

 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

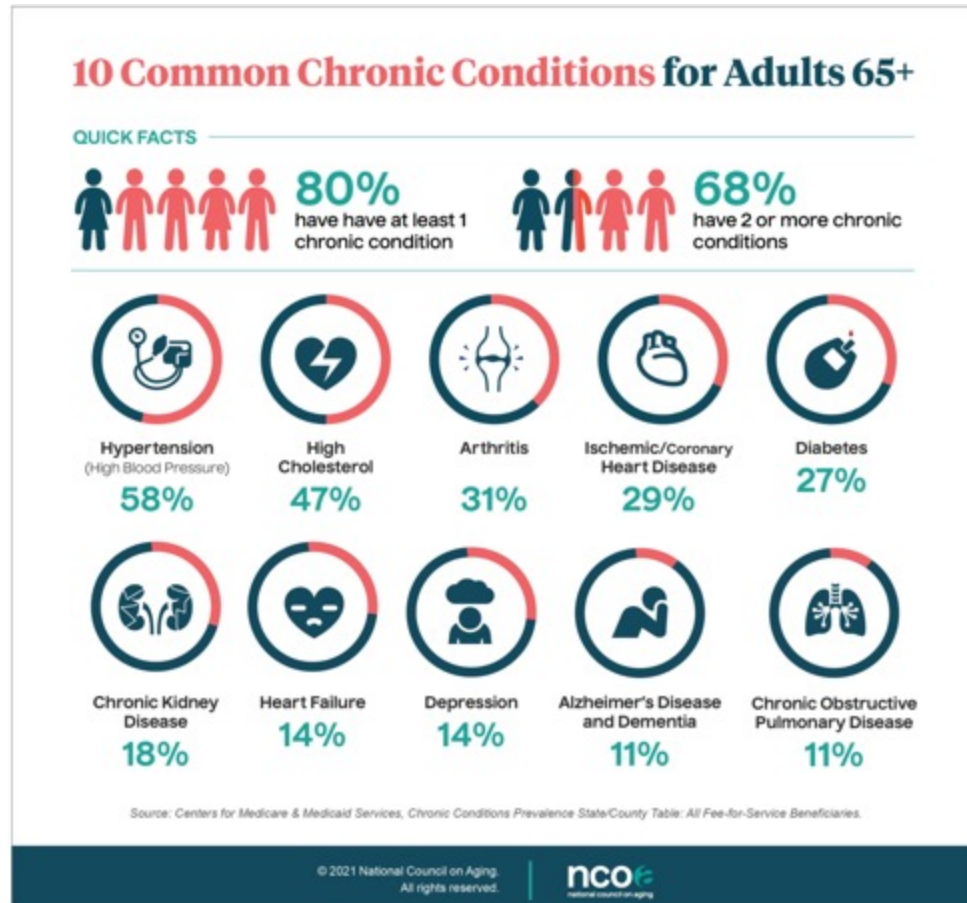
Hardware and software as a service. Ōmcare scales as provider and pharmacy partners expand services into the home.

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 conditions¹

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

37% 65+ use five or more prescription medications¹

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

4:1 Expected ratio of **caregivers to seniors** by 2030, half of today's levels⁵

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

	 Healthy Shopper	 Med Optimizer	 Complex & Chronic	 Seriously Sick
Characteristics	• Generally healthy and takes medications for a non-vital aspect of their life • Taking over the counter or non-essential prescription medications often paid for out of pocket (e.g., ED, hair loss, birth control) • Minimal support needed from providers	• Shows minimal outward signs of health issues but has a common condition that requires medication • Taking one to two essential generic medications (e.g., depression, anxiety, ADHD, Type-2 diabetes)	• Managing two or more major health issues (e.g., chronic heart failure, diabetes) • Taking multiple, vital medications	• Has a rare or complex medical condition (e.g., cancer, IBD, HIV) • Taking life-altering high-cost specialty medications that are complex
Needs	• Seeks convenient, on-demand access to medications and simple retail-like shopping	• Benefits from light medication management to ensure appropriate dosing • Wants easy refill processes that require minimal action on their part	• Wants seamless solutions to make adherence easier • Needs care management to ensure complex dosing regimens are understood	• Requires high-touch clinical support for treatment administration, such as for in-clinic infusion therapies • Wants solutions that help minimize treatment side effects • Wants seamless solutions to make adherence easier

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[™]
health

**BEST
BUY**
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

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 information about the segment. The segments are Medicare Advantage, Complex Chronic, and Dual Eligible.

**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

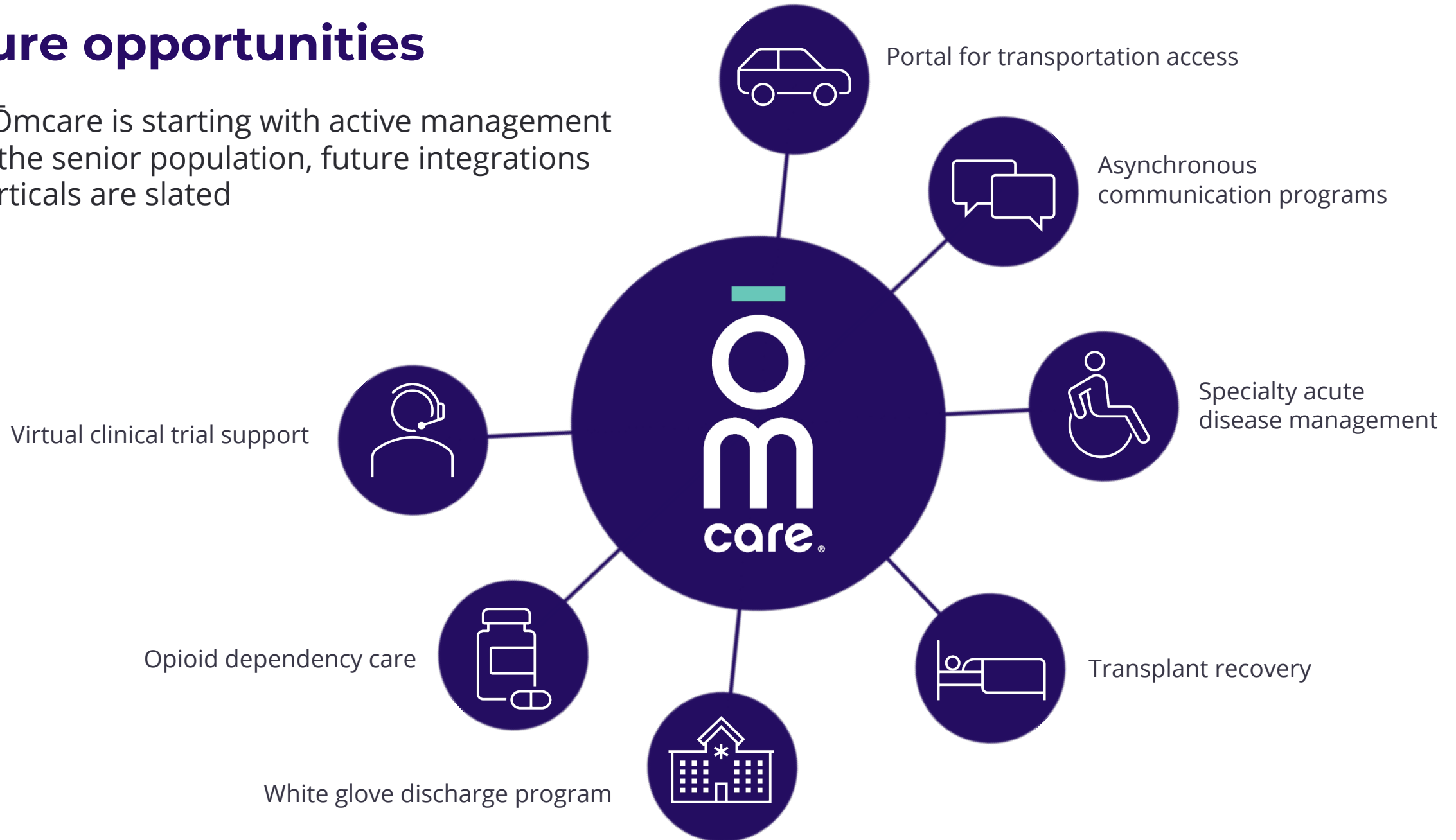
Early 2022



APPENDIX

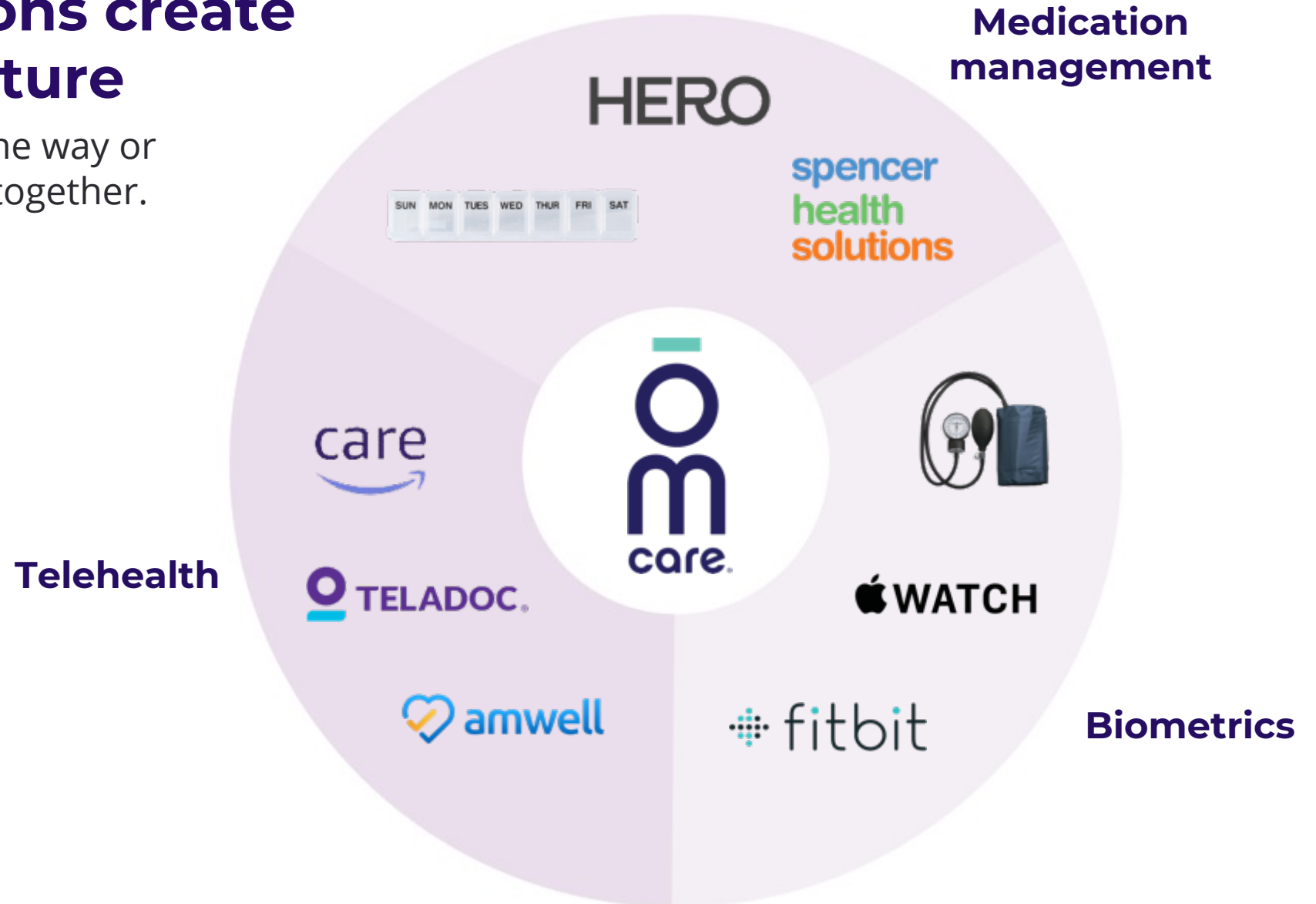
Future opportunities

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

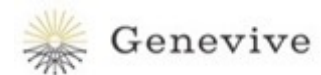


Disparate solutions create an imperfect picture

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

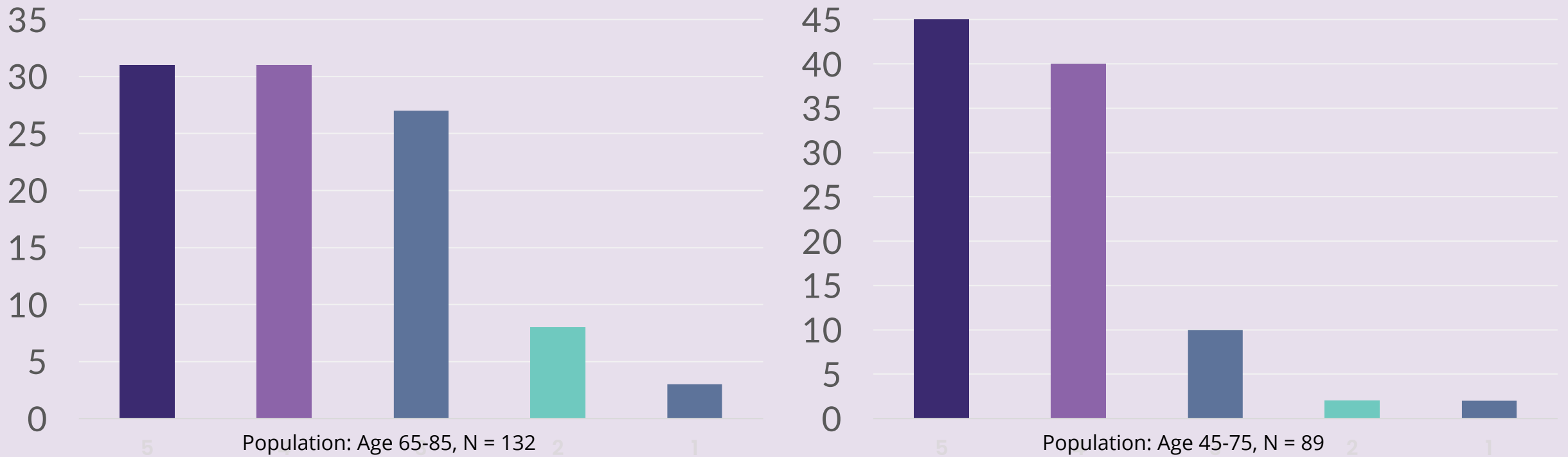
Technology Platform

- 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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7. <https://www.ajmc.com/view/medication-adherence-the-lever-to-improve-medicare-advantage-star-ratings> Accessed Nov 2020
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