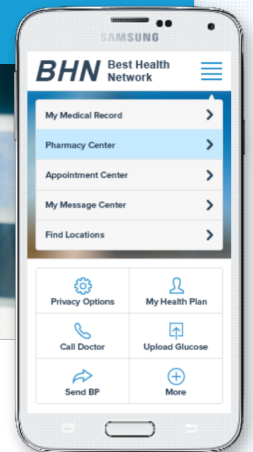# Choice®

Enabling Meaningful, Measurable, Sustainable Patient Engagement

We Innovate Without Disrupting.

Solving Market-Defined Challenges and Creating Business Value through Innovation

Internet Performance
2000

We Made the Internet Faster

Apache Web Server – Mod_Gzip
Open Source: 700+ Million Installations

Internet Security
2006

We Made the Internet More Secure

Secure64 DNS
750M Subscribers – 15% of the world's total
Five of the top fifteen communication service providers, and ten of the top thirty

Internet Privacy
2012

We Made the Internet Private

Do Not Track – DNT=1
Billions – Featured in all current browsers

Internet Individualization and Privacy
2019

We Made the Internet Human Centric with our Product: Choice®

We invented (4 US. Patents used under license) a web standard, simple, consistent, comprehensive privacy and individualization framework, combined with an *autonomously programmable user interface.* This supports the dynamic provisioning of a mobile web services from any vendor ecosystem, that can be *continuously tailored to each individual's needs, values or preferences.*

The Key Strategic Business Challenge in Healthcare
Enabling Meaningful, Measurable, Sustainable, Patient Engagement

Patient Engagement Definition:

- Actions individuals MUST take to obtain the greatest benefit from the health care services available to them (Source)

Challenge:

- Individual patient engagement cannot be mandated, prescribed or expected

Financial Opportunity from Sustained Engagement

- Engagement results in behavior change, market differentiation, new revenue from additional services, and lower costs of care

Existing Approach

- Current technology limitations cannot support *all* of the services required in real-time to create a meaningful, sustainable, and empathetic individual patient experience and integrated care continuum, that engages each patient with a precision daily health plan based on his/her choices

Why Aren't Your Patients Engaging with You?

➢ An estimated 300 million people worldwide suffer from asthma
➢ Approximately 250,000 people die prematurely each year from asthma
➢ It is estimated that the number of people with asthma will grow by more than 100 million by 2025
➢ *Asthma costs the US economy more than $80 billion annually* in medical expenses, missed work and school days and deaths (Source: American Thoracic Society)
➢ They come in all shapes and sizes, ages, walks of life, locations and socio-economic backgrounds

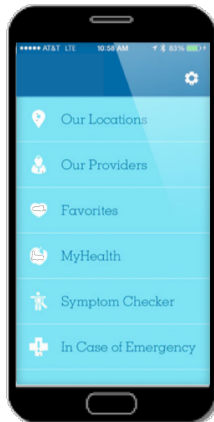### *Asthma Apps Have Resulted in Less than a 1% Adoption Rate*

What About the Other 99%?

Source

What Makes Choice® Technically Unique?

Choice® Overcomes the Existing Technology Constraints of all Current Mobile Apps

Current Mobile Application

1. Inconsistent user experiences
2. Limited personal choices
3. Fixed menu navigation
4. Closed value network
5. Months to develop
6. One size fits all

Choice® Mobile Application

1. Offers a consistent personal experience that is simple to navigate
2. Unlimited personal choices via individual privacy controls
3. Autonomously programmable intuitive user interface
4. Any collaborative value network content or services
5. Mobile services can be delivered in real-time
6. A unique experience for every individual

Application Presentation Layer - HTML

Application Protocol Layer - HTTP
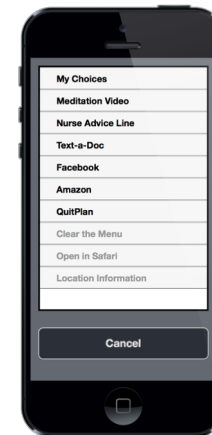
Choice® is a web-standard customer engagement platform, based on a simple, consistent, comprehensive **privacy** (HTTP) and **individualization** framework (HTML). Choice® enables this functionality through extension of the HTTP request methods, error codes and **individually controlled contextual** headers. (Source – US. Pat 7873710 and Source – RFC 2616)

Enabling Meaningful, Measurable, Sustainable, Patient Engagement

Choice® is a single web standard software tool that enables the Enterprise:

1. *To create* a meaningful, sustainable, and empathetic individual patient experience and integrated care continuum that engages each patient with a precision *daily health plan based on his/her choices.*

2. *To present each* individual patient with a choice of the products and configurations he/she needs and wants based on price transparency, from a collaborative network of health, wellness and community vendors, while respecting their right to privacy.

3. *To benefit* from a *strategic financial control point* that provides the Enterprise with measurable, sustainable, profitable revenue from volume *and* lower costs.

What Makes Choice® a Strategic Business Imperative?

Choice® enables Two Critical Growth Drivers: Trust and a Contextually Relevant Digital Experience

Executive Request

Management identifies needed profitable transactional services for consumers

CIO Deploys

IT updates rules engine and accesses services via APIs.

Low Cost Business Models

Content and Services Provisioned Dynamically
Via Library/Ecosystem of Services
Virtual Scale – Distributed P&L

CHASE

HEADSPACE TREAT YOUR HEAD RIGHT

EXCELSIOR diagnostics

Deliver
On-Demand or bundled N number of vendor digital services

Strategic Business Imperative

Create a coherent value network via a *loosely coupled* network of vendor web *services*

Strategic Financial Control Point

Individuals decide how much data they are willing to grant access to in exchange for integrated, value-added services

Transactional Revenue Generation Services

Your Digital, Web Standard, Services Platform

My Shared Real-time Private Data with My Consent

Existing & New Digital Services		Existing & New AI/Business Intelligence/ Rules Engine

APIs

Existing Digital Infrastructure/ Backend Systems

Choice® Builds Trust and Digital Engagement

1. Choice® enables the enterprise to create a trusted, meaningful, sustainable, and empathetic experience for each individual based on real-time contextual data throughout their interaction journey, wherever it starts and ends.

2. By leveraging each individual's real-time consent based data across multiple collaborative value networks, Choice® enables the enterprise to differentiate their value proposition in uncontested markets with lower costs.

Choice® is the productive approach that articulates the *appropriate constraints* on an individual's data which translates to higher levels of trust and more valuable data

Choice®

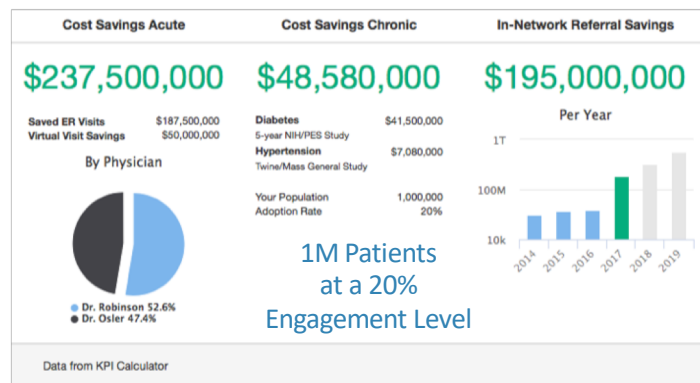## Supports Your Business Requirements

1. **Actively engage** each customer through the entire care continuum to improve outcomes and lower costs.

2. **Collaborate** in real-time with health system and community members to build a system of access and navigation choices that reflects each individual's needs, values and preferences to self-direct care, based on real-time consent of private health data.

3. **Provide a unified customer ecosystem experience** to intuitively navigate and present each customer with the choices they need to engage daily and reinforce behavior change.

Choice®

Enables Healthy, Sustainable Behavior Changes, that Increase Value and Lower Costs

Profiting from healthcare cost savings with double-digit engagement levels

Cost Savings Acute	Cost Savings Chronic	In-Network Referral Savings
$237,500,000	**$48,580,000**	**$195,000,000**

Saved ER Visits	$187,500,000	
Virtual Visit Savings	$50,000,000	

By Physician

Diabetes	$41,500,000
5-year NIH/PES Study	
Hypertension	$7,080,000
Twine/Mass General Study	
Your Population	1,000,000
Adoption Rate	20%

Per Year

1M Patients at a 20% Engagement Level

- Dr. Robinson 52.6%
- Dr. Osler 47.4%

Data from KPI Calculator

Profiting from other ecosystem services via collaboration based on real-time individual patient choices

Clincal Revenues from Virtual Care
(Calculations based upon default values)

Name	Annual Usage Level	Annual Revenue
Remote Monitoring	175,890	$ 79,150,500
Virtual Visits - Fee Based	200,000	$ 9,000,000

Community Partnership Revenues:

Community Source	Transactional Fee	Annual Revenue
Gym Membership Referral	$ 5.00	$ 5,000,000
Physical Vascular Therapy	$ 50.00	$ 50,000,000
Health Tracking Device	$ 3.50	$ 3,500,000
Specialized Grocery List Services	$ 3.00	$ 3,000,000
Self-Directed Navigation Service	$ 9.99	$ 9,990,000
Net New Annual Revenues		$ 71,490,000

Choice®

Build Strategic Value with Minimal Business/IT Risk

*Overcoming existing technology constraints to
simplify customer choice with an individual focused, prescriptive, daily care path <u>and</u> lower costs*

*Our business model lowers your business/IT risk.
We license our product code to you, so that you have control over the following:*

Technology Platform

1. Your Data
2. Your Timeline
3. Your Services Mix
4. Your IoT Ecosystem
5. Your Business Processes
6. Your Measurement Criteria

Ecosystem Monetization

1. Data Insights
2. Services Revenue
3. Licensing Revenue
4. Rapid Market Scalability
5. Ecosystem Measurement Data
6. Cross-Market Community Building

Compliance Management

1. Interoperability
2. No Data Blocking
3. Secure Data Transfer
4. Real-Time Pop Health Data
5. Simplified Consumer Access to *all* Personal Information

Watch Choice®