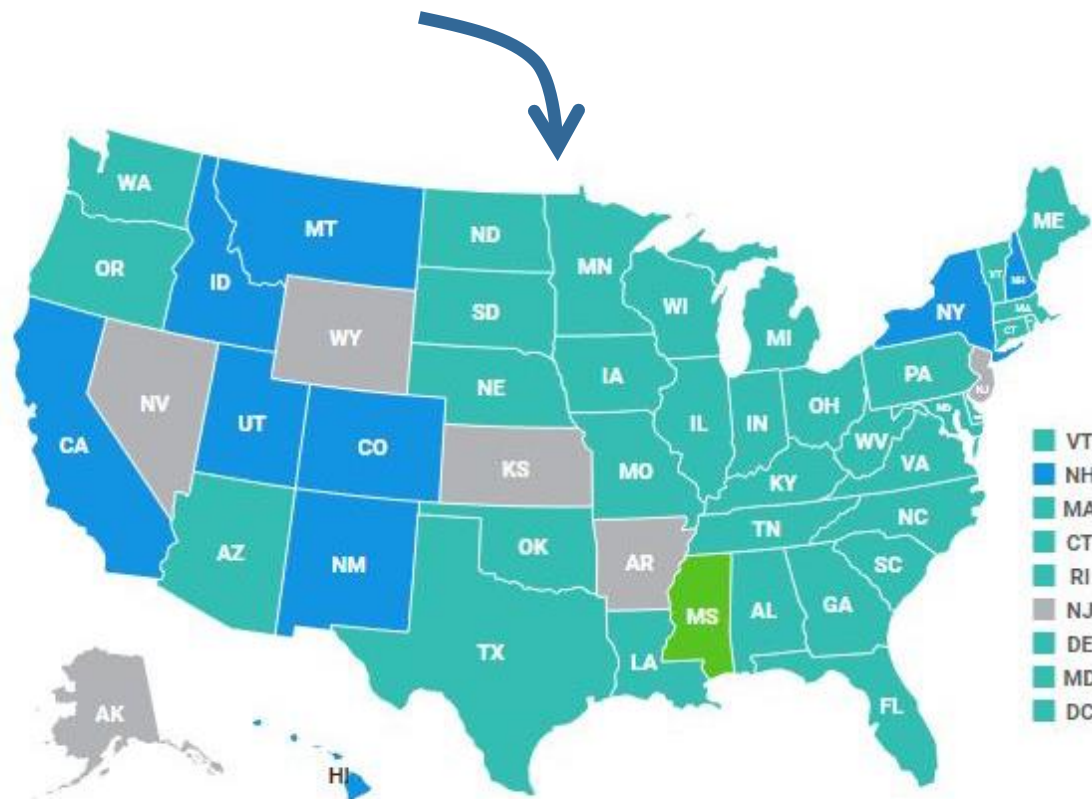
We need effective solutions

(healthcare costs, income, and rates of chronic disease over time)



obesity map from 1990
(blue is <10% obese)

obesity today
(purple is >35% obese)



Percent of obese adults (Body Mass Index of 30+)

0 - 9.9% 10 - 14.9% 15 - 19.9% 20 - 24.9% 25 - 29.9% 30 - 34.9% 35%+

IMAGE SOURCE: NHANES

friendly grab n' go
packaging

great name

carbs and sugar

definitely cheese,
why do you ask?



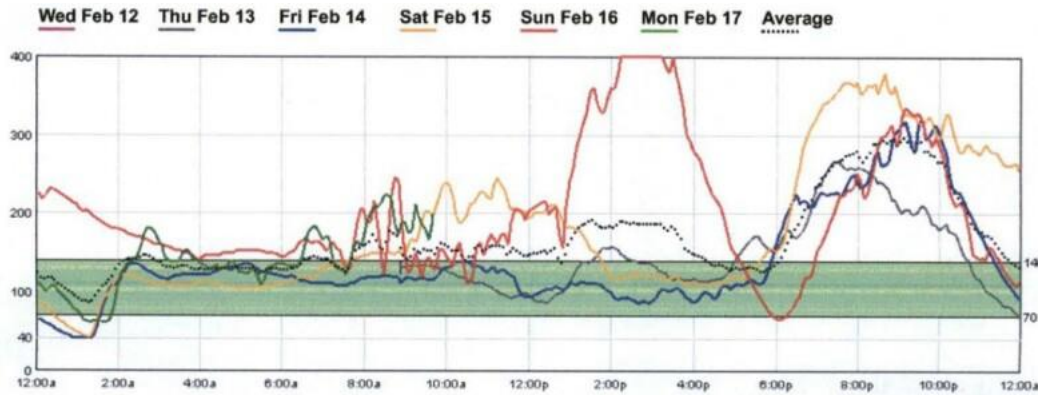
nitrites!

????

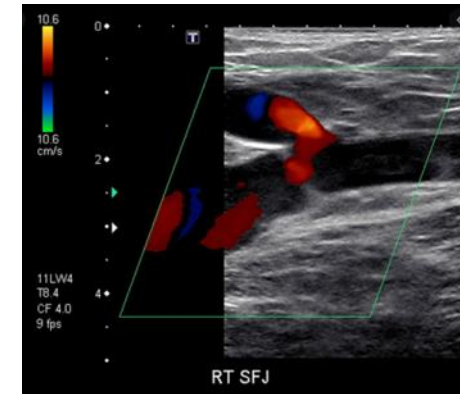
IMAGE SOURCE: Oscar Mayer/Kraft Foods

Rx indication: All adults with type 2 ~~diabetes~~ ^{obesity} and ~~uncontrolled A1c~~ ^{appropriate biomarkers}

continuous glucose



images

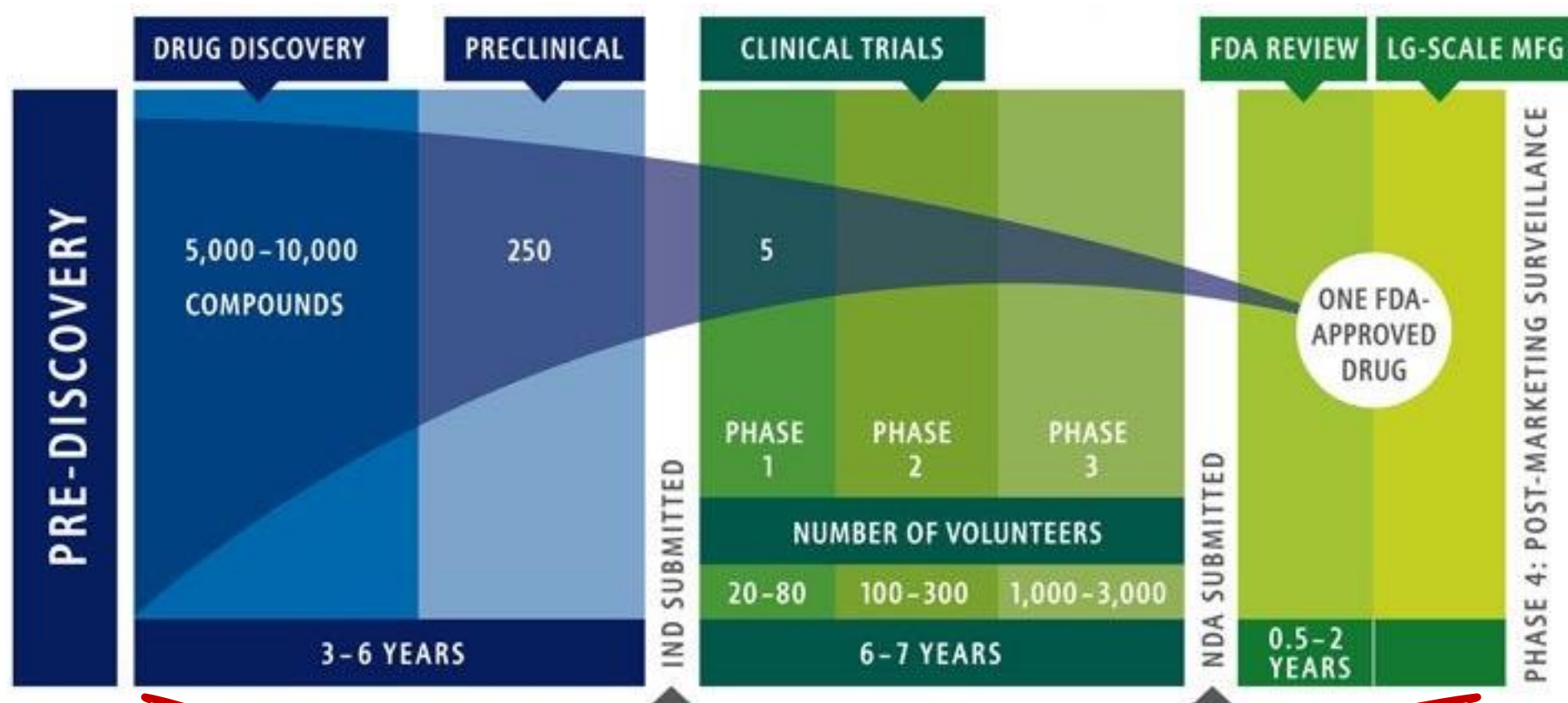


blood/saliva measures

- IL-1b
- IL-6
- IL-17
- IL-23
- Uric Acid
- C-Reactive Protein
- Cortisol
- Insulin

Testables

Drug Development and Discovery: \$2 billion



Drugables

AI and deep learning?

pragmatic clinical trials?

so many Lunchables (it's a metaphor—also, probably delicious)



IMAGES SOURCE: Kraft Heinz