Nudge.

AI-Powered Patient Adherence Platform

Utilizing behavioral science and conversational AI to return lost infusions back to the healthcare system

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The Problem: Lost Infusion Volume

15-25%
of scheduled infusions
never happen

$100B
infusion center
market size

20%
of volume is just
infliximab

For every 100 Crohn's patients: 120-200 infusions never happen
Empty chairs that could treat waitlist patients or new referrals

Clinical Importance of Infliximab Adherence

Infliximab is the most commonly administered IV biologic in US infusion centers for chronic conditions

CONSEQUENCE OF NON-ADHERENCE

2-3×

risk of hospitalization in Crohn's disease

ECONOMIC IMPACT

~90%

higher medical costs in non-adherent patients

Maintenance dosing: Every 8 weeks. Delayed dosing increases risk of antibody formation.

Business Impact: Volume Recovery Model

Capturing 30% of lost infusions returns 0.5 infusions per patient per year

Patient Panel	Returned Infusions/Year	Revenue at $1K	Revenue at $7K
1,000 patients	500	$500,000	$3.5M
10,000 patients	5,000	$5M	$35M

Context: Infliximab = 20% of infusion center volume
All biologics follow similar patterns (~8 infusions/year, 15-25% non-adherence)

How Nudge. Works

1   **Behavioral Science Engine**

6 evidence-based strategies personalized to adherence patterns

2   **Autonomous Barrier Removal**

AI handles transportation, education, copay assistance

3   **Clinical Safety Windows**

Rescheduling respects treatment efficacy (±3 days)

4   **Smart Waitlist Management**

94% success converting cancellations into appointments

Implementation Roadmap

0-3 MONTHS	3-5 MONTHS	5-12 MONTHS	12+ MONTHS
Phase 1	**Phase 2**	**Phase 3**	**Phase 4**
MVP Pilot	Evaluation	Expansion	Scale

Success Criteria: 30% capture rate • 0.5 infusions/patient/year • 0 safety events

Transform Lost Volume Into Revenue

While improving patient outcomes and operational efficiency

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