

 Omcare.

Care. From  
Anywhere.®





**A digital health technology company pioneering a customizable, home health platform**

- ✓ Enabling rapid deployment of a home care strategy
- ✓ Extending caregiver reach & efficiency
- ✓ Promising right med, right time, right person

# Snapshot



## Problem

We have a **growing sicker, expensive, non-adherent, polypharmacy population** and a **caregiver shortage**.

## Solution

A more efficient care model that extends existing care capabilities into the home via a **customizable technology platform** that enables one-touch access to care and promising **right medication, right time, right person**.

## Market size

**\$44B:** 68% 65+ population (>40M) are complex chronic and 50% are medication non-adherent.

## GTM

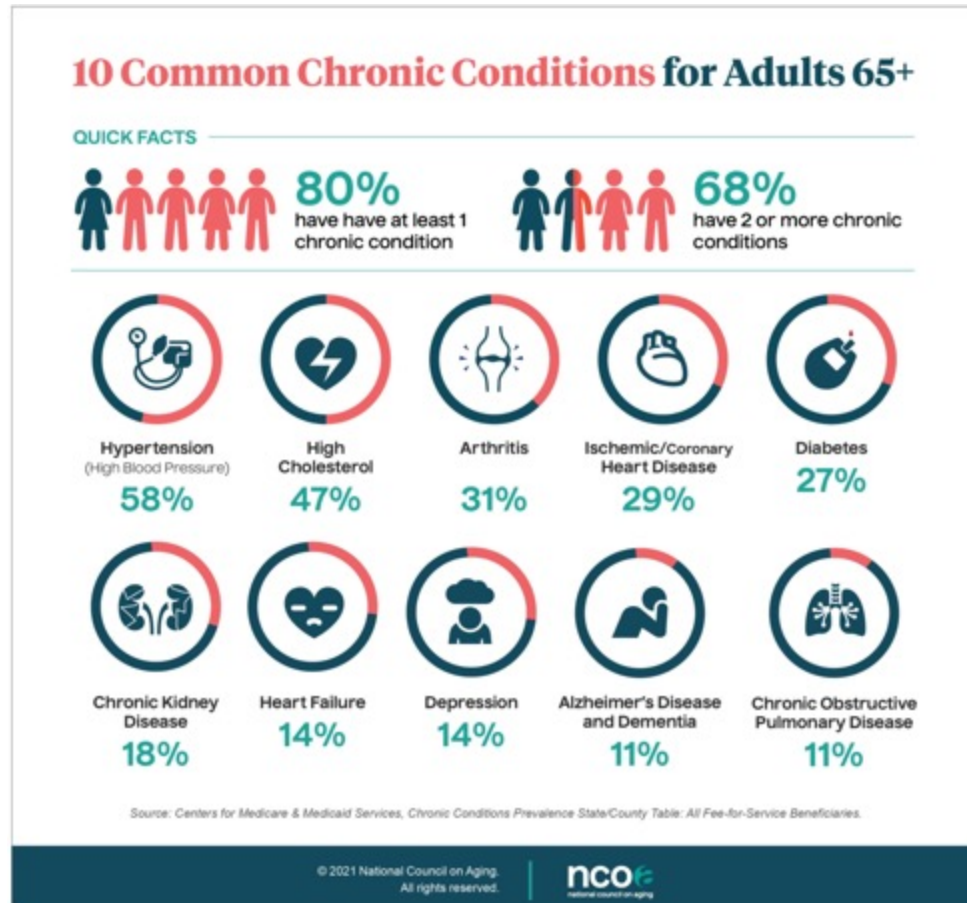
**Hardware and software as a service.** Ōmcare scales as provider and pharmacy partners expand services into the home.

## Traction

**Validated** the platform in an adjacent industry. Secured manufacturing and supply chain **ready for scale**. Sponsored by **AARP**. **In pilot** with our first provider and pharmacy partners. Commercial commitments for early **2022 commercialization**.

# A growing sicker, expensive population + caregiver shortage

Driving the need for more efficient care



**2030** 20% of the population will be 65+

**68%** 65+ have 2 or more concurrent chronic medical conditions<sup>1</sup>

**#1** Chronic medical conditions is **#1 driver** of \$3.8T healthcare cost in U.S.





**37%** 65+ use five or more prescription medications<sup>1</sup>

**50%** People taking medication are **non-adherent costing >\$300B annually**<sup>1</sup>

**4:1** Expected ratio of **caregivers to seniors** by 2030, half of today's levels<sup>5</sup>



# This population wants easy, high-touch support & medication adherence solutions

	 <b>Healthy Shopper</b>	 <b>Med Optimizer</b>	 <b>Complex &amp; Chronic</b>	 <b>Seriously Sick</b>
Characteristics	<ul style="list-style-type: none"><li>• <b>Generally healthy</b> and takes medications for a non-vital aspect of their life</li><li>• Taking <b>over the counter</b> or <b>non-essential prescription medications</b> often paid for out of pocket (e.g., ED, hair loss, birth control)</li><li>• <b>Minimal support needed</b> from providers</li></ul>	<ul style="list-style-type: none"><li>• Shows <b>minimal outward signs of health issues</b> but has a common condition that requires medication</li><li>• Taking <b>one to two essential generic medications</b> (e.g., depression, anxiety, ADHD, Type-2 diabetes)</li></ul>	<ul style="list-style-type: none"><li>• Managing <b>two or more major health issues</b> (e.g., chronic heart failure, diabetes)</li><li>• Taking <b>multiple, vital medications</b></li></ul>	<ul style="list-style-type: none"><li>• Has a <b>rare or complex medical condition</b> (e.g., cancer, IBD, HIV)</li><li>• Taking life-altering <b>high-cost specialty medications</b> that are <b>complex</b></li></ul>
Needs	<ul style="list-style-type: none"><li>• Seeks <b>convenient, on-demand access</b> to medications and simple retail-like shopping</li></ul>	<ul style="list-style-type: none"><li>• <b>Benefits from light medication management</b> to ensure appropriate dosing</li><li>• Wants <b>easy refill processes</b> that require minimal action on their part</li></ul>	<ul style="list-style-type: none"><li>• Wants seamless solutions to <b>make adherence easier</b></li><li>• Needs care management to <b>ensure complex dosing regimens are understood</b></li></ul>	<ul style="list-style-type: none"><li>• Requires <b>high-touch clinical support</b> for treatment administration, such as for in-clinic infusion therapies</li><li>• Wants solutions that help <b>minimize treatment side effects</b></li><li>• Wants <b>seamless solutions to make adherence easier</b></li></ul>

PROPRIETARY TO 7WIREVENTURES

# The home is the 'new site of service'

Healthcare is thinking about how to leverage technology & technology companies are growing in healthcare



How can  
traditional  
healthcare  
compete?

care

Walmart  
Health & Wellness

Google<sup>TM</sup>  
health

BEST  
BUY<sup>TM</sup>  
Health

# Empowering healthcare to 'own the home'

Extending existing capabilities into the home via a customizable technology platform



Pharmacy home-delivery



Nurse line



Care coordination



Telehealth



Direct observed therapy



House calls

# Omcare Home Health Hub®

A customizable telehealth portal that enables one-touch access to care and promises 100% medication adherence



Open API telehealth portal



2 and 3-way video calls



Face-to-face care coordination



Dispenses pouched meds direct from pharmacy



Two camera system for medication & patient visibility



Visual confirmation of right med, right time, right person



Camera-based biometrics



# Designed for the tech challenged

Reducing barriers

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Tech literacy

Physical decline

Internet bandwidth

Language



- Ease of use
  - One-touch call feature
  - Caregiver and provider hot links
- Sight and sound
  - Large screen with large visual icons
  - High brightness display
  - High decibel sound
- Touch
  - High-sensitive touch display (recognizes dry fingertips)
  - Pre-slit pouch for easy opening
- Access
  - Low internet bandwidth requirement
  - Elementary readability level
  - Future multi-language options

# Hardware & software as a service

Three high-cost market segments drive growth opportunity



The diagram consists of three white circles arranged horizontally on a dark blue background. Each circle contains text identifying a market segment. Below each circle is additional text providing statistics for that segment.

**Medicare  
Advantage**

24MM members  
~10% annual growth

**Complex Chronic**

65% of Medicare members

**Dual Eligible**

12MM members

# >345% ROI year one

Grow topline | Reduce costs | Purchase or lease option

## Increased revenue

### New medication assistance service

- \$3,600+ annually

### Annual Wellness Visit (AWV)

- \$2 - \$4k per member per year

### Reduce churn

- 10%+ MA members churn annually
- 1% reduction=\$10M/100,000 members

### Improve Star Rating

- Four- and 5-star Medicare Advantage plans receive PFP bonuses of ~\$500 per member per year from CMS

**>\$8,000**

## Decreased cost of care

### 1,000 hypertensive diabetic patients

Improve adherence in 50% of population

- 15 fewer strokes
- 11 fewer heart attacks
- 5 fewer heart failure events
- 2 fewer limb amputations
- 20 fewer cases chronic kidney disease

**\$1,500 per member per year**

**>\$3,000 with 100% of population**

**>\$3,000**

## Operational efficiency

### Virtual visits

- \$84 savings on average for virtual encounter vs. clinic
- \$200+ savings vs. in-home visit

















### Medication assistance service

- 80% more efficient than “Door Med Pass” service and new service revenue using non-credentialed call-center

**>80%**

# Disparate solutions complicate home health

Omcare brings it all together and makes it easy

	Home Health Hub	Medication dispenser	Virtual care software	Monitor / wearable
		<u>Examples:</u> Hero Spencer RxPense	<u>Examples:</u> Teladoc Virtuwell Amwell	<u>Examples:</u> Apple Watch Omron
Benefit				
Med assistance				
Telehealth				
Vitals integrated				
Single solution				
Data access				

# An award winning, patented home care solution scaling for commercialization



*Transitioned the interactive & dispense technology platform to healthcare, filing with regulators, while acquiring patents*

2011

*Proved the platform with a successful brand launch in another consumer vertical, building a strong manufacturing and supply chain network and began acquiring patents*

2017

*Made Observer's 2020 Hottest Tech List (JP Morgan Conference)*

**J.P.Morgan**

2020



*Became a MassChallenge accelerator with AARP as the sponsor*

2020

*Launched a pilot with Ecumen Senior Care & Thrifty White Pharmacy*



2021

*Fully commercial & engaged in market trials with expanded provider and pharmacy partners*

Early 2022

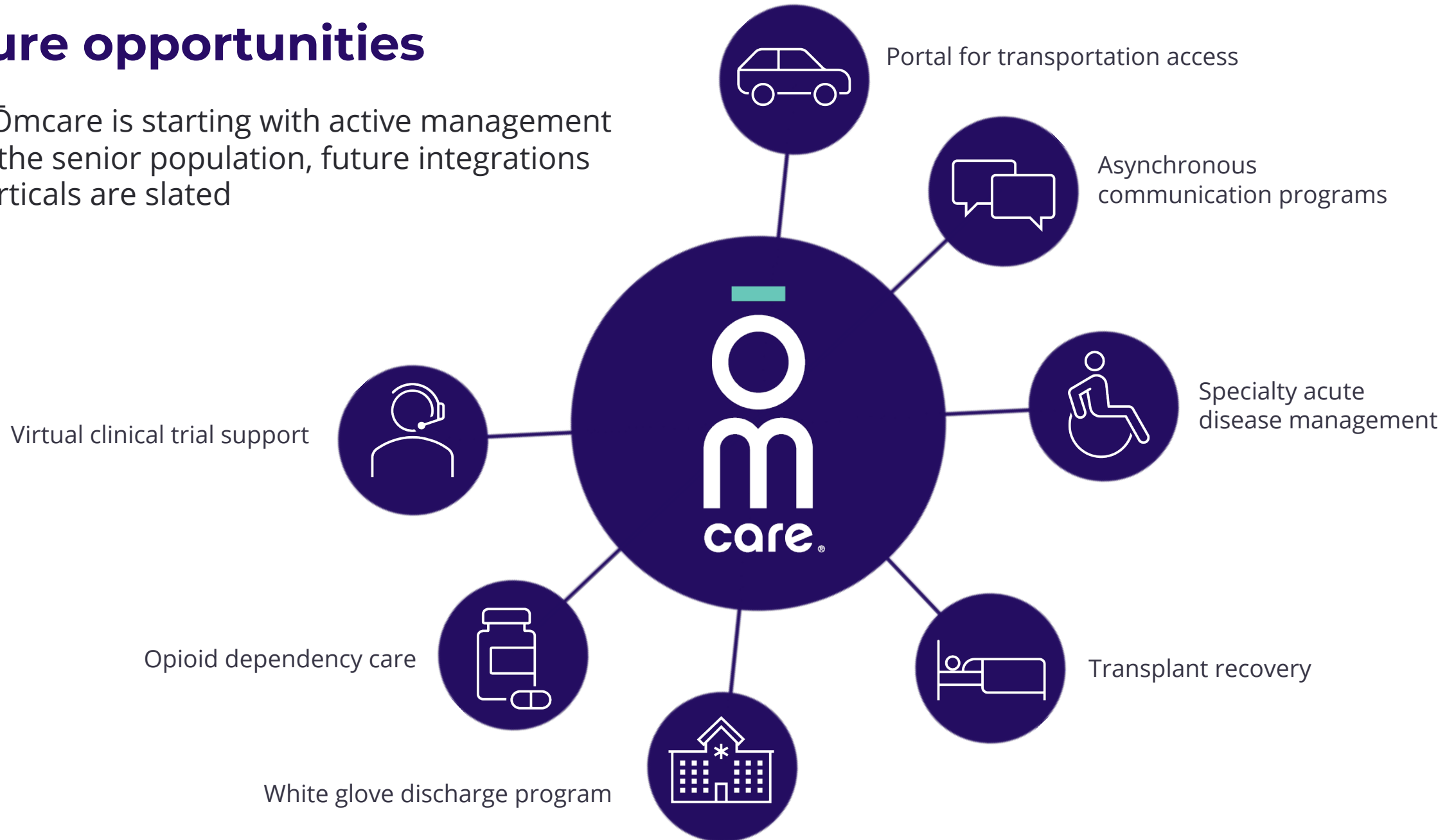




# APPENDIX

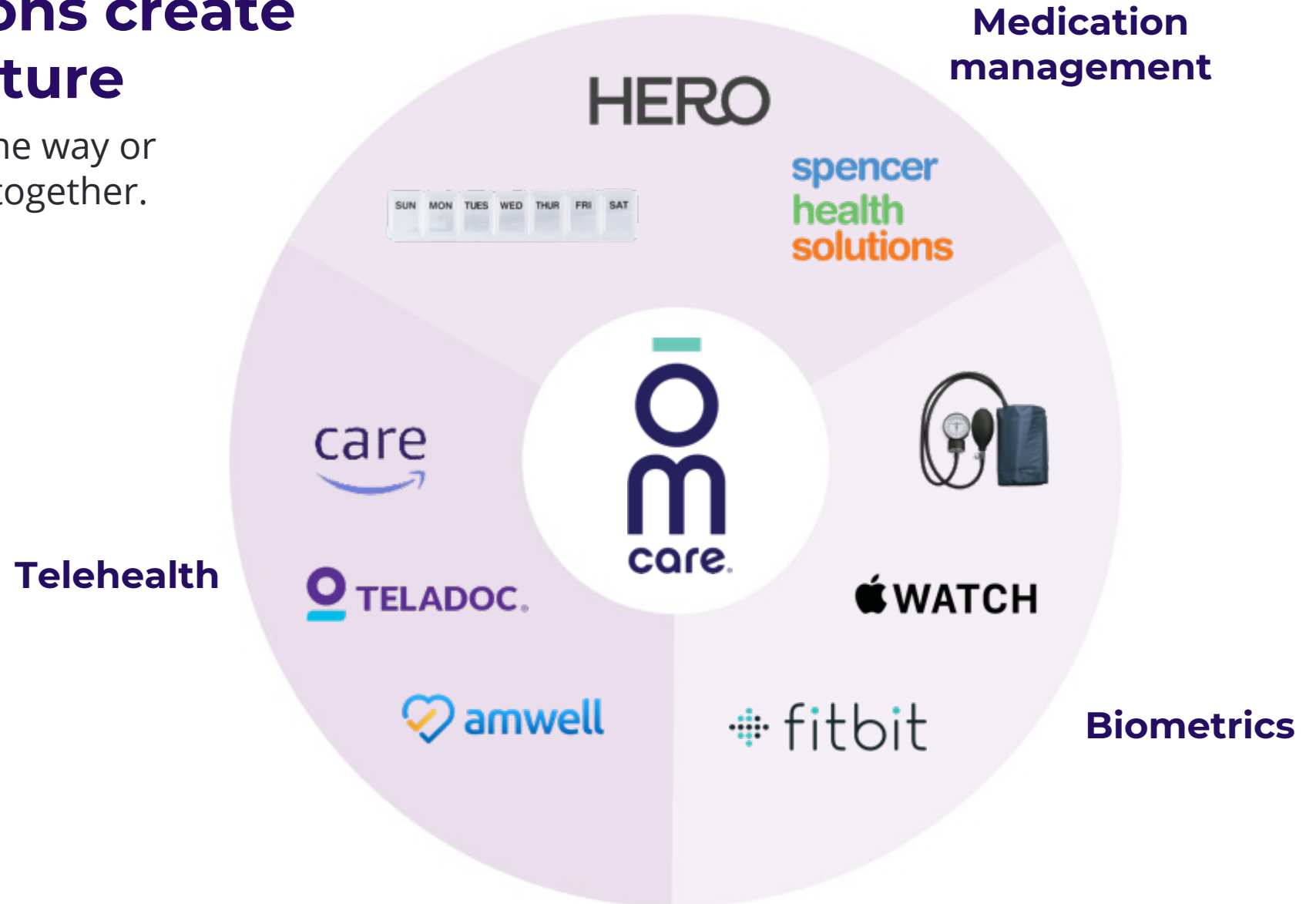
# Future opportunities

While Ōmcare is starting with active management within the senior population, future integrations and verticals are slated

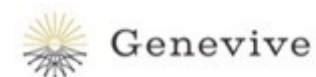
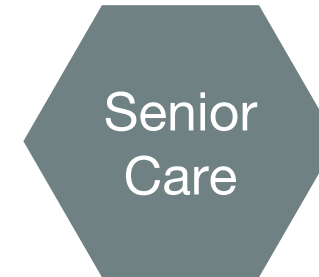


# Disparate solutions create an imperfect picture

Plenty of companies aid in one way or another, no else brings it all together.



# Current partner development



# 300 years collective industry experience

## Leadership

- Lisa Lavin, Chief Executive Officer
- Grant Barrick, Chief Growth Officer
- Kate Winter, Director of Product & Clinical Integration
- Morgan Rogers, Director of Marketing
- Sajith Padmaja, Director of Engineering
- Amanda Lee, VP of Finance and Operations
- Kahri Pawlently, Manager of Customer Care Operations

## Board of Directors

- Lisa Lavin, Founder, Chairman and CEO
- Jeannine Rivet, Former CEO UnitedHealthCare, Optum
- Jodi Hubler, Venture Capital Investor, Multi-Sector Executive
- Mark Gingrich, CIO, Surescripts
- Amanda Brinkman, Chief Brand Officer, Deluxe
- Dr. David McLean, CEO, Emerging Therapy Solutions, Inc.
- Kevin Nieuwsma, CEO, GPSip
- Braden Kroll, President, Krollstar LLP





# Intellectual Property

## Issued Patents

- US 9,202,011
- US 10,078,732
- US 10,347,377
- US D904007
- Other patents pending

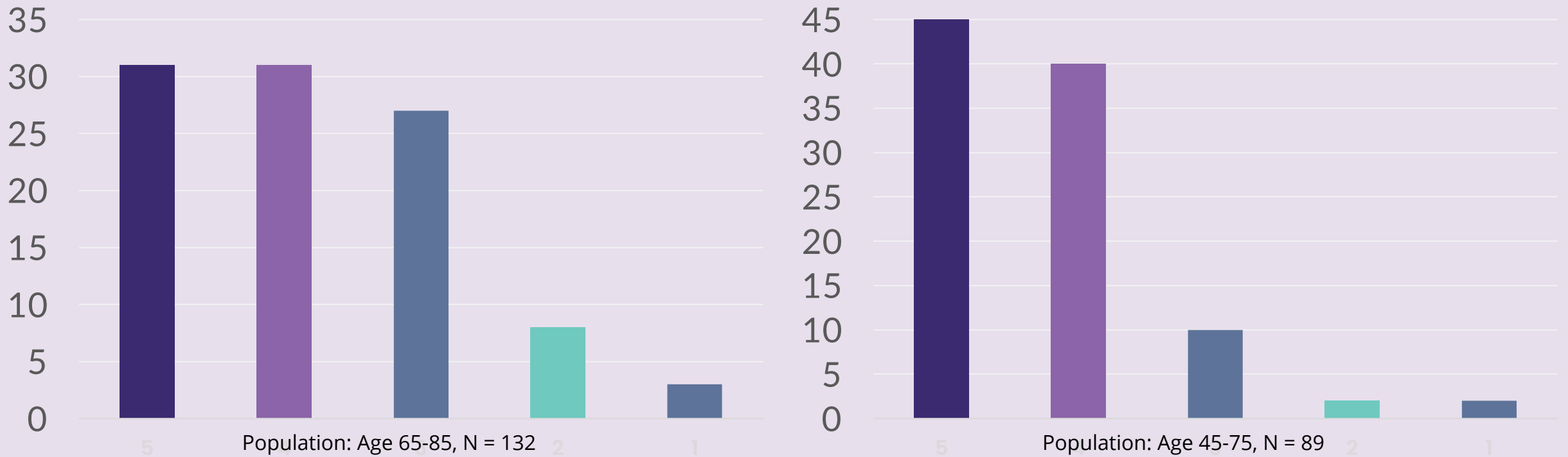
## Technology Platform

- Proven, two-way audio and video communication platform with low-latency and noise cancellation. The platform uses state-of-the-art WebRTC technology and proprietary software applications running on embedded hardware systems.

Abstract: The disclosure relates generally to methods and devices for taking care of elderly, disabled, or other dependents. The devices and methods may be useful for dependents that are not willing or able to live in an environment which has a caretaker physically present. Example devices and methods can facilitate communication between a caretaker and a dependent. Devices and methods can optionally facilitate disbursing medications remotely and confirming medication consumption remotely.

## Caregivers & end users alike see the benefits of Ōmcare

What is your first reaction to this? 1 being extremely negative, 5 being extremely positive



"I think it's great! The whole idea is so useful. When my mom was alive, it would have been good for me to check up on her and be able to see her face. Just a voice is not enough."

# A secure system with protected PHI

Privacy, encryption, security, and authentication procedures and policies

- Data classification policy to classify data based on sensitivity, value and criticality
- Incident policy for evaluation and response
- Password management policy
- Multi-factor authentication for increased security
- Data is stored in HITRUST-certified and HIPAA-compliant cloud-based platform with encryption and access controls
- Policies for user authentication, data access, data transfer and access reviews
- User authentication that meets the minimum complexity requirement required at every time of access.
- Risk management policy to identify, analyze, respond and review security risks
- Policy around IT assets inventory, retired asset sanitation, data retention and data destruction
- Business continuity and disaster recovery policy

# Sources

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