



# We Have A History of Solving Really Big Problems



Internet Performance  
2000

## **We Made the Internet Go Faster**

Apache Web Server - Mod\_Gzip

>500M Installations - 50% of the Internet



Internet Security  
2006

## **We Made the Internet More Secure**

Secure64.com - Secure DNS

>1B Subscribers - 20% of the Internet



Internet Privacy  
2012

## **We Made the Internet More Private**

Four US. Patents on the Web (HTTP protocol) - Sold to RPX December 2013

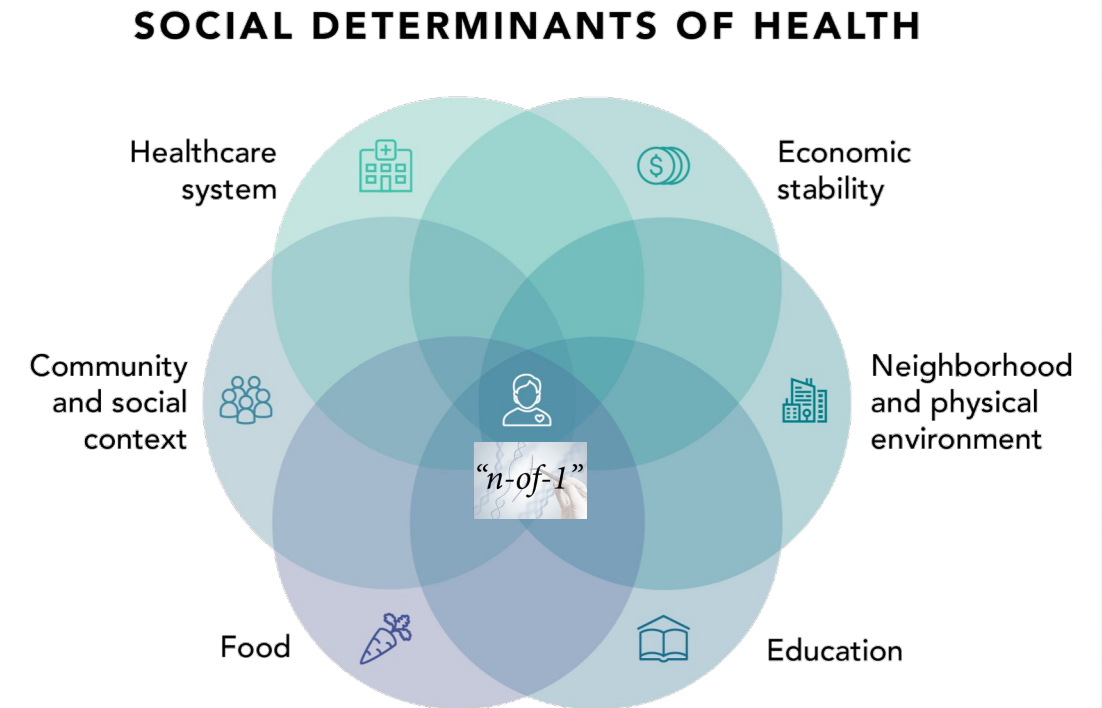
Do Not Track Standard - Choice®

>3B browsers - 70% of the the Internet

# The Next Really Big Problem - *Daily* (SDOH) Healthcare

2015 US. Federal Government Precision Medicine Initiative...

- *Requires* that you consider...  
... *individual variability* in genes, environment, and lifestyle for each person (N of 1). Social Determinants of Health - aka: Longitudinal Care Map)
- By *introducing individual variability* into the equation...  
... *Requires* building a meaningful, sustainable, empathetic relationship on an individual *daily* basis
- An empathetic relationship *Requires* continuously engaging and navigating the *individual* to the appropriate digital channel based on their need's values and preferences in the moment...  
... *failure to do that will result in them disengaging*



# Business Requirements to Establish Your Valuable Collaborative Network

A unified, purpose driven, human-centric customer experience underpinned by privacy and security.

It's about *engaging in relevant ways throughout every customer interaction journey*, wherever it starts and wherever it finishes, regardless of market vertical. (Valuable Collaborative Ecosystem)

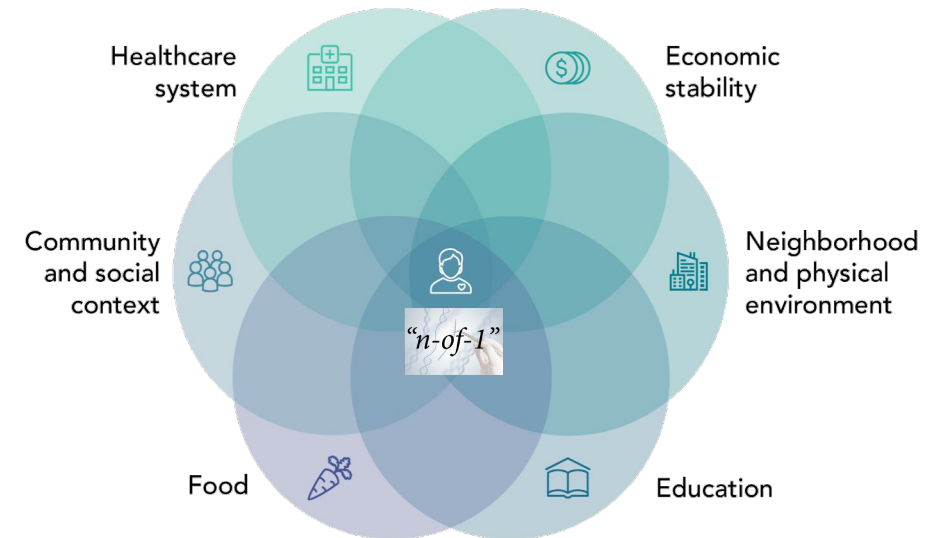
Organizations must deliver a positive customer experience, and that often relies on real-time *contextual customer insight to trigger the most relevant response from any of the collaborative partners*

Enterprises *must also continuously refresh value, and that can be in the form of meaningful products and services, augmented customer experiences, or even new business models* that create new sources of value for customers, the business and the community.

*Each of the three digital value disciplines mutually reinforce each other. Insights gained from the customer experience may generate ideas for innovation.*

Operational excellence is supported *by an operational backbone of highly connected systems that cover the operational value chain or network.*

## SOCIAL DETERMINANTS OF HEALTH



Customer and Network  
Insights

# Time to Introduce Choice<sup>®</sup>

A Unified Experience that is Empathetic to N of 1's Needs

# A Mobile Application

That Enhances the Power of the World's Biggest Platforms - The Web and Mobile  
To Enable a More Human-Centric, Respect-Based Digital Control Point  
That Benefits People, Businesses and Community Equally  
*And creates a SaaS Financial Control Point*



# How It Works



The Mobile Platform

1

Consumer navigates to a website using the Choice® mobile app. Their *personal* data is sent as a web standard, augmented (**Contextual**) encrypted HTTP Header



HTTP/HTML over TCP/IP  
Web Platform Communications



Web Server - Mod\_Gzip/BZ2  
Web Platform Infrastructure



4

Company XYZ transmits back a web standard augmented (**Contextual**) HTML response which presents to mobile user's *application menus to aggregate access to all their content and services*

2

Web server receives the data and passes it back to the application server using the common gateway interface (CGI) where it will be processed by the app server or AI engine



Common Gateway Interface  
Web Platform Communications



App server  
Web Platform Infrastructure



3

Application server prepares the response (personalized menus and content) and passes it back to the web server to present to the consumer through the Choice® app

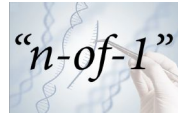
SaaS Control Point

All these elements *combined* with the Choice® app to enable the Contextual Data Communication Platform to work  
Each individual controls when, how and to what extent personal information about them is communicated to others

# Enabling *Daily* SDOH in a Single Mobile App



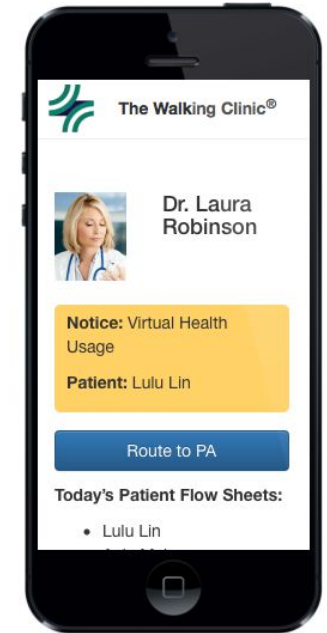
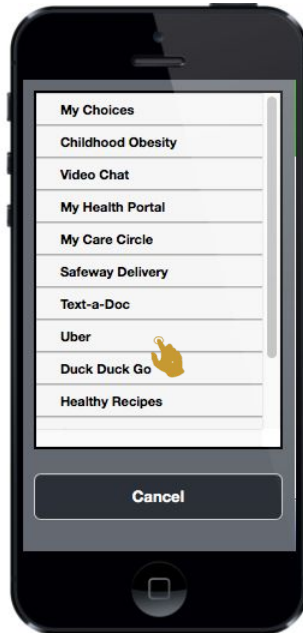
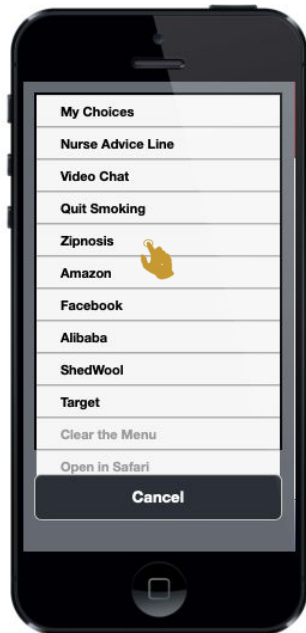
Lulu Lin  
Quick Serve Resturant Employee  
& Wants to Quit Smoking



James Walker  
Multi-Generational Caregiver  
& WellStar Patient



Dr. P. Robinson



Enhanced SaaS Transaction Revenue Model via Personal Data Use Model Authorization



# Lower Costs

AND

# Transactional Revenue

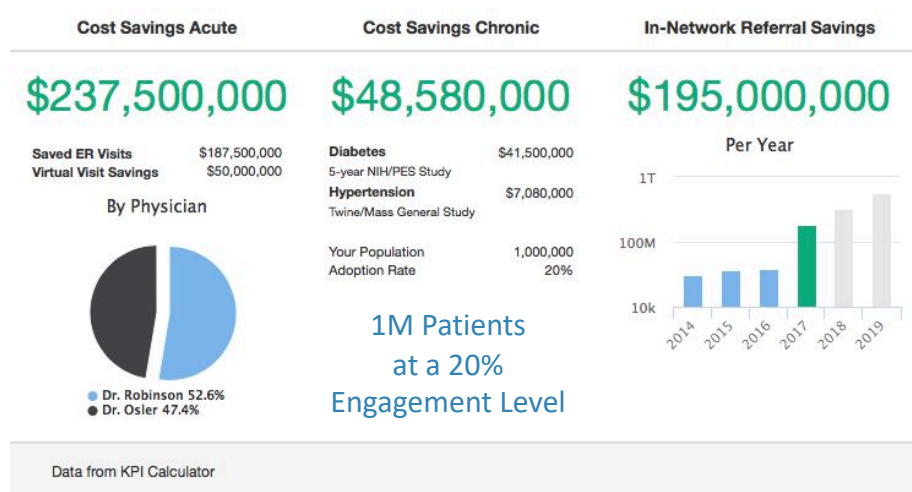
Operational Efficiency

AND

Preservable Net Margin at Scale

## Health System/Patient Centric Cost Savings via *Behavior Change* – *Flatten the Cost Curve*

## Consumer Centric – New Transactional Monetization Opportunities



Clinical 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: (An example calculation)

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
<b>Net New Annual Revenues</b>		<b>\$ 71,490,000</b>

The benefits of using digital health engagement to ensure that *patients* can easily access the most appropriate care channel for their needs at the right time and better manage two chronic conditions. Results in better patient outcomes and cost savings

The benefits of using community-based engagement to ensure that *consumers* can get the services most important to them, and health systems can benefit from revenue streams associated with an expanded non-clinical community

# The Choice<sup>®</sup> Value Proposition

For the Enterprise:

1. *Benefits* from a *financial control point* that provides them with *measurable, sustainable, profitable net new revenue from volume and lower costs*
2. *Business risk mitigation*: High quality consumer data to minimize financial risk
3. *Access to other market verticals*: Provides new revenue streams via a single aggregation point

For the Individual:

1. *Enables* a meaningful, *trusted*, sustainable, and *empathetic experience*. *Respects their discrete privacy choices and pays them for the use of their data*.
2. *Connects and Presents* each individual patient with a choice of products *that engages them*
3. *Enables a unified customer digital experience*: Intuitively navigate and present each customer with the choices they need to engage daily and *reinforce behavior change*.

# Our Business Model Lowers Your Business Risk

*We OEM license our product code to you, so that it **enables** you to innovate on your timeline. You Control the Technology Platform, Ecosystem Monetization and Compliance Management.*

*It's that Simple!*



## **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 Information Blocking
3. Secure Data Transfer
4. Real-Time High-Quality Data
5. Simplified Consumer Access to *all* Personal Information