

3PHealth Executive Summary

Healthcare's Strategic Business Challenge:

- Each year the higher paying managed healthcare volume is declining, while the lower paying Medicare and Medicaid volume is increasing. This combined with increasing costs from more usage is causing significant downward pressure on margins.
- The pressure to suppress health care expenditures arises from the way that governments and businesses currently provide insurance. Healthcare is a diverse good, that is currently treated as a uniform good. There are components in healthcare services that may appeal to some tastes but that are not necessary for sound basic healthcare.
- The result is that healthcare costs can *only* be controlled by denying care or limiting choices which no one likes.

What if new innovation enabled the industry to offer each individual the right choices for them - and still control costs?

Choice® is a single software tool (one application) that addresses three of healthcare's greatest strategic challenges:

1. How to meaningfully, sustainably, and empathetically create a satisfying patient experience and integrated care continuum that engages individual patients with a precision *daily health plan based on their choices*.
2. How to enable individuals to choose the products and configurations they need and want based on price transparency, from a collaborative network of health, wellness and community vendors, while respecting the patients right to privacy.
3. How the healthcare business can create a strategic financial control point that provides them with measurable, sustainable, profitable revenue from volume *and* lower costs.

What's in it for the Individual Patient?

- Patient engagement *cannot* be mandated, prescribed or expected, however to achieve lower costs and better outcomes we must *continuously engage daily* with each individual based on *their* intrinsic motivators, needs, values and preferences (choices) in the moment.
- Choice® is Private by Design and enables the individual to control the collection, flow, use and assignment of their private data across the entire ecosystem of vendors that they interact with. This meets GDPR and ePriv requirements.
- Simple navigation of complex systems that improves the value for patients and providers, where value is defined as the health outcomes achieved that matter to *each individual person* relative to the cost of achieving those outcomes.

What's in it for the Insurance Companies?

- *A single software engagement tool* designed for supporting the *continuous daily engagement needs of each individual patient*. The user interface is *autonomously programmable* (dramatically lowers development and support costs) to adapt and support the health system's approach for care continuum management, by offering price transparency to charge appropriately for the individual's choices.

Why Choice®? It brings a new point of view to solving a complex problem:

- Choice® is a single app with a new type of user interface that integrates healthcare into all of the things we do daily.
- Choice® is a web standard, simple, consistent, comprehensive privacy and individualization framework, combined with an autonomously programmable user interface, that can be continuously tailored to each individual's needs.
- Choice® leverages all existing web standards and programming languages to support simple integration and data interoperability. IT departments can use all existing software tools and knowledge bases.
- Choice® solves the complex navigation problem of multiple vendor networks, by enabling those partnerships to 'dynamically provision' their services without the need to build a new mobile application. All stakeholders can use one mobile app without learning new workflows.

Choice® Enables a Strategic Financial Control Point for the Enterprise while Respecting an Individual's Privacy Choices

- A control point is where a piece of an ecosystem becomes dominant and 'controls' the rest of the ecosystem, and typically brings in most of the economic profits. When it comes to product and control point strategies there are really only two items to consider.
 - 1) What's going to have chips in it 10 years from now? Answer: Virtually everything.
 - 2) What's the next control point? Answer: Individual empowerment and control over my personal data and its use model authorizations.
- Choice® overcomes existing technology constraints to enable each individual to engage with the services that perpetuate sustainable behavior change, which leads to better individual health and lower costs of care.
- Our business model is simple - we license our product code, so you have control over how you realize value on your timeline. Deliver greater value for your customers - Your Strategy, Your Tactics, Your Outcomes, Your Profits.