

OPTAVIA®

Certification Program

September 2022

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What is the Certification Exam?

Current State:

- **OPTA**VIA offers a Certification Exam to help our independent Coaches become more knowledgeable about the Habits of Health Transformation System and *Your LifeBook*, as well as our products and programs.

- **OPTA**VIA has partnered with the MacDonald Center for Obesity Prevention and Education ("COPE") at Villanova University and, through this partnership, COPE assisted **OPTA**VIA in validating its Certification Exam.

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Certification Exam Details

- The Certification exam is $199 and can be purchased through CONNECT.
- The **OPTA**VIA Certification Exam consists of roughly150 questions.
- A minimum score of 70% is needed to complete and pass the **OPTA**VIA Certification Exam.
- Coaches who pass the exam can refer to themselves as an "Independent Certified **OPTA**VIA Coach"
- Coaches do not receive an email, certificate, badge, or any form of recognition when they pass the certification exam

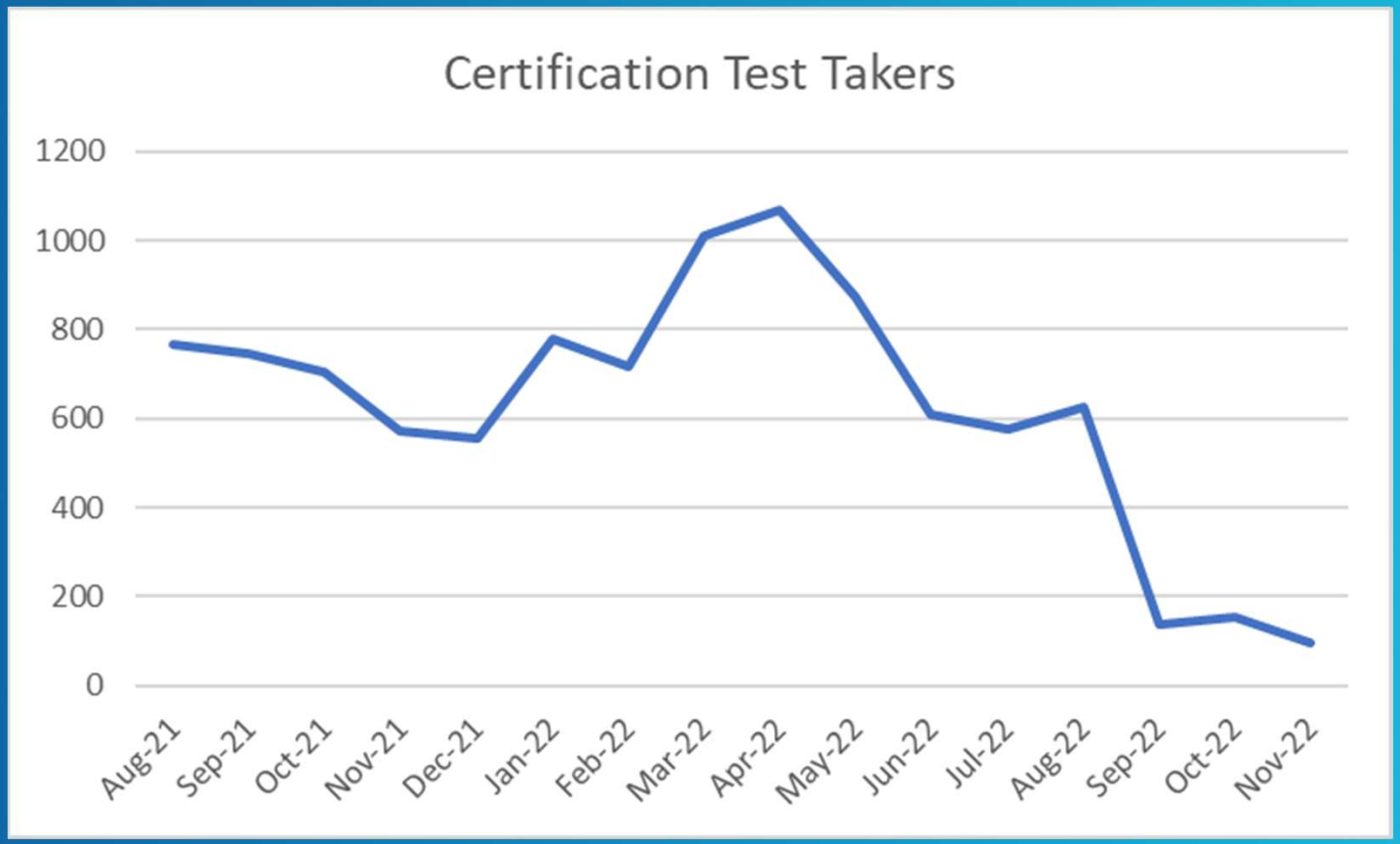
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Compensation Plan Connection

- Prior to September 2022, Coaches would earn a 3% increase on their FCV for taking and passing the Certification Exam. Additionally, there were several ranks and bonuses (aside from Certification bonus) that only Certified Coaches could achieve.
- A Coach had been able to take the exam at any point in the month and receive the bonus.
- Approximately 17% of Certification Exams are completed on the last day of the month, which implies Coaches were taking the exam to earn the bonus and reach specific rank qualifications.
- After September 2022, Coaches no longer receive the Certification Bonus, regardless of if they were Certified prior to September 2022. Coaches also no longer need to be Certified to reach specific ranks or earn additional bonuses.

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Certification Exam Activity from August 2021-November 2022



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Certification Proposal

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Phased approach to Updating Certification

- **Phase 1**: Decrease the price of Certification
- **Phase 2**: Evaluate the need based on the price change
- **Phase 3**: Additional price decrease and restructuring of the Certification Exam followed by analysis

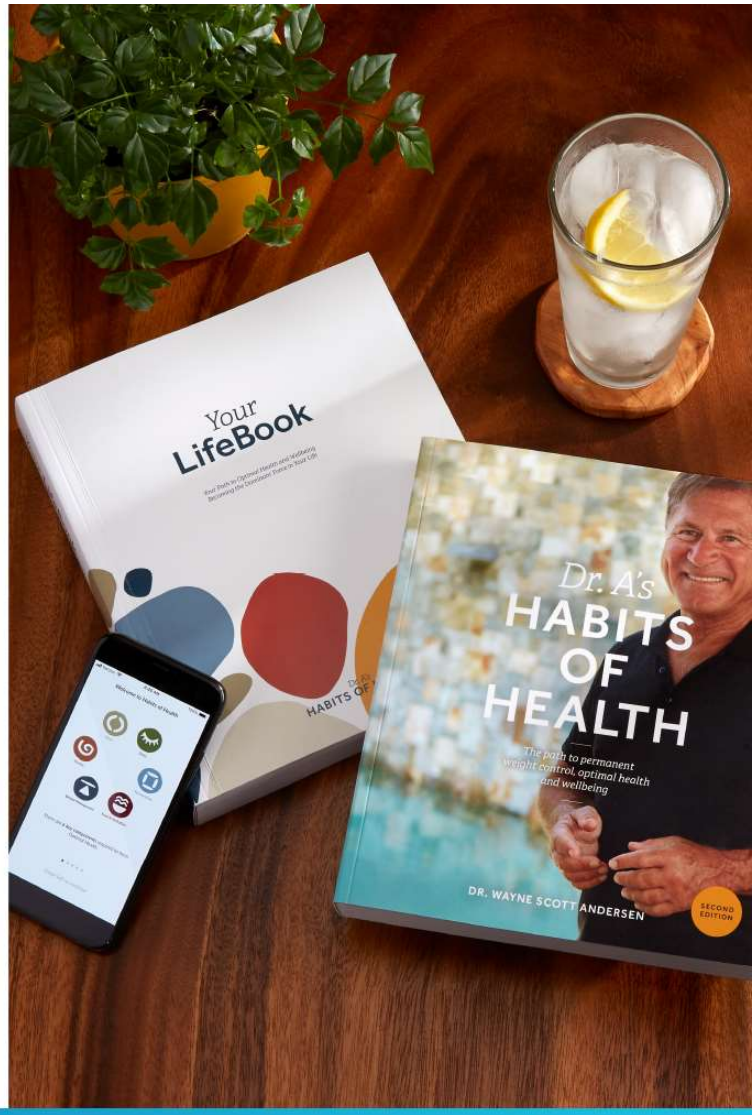
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Phase 1- Price Adjustment- Complete

There is a possible regulatory risk if we keep the price of the Certification Exam at $199.

Lowering the price to $49 will lower our regulatory risk.

Proposed Date of price decrease: October 1st 2022



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Phase 2: Evaluate the need for Certification in its current form

Hypothesis: The rate of Coaches who take the exam will significantly decrease, even with a price adjustment to $49.

- We will track the number of Coaches who take the exam in October and November. If the total number is under 75 for the two months combined, we would consider that a significant decrease. *(see slide 5 for current numbers)*

- If the rates for certification test takers drop significantly, there would be no legitimate reason to keep Certification in its current form.

Proposal:

- If the number of Coaches who take Certification drops significantly (under 75 for Oct and Nov combined), temporarily remove the option to purchase and take the Certification exam beginning in December 2022.

- Follow up, determine a more valuable way to enhance Coach education (phase 3).

- If the number of Certification test takers does not significantly drop, keep as is and reevaluate Q1 2023.

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Phase 3: Restructuring of the Certification Exam *(subject to change)*

If the rate of Certification test takers significantly drops in October and November 2022, this signifies the lack of value Coaches currently associate with the exam itself and a need to repurpose the exam to increase the value.

- The exam in its current form primarily reviews the Habits of Health Transformation System and *Your LifeBook*, which is only 1 of the 4 components of the **OPTA**VIA Program.

Proposal:

- Create a new version of the Certification exam that reviews all components of our program (**OPTA**VIA Coach, Community, Fuelings, and HOHTS).
- Utilize a workgroup to ensure information is pertinent and applicable to Coaches.
- Lower the price to $29 and assess the effectiveness of the exam based on the following metrics:
  - Number of Coaches who purchase and take the exam
  - Client acquisition numbers of those who are Certified versus those who are not
  - Conversion rates of Clients of Certified Coaches versus Coaches who do not get certified
  - Determine next steps after 6-month analysis

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