



Telehealth for Seniors

9/11/20 Pitch Deck



Problem

Elderly patients often don't have access to safe & reliable transportation to clinics

In person visits are taxing for the elderly and becoming more dangerous

Telehealth platforms are designed for the masses and the elderly struggle to use it effectively

Elderly patients can't maintain the frequent touch points with their doctors, which is essential for treating chronic disease and reducing health care costs

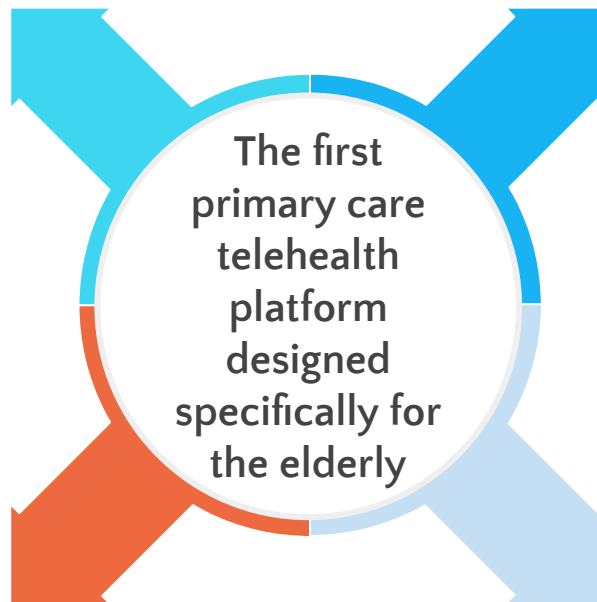
Solution

Elderly Centered UI/UX

UI/UX that is optimized and tested with seniors

Physical design that makes the hardware blend into environment

Designed to fit Lifestyle



Enabled Feedback Loops

Constant and convenient feedback loops to maximize touchpoints

Behavioral nudges that reinforce behaviors

Behaviorally Informed

Product Features

Primary Care Visits

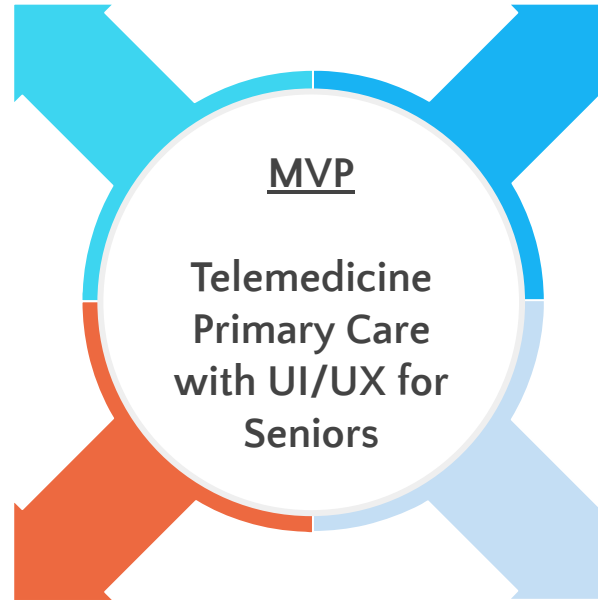
- Video Conferencing
- Peripheral Integration (weight, blood pressure, glucose, etc.)
- EMR Integration

Biometric Sensors

Cellular Data, No Setup

Visual and Tactile Nudges

Physical Interactions



Caregiver Involvement

- Care Plan Tracking
- Automatic Record Keeping
- Drug Interaction Checking

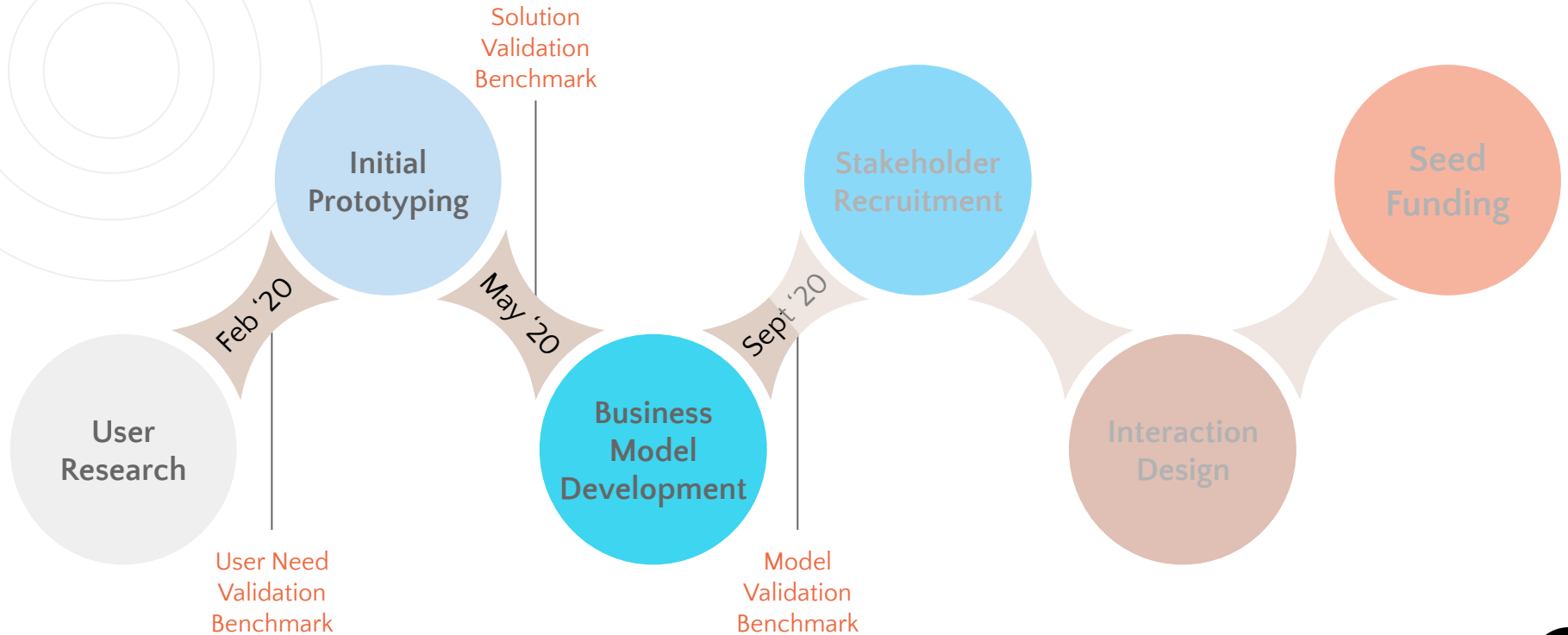
Personalized Nudges

Adherence Validation

Behavior Recognition

Continuous Care

Traction



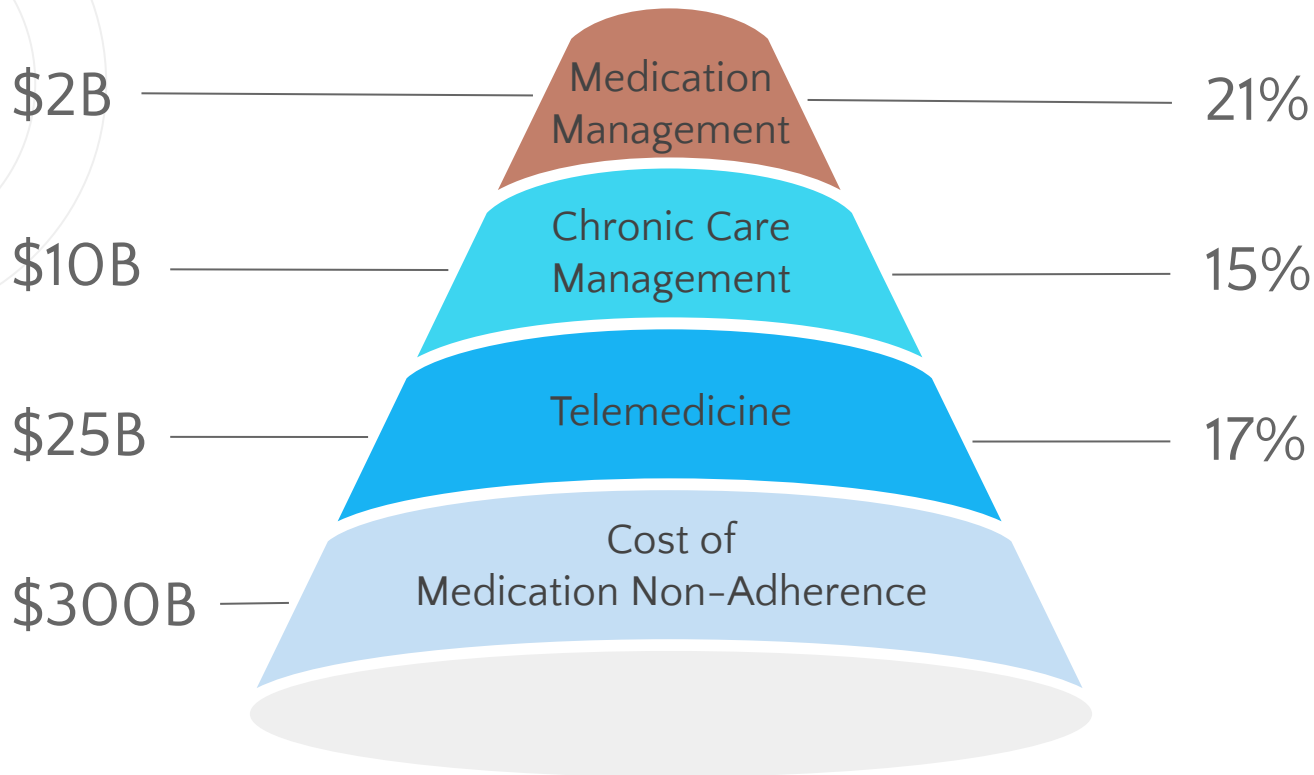
A circular icon with a light blue background and a white line graph showing an upward trend, enclosed in concentric circles.

Market

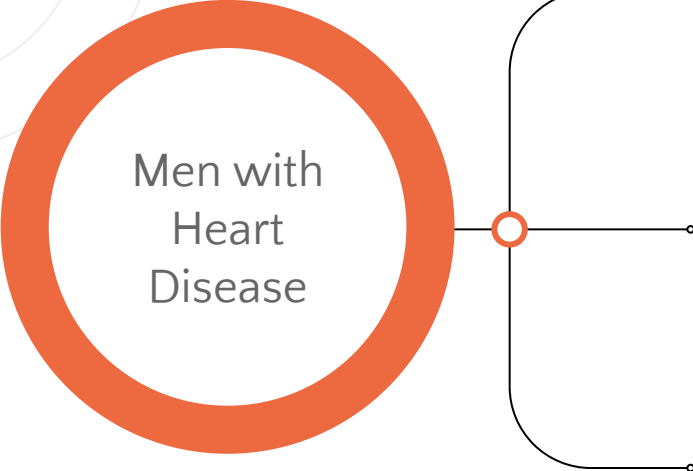


Market Size

CAGR



Beachhead Market



Men with
Heart
Disease

The diagram features a central orange circle containing the text 'Men with Heart Disease'. A horizontal line extends from the right side of this circle, with a small orange circle at the junction. From this junction, three curved lines branch out to the right, each connecting to a horizontal bar. The top bar is light blue, the middle bar is medium blue, and the bottom bar is a darker blue. Each bar has a white rounded rectangle in the center containing a statistic. In the top left corner of the slide, there are several faint, concentric circles.

\$5k in average additional annual
healthcare costs if non-adherent

42.4% of men ages 65+

>50% non-adherent to care plan

First Customers

Statin
Patients

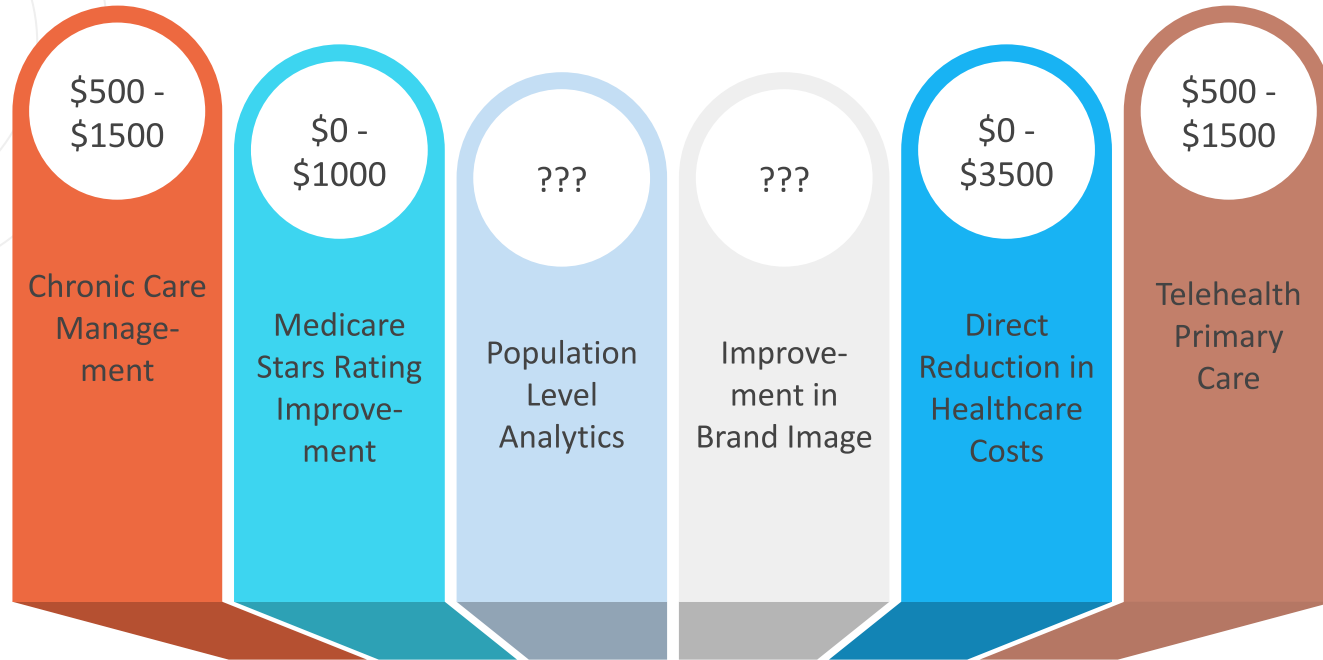
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graph LR; A((Statin Patients)) --- B(60% of patients become voluntarily non-adherent); A --- C(Behavioral nudges shown to have high impact); A --- D(Adherent patients are 54% less likely to have a heart attack)
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60% of patients become *voluntarily* non-adherent

Behavioral nudges shown to have high impact

Adherent patients are 54% less likely to have a heart attack

Value Streams – Annual per Patient



\$1000 – \$7500 or more



Competition



Competitor Differentiation

1 Doctor Relationship

2 Design

3 Continuous Care

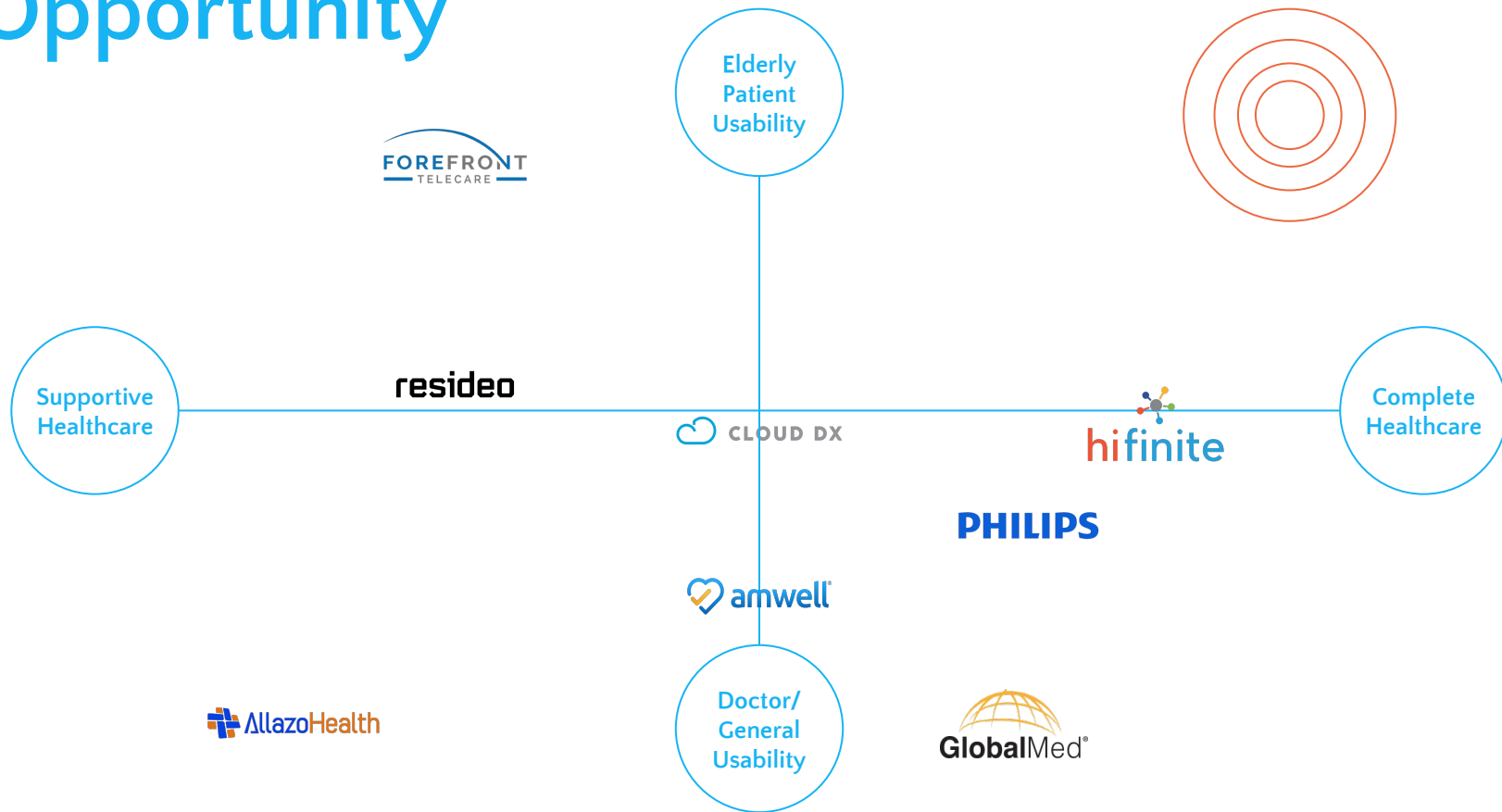


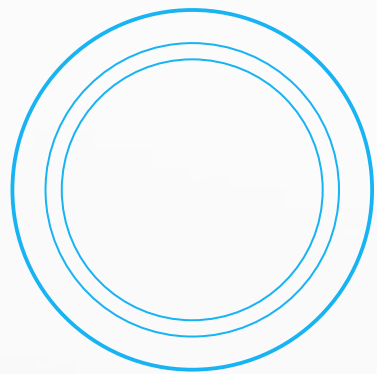
Closest Competitors



Telehealth for Seniors				✓					
Doctor Relationship	Primary Care Driven	✓			✓	✓	✓	✓	✓
	Video Telemedicine	✓		✓	✓	✓	✓	✓	✓
	Physical Interactions				✓	✓	✓	✓	✓
	EMR/EHR	✓	✓		✓	✓		✓	✓
Design	Patient Centered			✓			✓		
	Aesthetics						✓		
	Caregiver Involvement								✓
Continuous Care	Behavior Recognition		✓						
	Personalized Nudges		✓						
	Adherence Validation		✓	✓				✓	✓

Opportunity





Thank You

