



3PHealth Executive Summary

The Key Strategic Business Challenge in Healthcare Today

Enabling Meaningful, Measurable, Sustainable, Patient Engagement

- Actions individuals MUST take to obtain the greatest benefit from the health care services available to them*.
- Current patient engagement levels are not sufficient to lower the cost of care.
- Patient engagement cannot be mandated, prescribed or expected.
- Current technology limitations cannot support **all of the resources** required in real-time to create a meaningful, sustainable, and empathetic individual patient experience and integrated care continuum, that engages each individual patient with a precision daily health plan based on their choices.

What Choice® Means for the Individual Patient:

- Choice® overcomes existing technology limitations to support a meaningful, sustainable, and empathetic patient experience and integrated care continuum. This engages individual patients with a personalized precision daily health plan based on their choices, while respecting their privacy.
- Individual patients can now choose the products and configurations they need and want based on price transparency, from a collaborative network of health, wellness and community vendors.

What Choice® Means for the Chief Technology Officer:

- Choice® is a single web standard software tool, with a simple, consistent, comprehensive privacy (HTTP) and individualization framework, combined with an autonomously programmable user interface (HTML), that can be continuously tailored to each individual patient'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.
- Choice® supports simple navigation of complex ecosystems which improves the value for patients and providers, where value is defined as the health outcomes achieved that matter to each individual patient relative to the cost of achieving those outcomes.
- All stakeholders can use one mobile app without learning new workflows.

What Choice® Means for the Chief Executive Officer and Chief Financial Officer

- Choice® enables the formation of a financial control point. This 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? ... Virtually everything.
 - 2) What's the next control point? ... Individual empowerment and control over my personal data and its use model authorizations.
- Choice® enables each individual to control the collection, flow, use and assignment of their private data
- Choice® overcomes existing technology constraints to enable each individual to engage with all the services that perpetuate sustainable behavior change, which leads to better individual health and lower costs of care. Sustained engagement results in behavior change, market differentiation, new revenue, 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 to your patients - Your Strategy, Your Tactics, Your Outcomes, Your Profits.