



Prosumer Health

Your Path to Health with
Individualized Health
Platforms



Prosumer Health



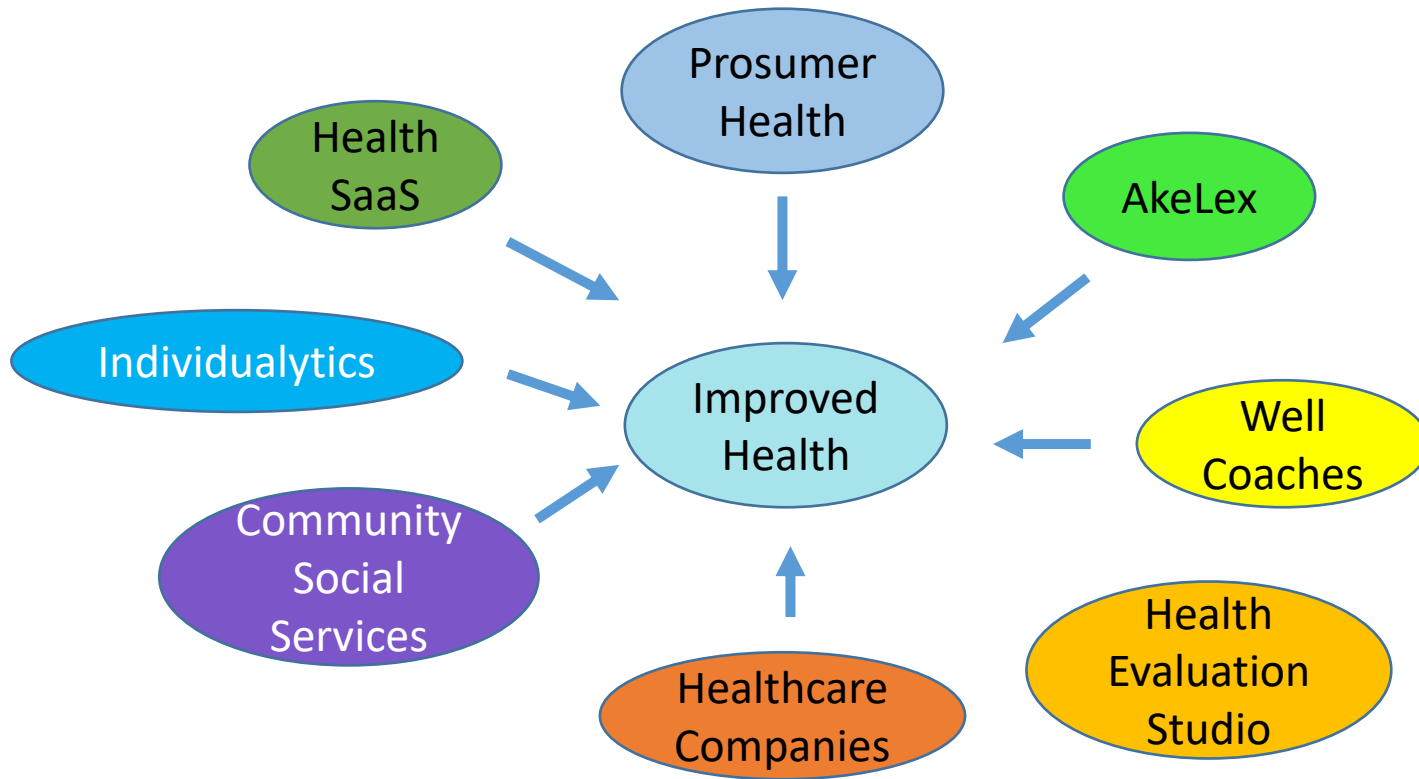
Prosumer Health: Your Path to Health

Vision: Enable individuals to become both providers & consumers – or the new **Prosumers** of their own health & care efforts.

Mission: Provide individuals & their care teams with their own digital Individualized Health Platform (IHP) to create their own path to optimizing health and care and reducing associated costs.



Prosumer Health Is Leading a Team of Companies to Improve Healthcare Delivery & Health Outcomes



Primary Care Debacle Is One of Healthcare's Many Burning Platforms

"Every system is perfectly designed to produce the results it gets"

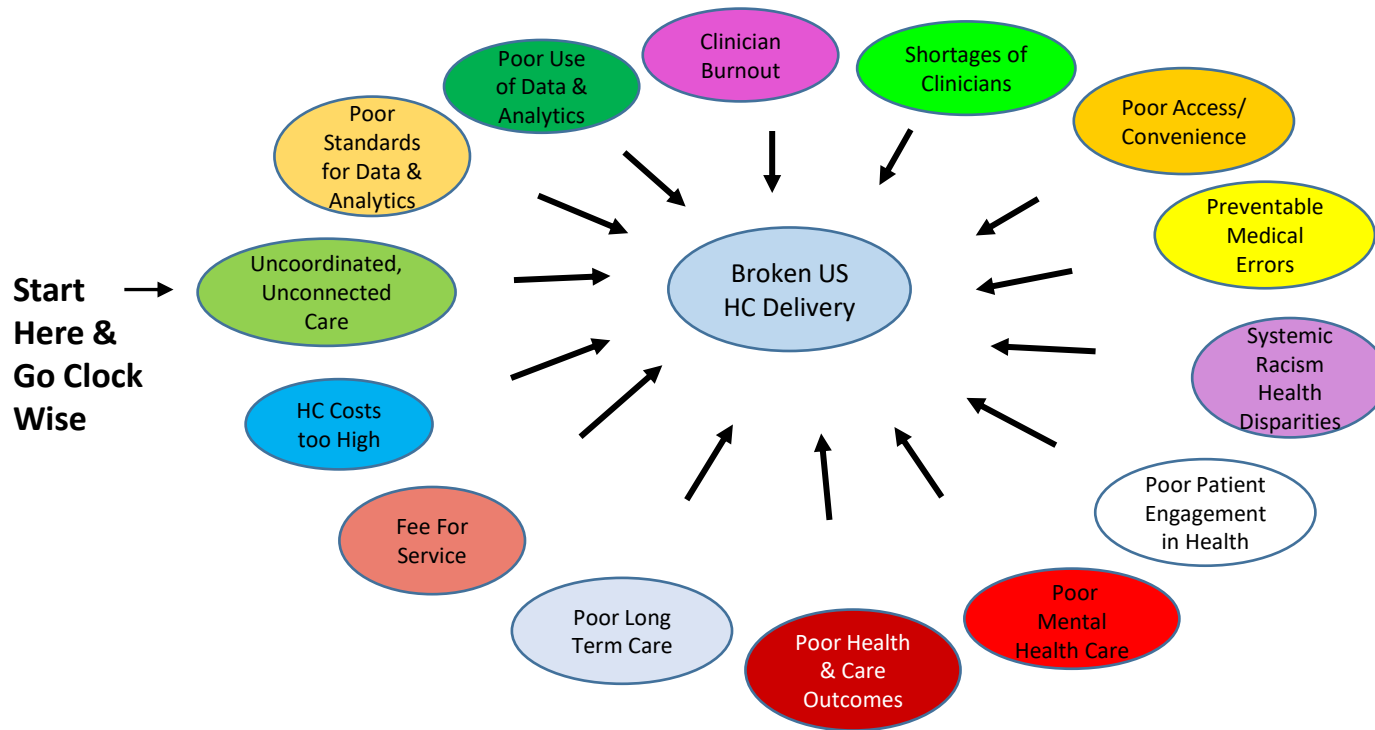
-Attribution disputed



Deepwater Horizon,
April 2010



Prosumer Health's Individualized Health Platforms Address Many of the Causes & Symptoms of the Broken Primary Care & Health Care Delivery & Finance Non-Systems



Where Have We Been and Where We Are Now

- Where have we been –
 - Lots of false dawns - Series of inter-related, long standing/developing crises in health care delivery & finance
- Where are we now –
 - More of the same, dysfunction, burning platform or
 - Are we at a tipping point, inflexion point of disruption



Go Where the Puck is Going – Not Where It Is Where Is Primary Care Going?

- **What is Next Big Wave in Primary Care**

- Integrating different resources together into individualized platforms and systems

“That is where the next opportunity lies...where digital health is helping to stitch things together and to help people with sustainable behavior change to increase their health and wellbeing.” McKinsey, July 2021

- Advances in multiple domains have made integration & individualization possible
 - Miniaturization – bio-electro-mechanical engineering – hospital at home
 - HIT, RPM, AI, Learning systems, smartphones, wearables, apps
 - Data, learning, decision, cognitive sciences
 - Behavioral psychology/economics – lots of little nudges



It Is Now Possible for Each Person to Have Their Own Individualized/Integrated Healthcare Delivery System

- What if we integrated all those resources in one dynamic individualized system or platform centered around each person
- These systems will enable us to achieve our collective objective of:
 - Giving each person the resources they need to be healthy



What Are Individualized Health Platforms (IHPs)?

- IHPs – 24/7 digital device accessible, evidence-based, AI-guided, health coach chaperoned, integrated systems of resources centered around each person to enable them to find their own path to better care & health
- Outcomes -
 - Working with their health coach IHP users can take care of up to 75% of their own acute/chronic health issues at higher quality/safety without the involvement of clinicians;
 - Thus, reducing use of healthcare services by up to 60% & healthcare costs by up to 30-40%. Other outcomes available.



Use of RPM Systems Improves Health, Care & Cost Outcomes



57% reduction in hospital inpatient days ²

51% reduction in hospitalizations (30 day)¹

37% reduction in hospitalizations (60 day)¹

36% reduction in hospitalizations (90 day)¹

70% reduction in hospital readmissions³

Remote patient monitoring helps reduce heart failure readmissions by up to 50 percent¹

1. ncbi.nlm.nih.gov/pubmed/25903278

2 Washington State University Study on Technology to Support Aging in Place, February, 2018

3. ncbi.nlm.nih.gov/pmc/articles/PMC4703150/

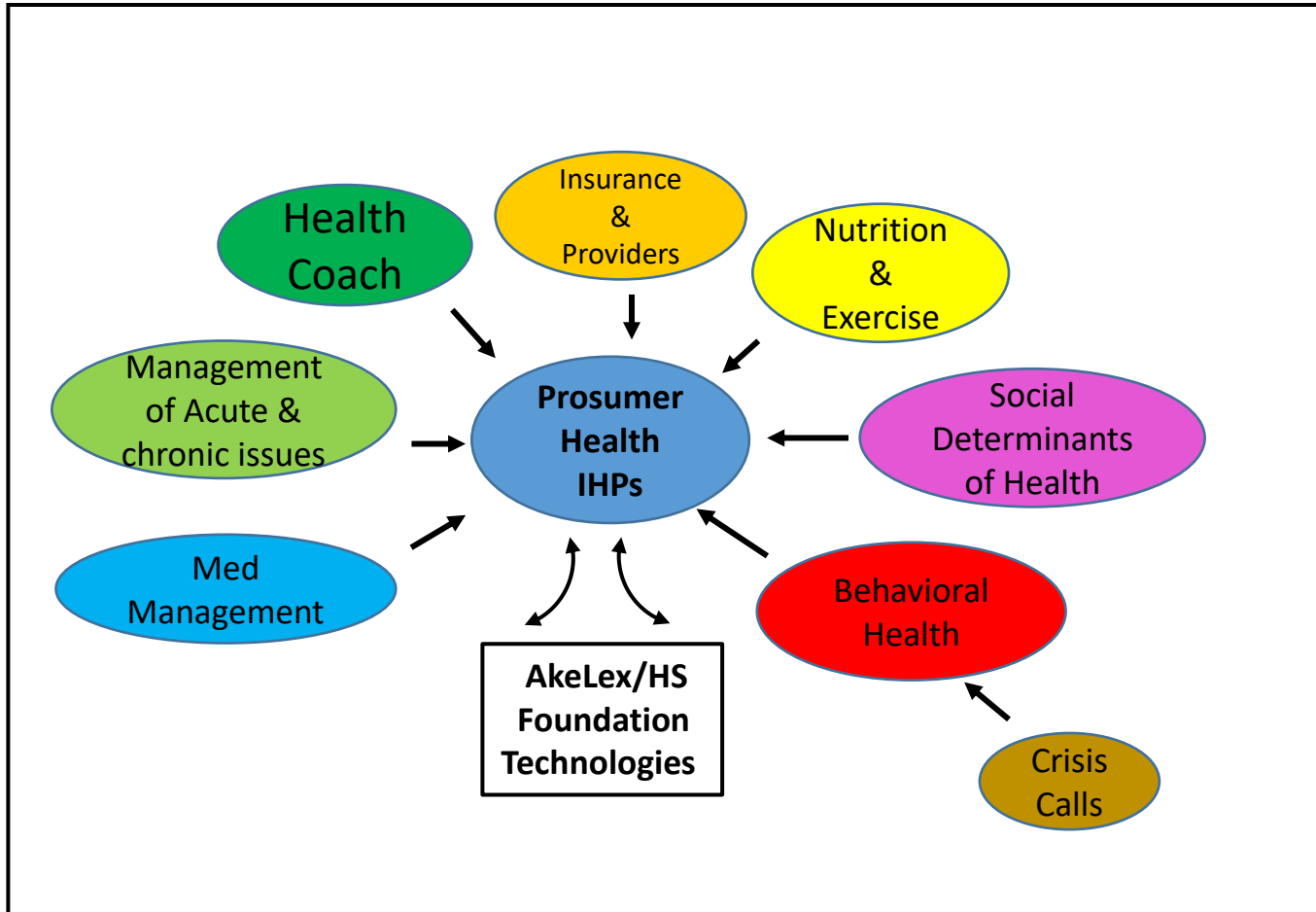


Health SaaS is One of Prosumer Health's Tech Partners

Health SaaS Customers



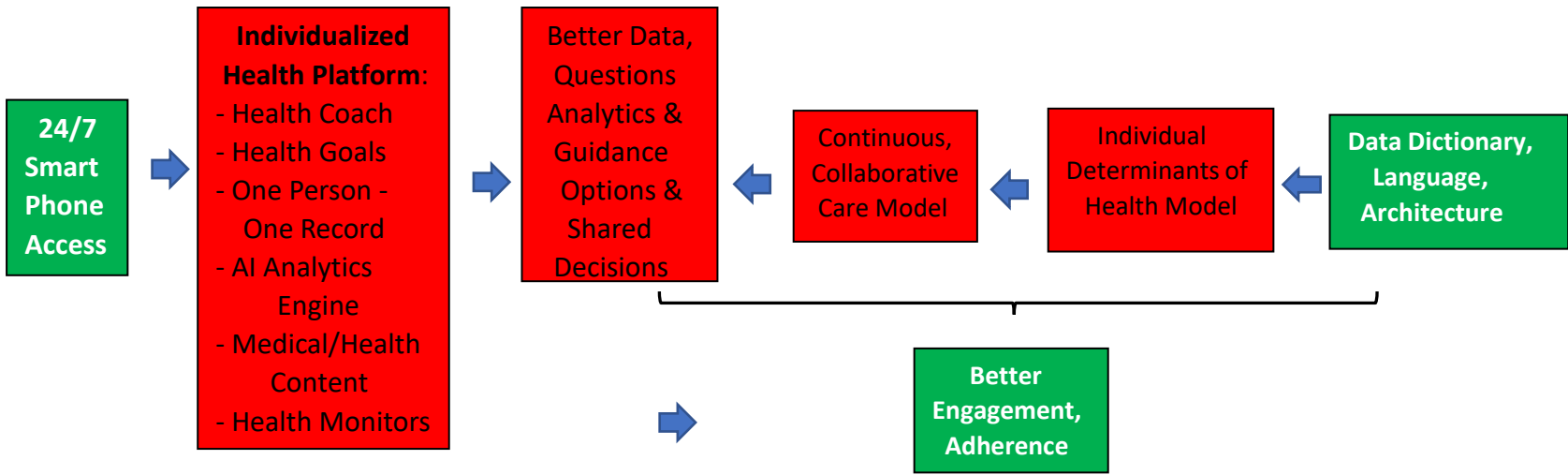
Prosumer Health's IHP integrates key drivers of health and care in one easy to use super app



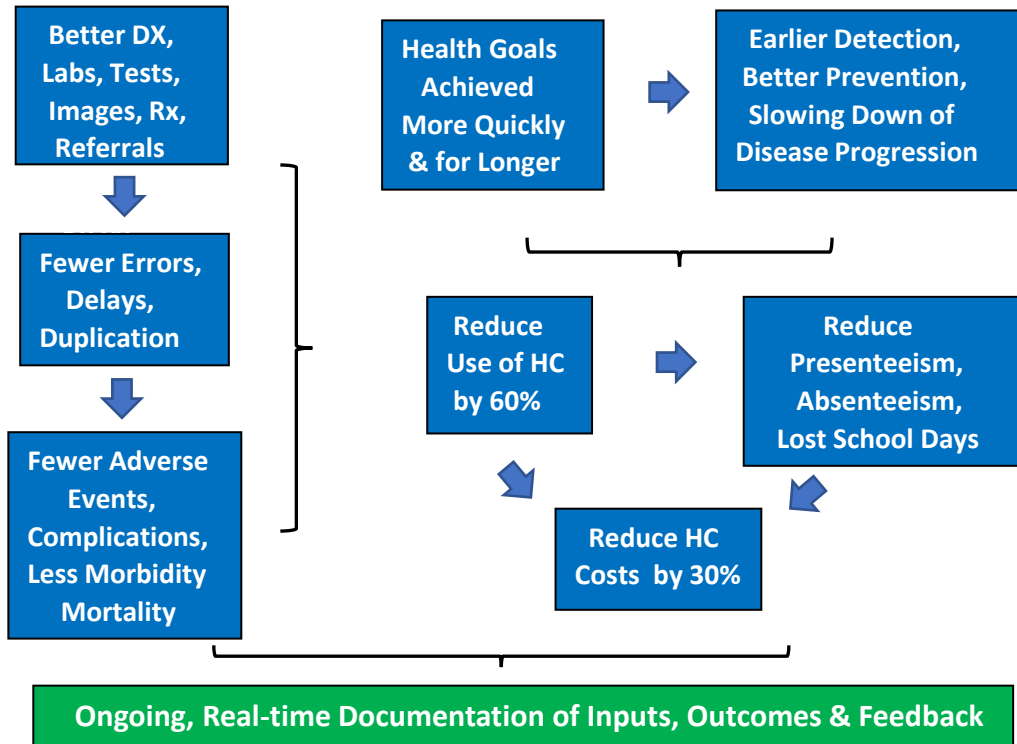
Components/Results of New Primary Care System

Improved Inputs/Engagement → Improved Health Outcomes → Reduced HC Use → Lower HC Costs

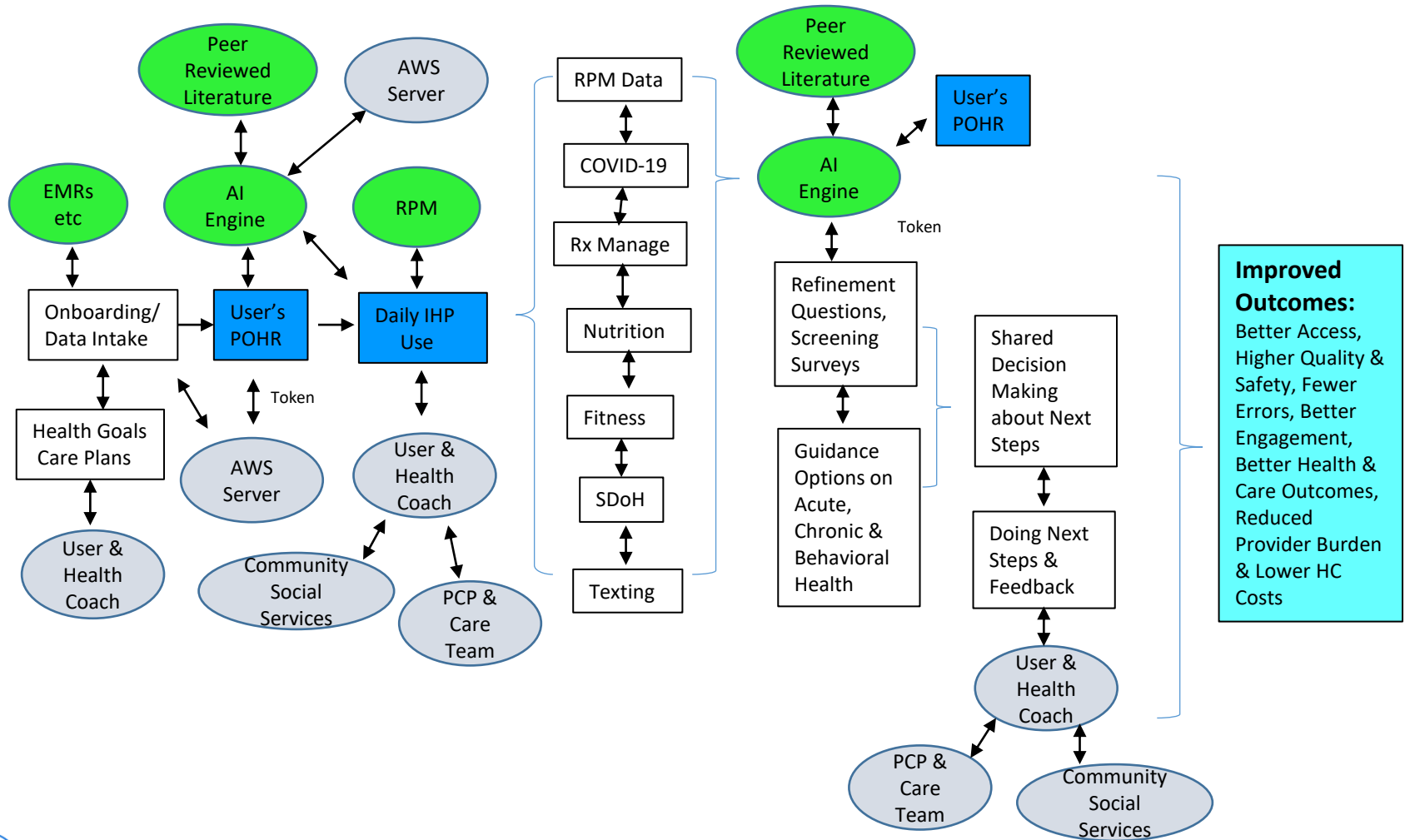




Prosumer Health Individual Health Platform (IHP)



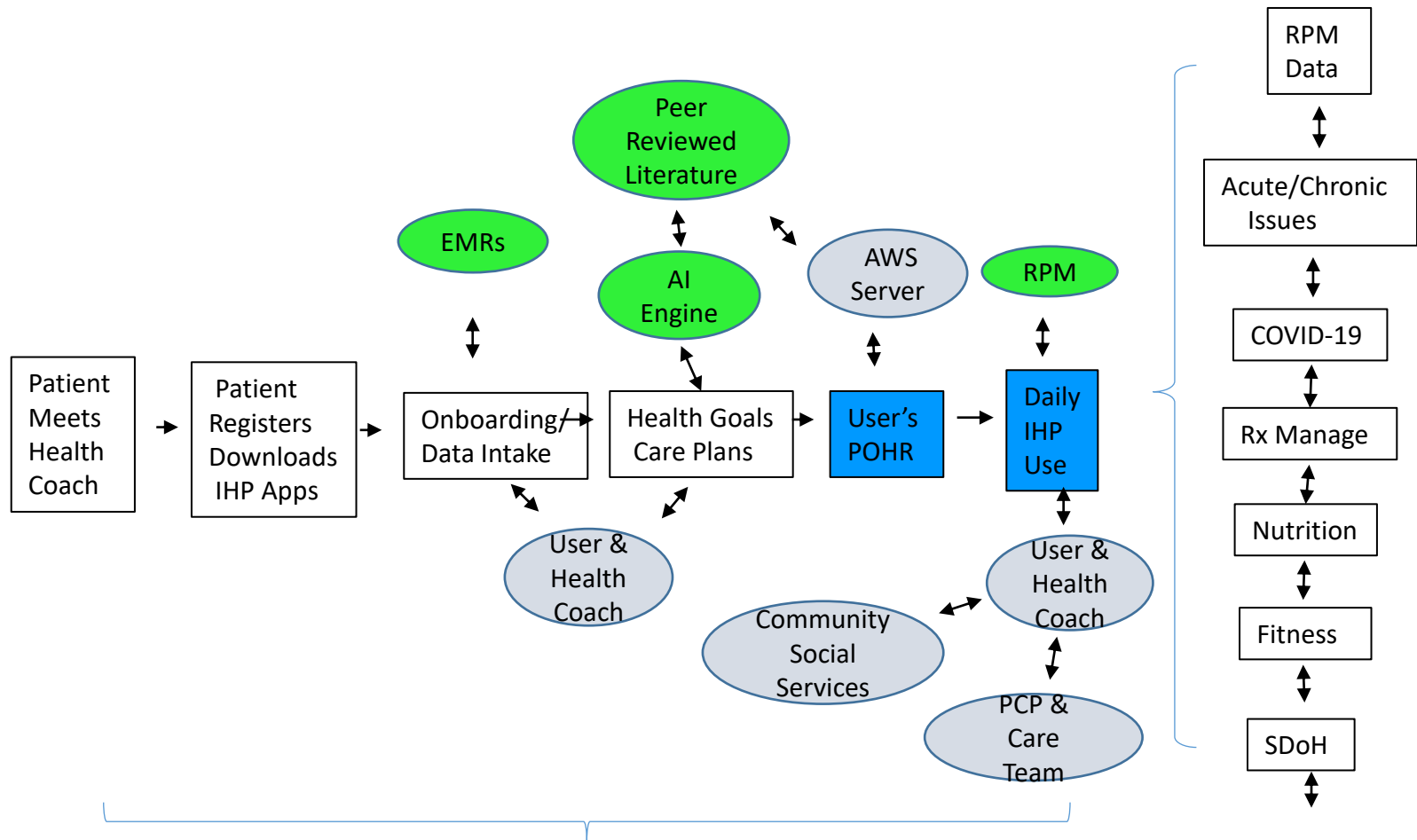
New PH IHP System Data & Workflow for Users & Members of User's Health Team



Ongoing, real-time documentation, feedback & learning for continuous systems & process improvement



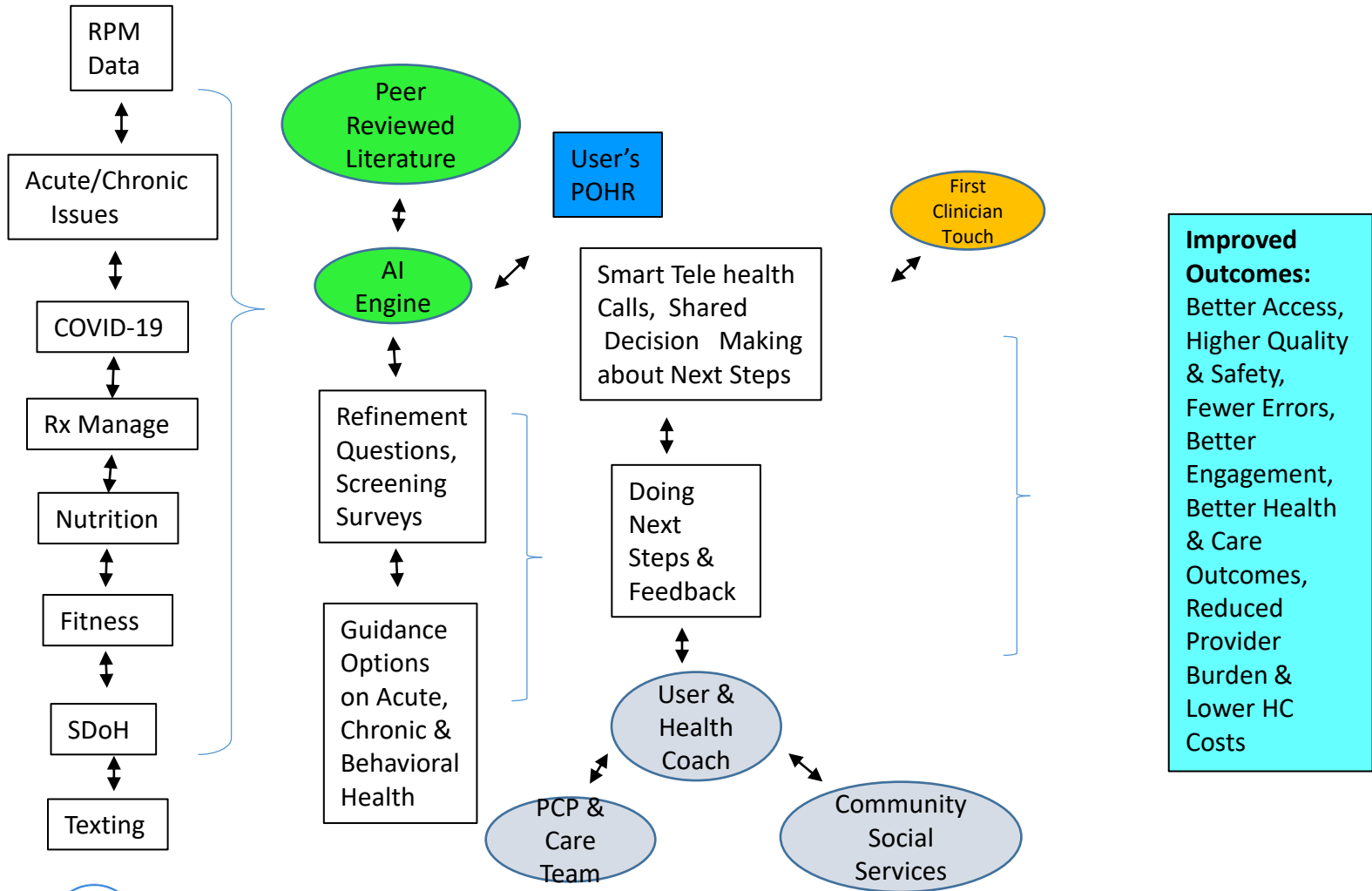
Assets & Set Up Steps for Each Person's Use of Their Own Individualized HC Delivery System (or Individualized Health Platform – IHP)



Ongoing, real-time documentation, feedback & learning for continuous systems & process improvement



Improving Care & Health Through Each Person's Use of Their Own Individualized HC Delivery System (or Individualized Health Platform – IHP)



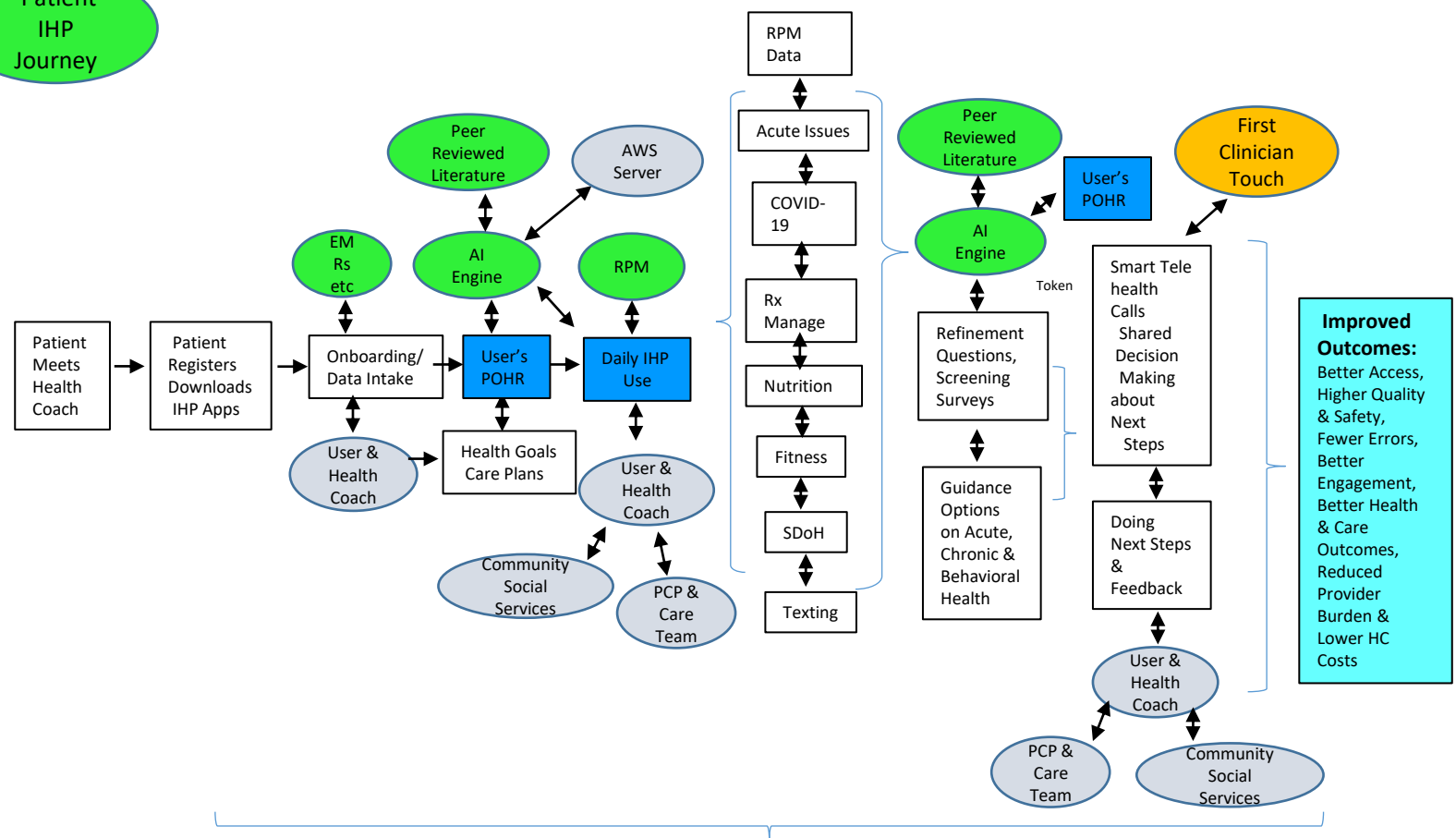
Improved Outcomes:
 Better Access,
 Higher Quality & Safety,
 Fewer Errors,
 Better Engagement,
 Better Health & Care Outcomes,
 Reduced Provider Burden &
 Lower HC Costs

Ongoing, real- time documentation, feedback & learning for continuous systems & process improvement



Patient/User Journey through Their Own Individualized HC Delivery System (or Individualized Health Platform – IHP)

Patient
IHP
Journey



Ongoing, real-time documentation, feedback & learning for continuous systems & process improvement



Transformation to a New Primary Care Model (1)

Existing Primary Care Model

- Lack of standards for quality of data/analytical inputs
- Asking Clinicians to do too much – burnt out clinicians
- Poor use of data, HIT, telecoms
- Lack of patient engagement
- Sickness care approach
- Fragmented/siloed stakeholders
- Systemic racism, health disparities & outcomes

New Primary Care Model

- Progress on new standards for vetting & organizing patient data, interoperability, POHR
- New division of labor- patients, analytics, health coaches = new health providers/new care team
- Team facilitated by data/analytics – everyone on the same page
- Patients access to own data (POHR), establish their own health goals & given resources to achieve them = engaged/empowered patients
- Holistic, SDoH, wellness, early detection, prevention care approach
- Integrated, connected care & health, centered around each person—one person—one record—everyone on the same page
- **Everyone** owns their own data & system, & has access to health coach



Transformation to a New Primary Care Model (2)

Existing Primary Care Model

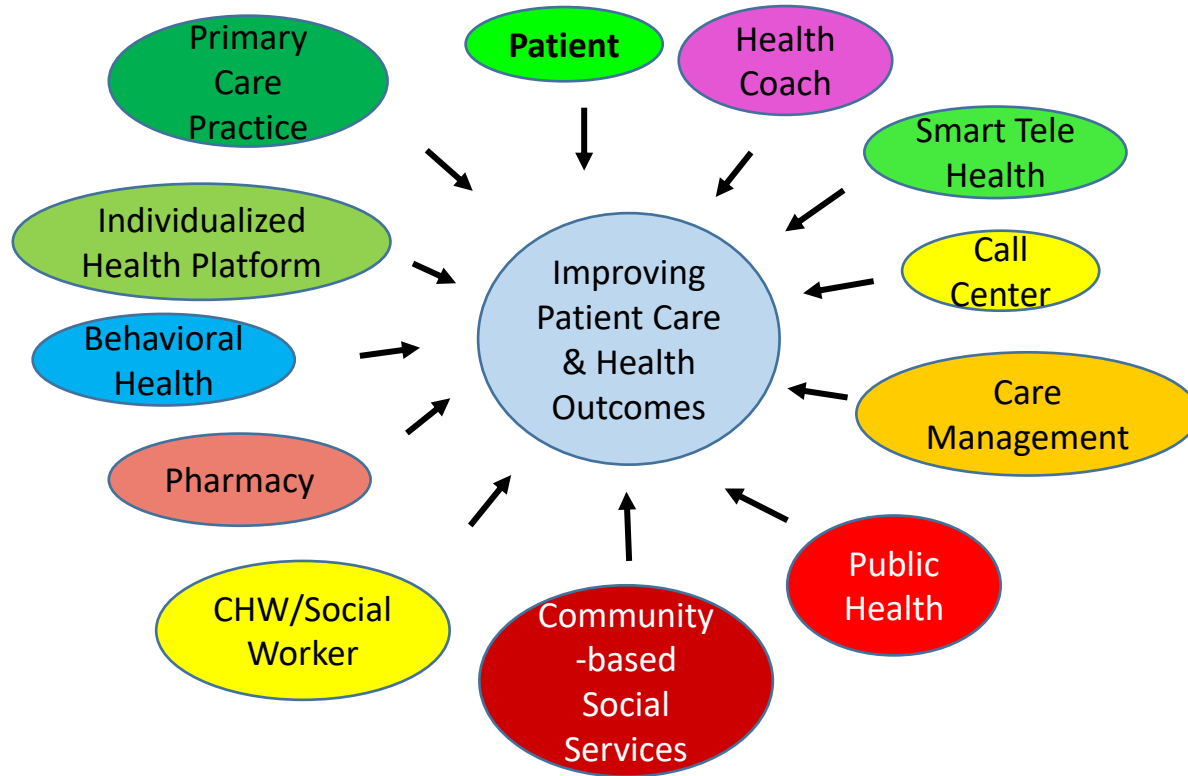
- “Team”-based care not working
- Only clinicians are members of team
- Rising prevalence of medical errors
- Episodic care
- Reactive, sickness care
- Clinic-based care
- Health outcomes of patients declining
- Volume-based payment system
- Use of hc services & their costs growing

New Primary Care Model

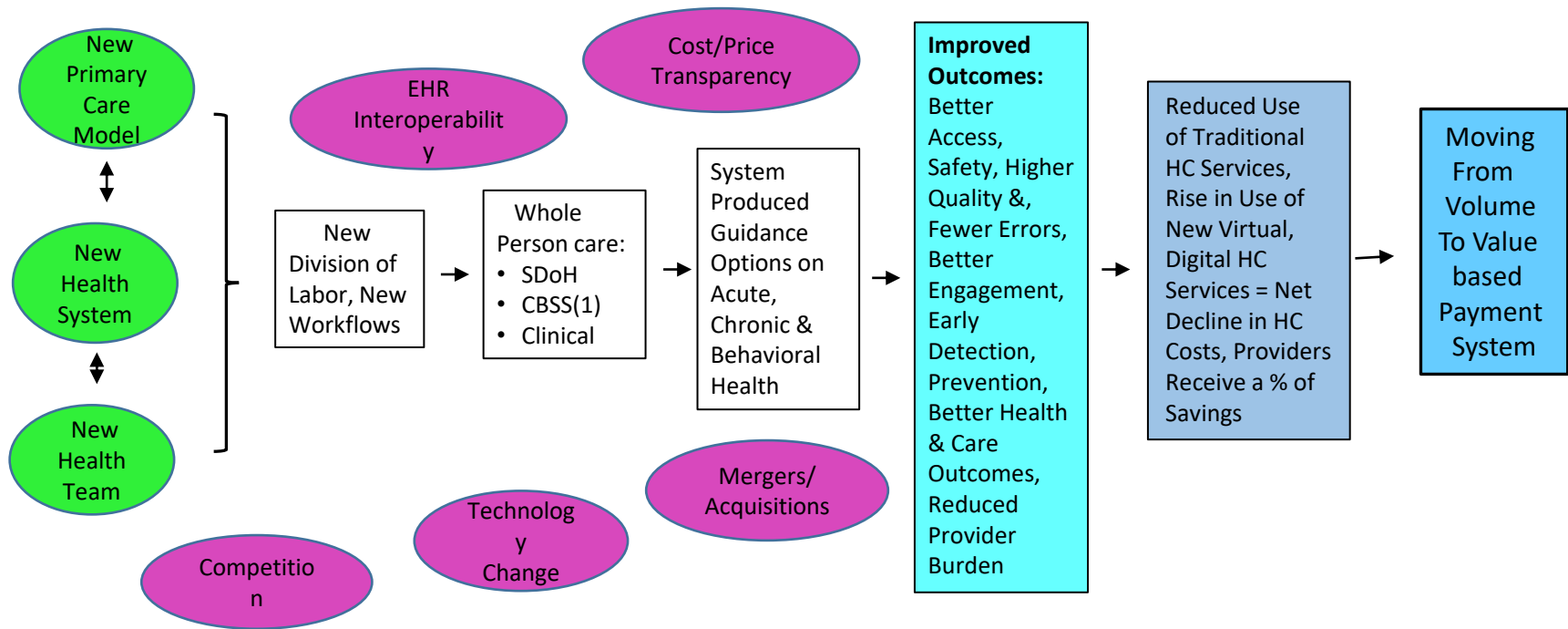
- New health team trained to work as a real team for patient
- Clinicians & non-clinical members of team – patient, health coach, social workers, CHWs, the IHP are members of team
- Declining prevalence of medical errors
- Continuous care
- Proactive, predictive care – early detection, prevention
- Distributed care model – take care to where patient is. Patient is the new point of care –smart telehealth
- Health outcomes of patients improve
- Value-based payment system -rising shared benefits back to primary care practices
- Use of hc services & costs decline – virtual services grow



The Evolving New Health Team Enabled by & Needed by IHPs



Using Individualized Healthcare Delivery Systems (IHPs) to Move to Value-based Payment Systems



1. CBSS – Community-based Social Services



OPPORTUNITY: Prosumer Health Value-Cascade

24/7 Digital Device Access to IHP with Health Coaches/Continuous Care



Better Data Inputs + AI Analytics + Guidance Options



More Engaged Employees/Dependents



Better Shared Decision Making



Better Care, Early Detection, Prevention, Reduced Errors, Better Adherence



Health Goals Achieved - Improved Health Outcomes



**60% Drop in Use of Traditional Healthcare &
40% Drop in HealthCare Costs**



Prosumer Health Management Team:

- **Dr. George Reigeluth, PhD** CEO & Founder
- **Andrea Borondy Kitts, MS,MPH** COO, Patient & Consumer Advocacy
- **Charles Burger, MD** Chief Health Officer
- **Gordon Jardin, SVP**, Business Development & CFO



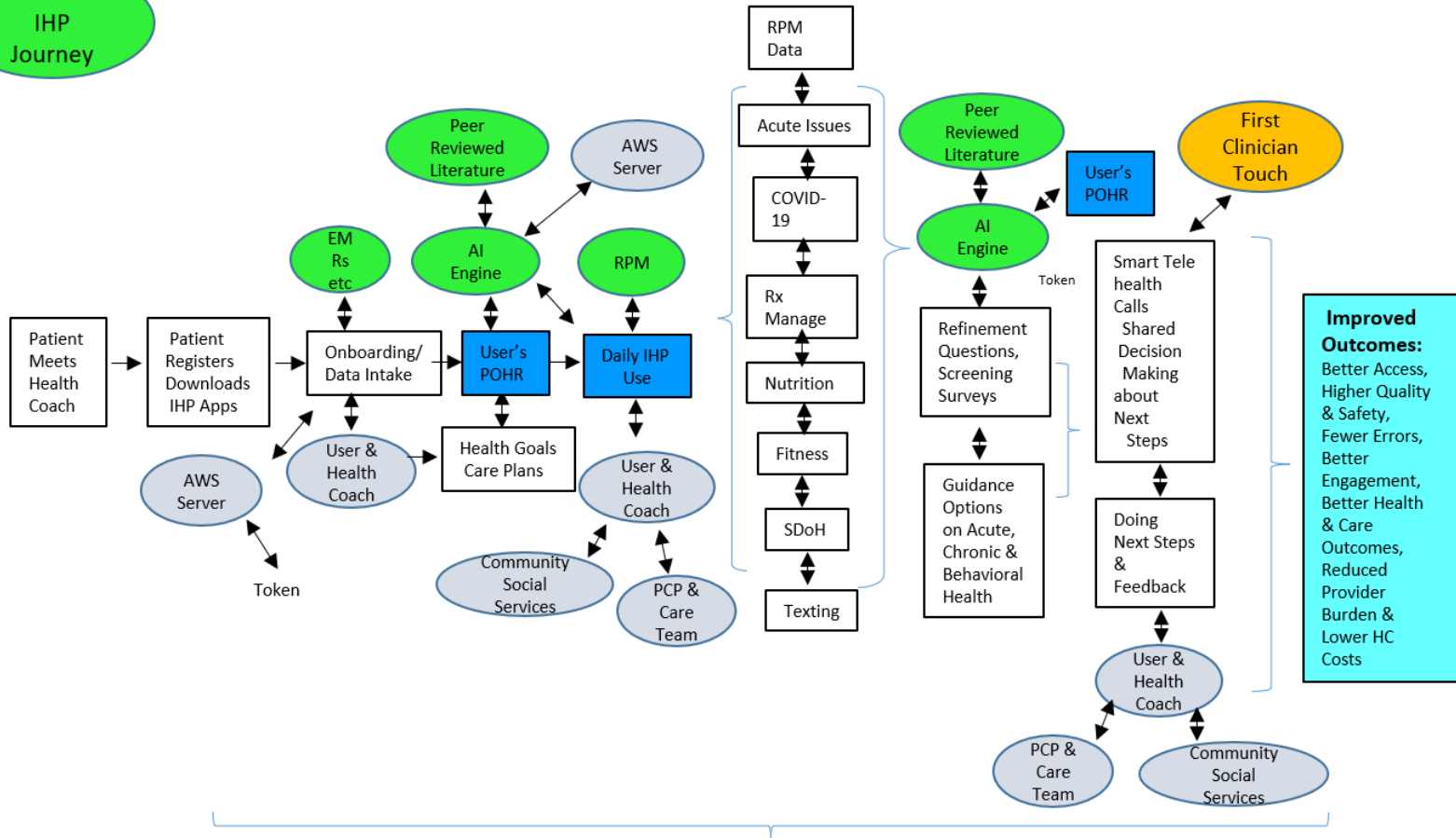
PH Advisory Board:

- **Dr. Stephen Datena** - Founder & CEO of AkeLex
- **Lincoln Weed** - Health Policy, Health Benefits & Privacy Advisor
- **Peter Hayes** - Health Benefit Design, Management & Market Advisor
- **Dominique Simon-Levin**, Founder & CEO, Allies in Recovery
- **Margaret Moore, Wellcoaches** – health coaching company
- **Martin Scheer, CEO, OODLE** – software development company that provides consulting, and application engineering solutions with a focus on outcomes and usability.



Patient/User Journey through Their Own Individualized HC Delivery System (or Individualized Health Platform – IHP)

Patient
IHP
Journey



Ongoing, real-time documentation, feedback & learning for continuous systems & process improvement

