

## Market Opportunity

Empowering people is key to the delivery of effective and efficient healthcare that benefits Patients, Providers, and Payers. Good Feather Technologies is uniquely positioned with the vision, expertise, and experience to deliver an innovative new product, Dash. Dash enables a more engaged and informed Consumer, a more effective and efficient health care Provider work force, and a meaningful reduction in fraud and unnecessary claims expenses to Payers.

Dash puts in the hands of Consumers an App that allows them to manage and own their wellness story, saving time and money, and enabling a healthier and more enjoyable life. Using their own smartphone or other smart device, they are empowered to:

- Have complete and secure access to all of their medical records giving them ownership of their health data.
- See who the best choice is both medically and financially for their individual care needs.
- Securely and instantly share their records with new or existing healthcare professionals.
  - Reduces duplicate medical tests and procedures.
  - Streamlines coordinated treatment.
- Securely and instantly share their records with family or friends that they choose to be part of their wellness support team.
- Track and follow the wellness plans laid out by verified and trusted medical professionals with ease.

Dash supports the elements identified by Deloitte (2018) of more efficient and effective delivery of health care:

- Appropriate treatments are delivered at the appropriate time, in the appropriate place, for the appropriate patient.
- Clinicians use technology to more accurately diagnose and treat illness and deliver care.
- All care delivery stakeholders across the ecosystem effectively and efficiently communicate and use information.
- The correct individuals do the correct work (e.g., nurses handle patient care, not administrative tasks).
- Patients are informed and actively involved in their treatment plan.
- New, cost-effective delivery models bring health care to places and people that don't have it.
- Efficiency improves; waste declines.
- Patient data is in one, easily accessible place.

The insight Dash provides into Patient behavior is needed by Providers to help them evolve from a volume-driven approach for health care delivery to a value-driven approach. Dash supports measurable outcome-based incentives for all stakeholders.

The market opportunity for Dash is summarized by requirements of Meaningful use and the demand for information to be at the fingertips of a mobile population. For 2018, the number of smartphone users in the United States was about 257.3 million (Statista, 2019) from a population of 327 million people. The

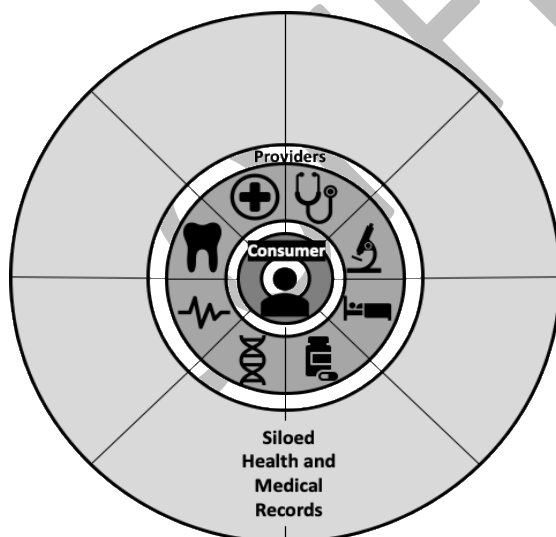
Dash App provides these potential consumers unprecedented control and use of their medical and health information in achieving the goals of meaningful use.

Meaningful use is compliance with minimum U.S. government standards for Electronic Health Records (EHR), outlining how clinical patient data should be exchanged between healthcare Providers, between Providers and Payers, and between Providers and Consumers. The goals of meaningful use are the goals of Dash: to improve quality, safety, efficiency, and reduce health disparities; engage Patients and family; improve care coordination, population and public health; and maintain privacy and security of patient information.

Dash will need the cooperation from organizations to get medical and health records. Health entities that have copies of the Consumer's PHI are compelled to participate due to HIPAA privacy regulations (45 CFR Part 160 and Subparts A and E of Part 164). In addition, it is to their advantage to work with Dash. Providers get authorized free access to their patient population. Today, providers have to pay for use of an EMR and do not see other provider's medical records.

Dash uses social networking in a multifaceted approach to provide a community of support for the Dash Consumer and AI augmented sentiment monitoring of publicly shared social media content. The community may include family, friends other contacts and health team members (e.g., Providers, Fitness Centers, Medical Equipment Sources, Pharmacies, etc.) as participants in the Dash Consumer's health story. The social media content with came from any authorized social media platforms the consumer grants Dash access to.

Dash is a fundamental game changer. For most Consumers today, their health and medical records are held in silos by Providers, limiting the holistic view of the Consumer and increasing costs and inefficiencies. Dash is essential to a new, more efficient and effective paradigm where Consumers manage and own all their health and wellness information.



*Figure 1 – Today: Siloed Health and Medical Records*



*Figure 2 – Dash: Consumer owned Health and Medical Record*

In addition to enabling savings and healthier lives for the Consumer, this Holistic Data Ocean is a gold mine for the external parties who need this data for analytics and payments.

**Product Overview**

Dash takes advantage of the latest technology to improve overall health and well-being of the Consumer by removing the friction that has been ingrained into an aging healthcare system. This improves the ability of health care Providers to care for Dash patients and reduces claims costs and fraud issues experienced by Payers. Dash consists of a secure mobile application designed for Consumers to actively engage in managing and monitoring their individual wellness story in a very personalized manner; a revolutionary secure data channel allowing for the authorized automated import/export of content using blockchain technology allowing for trusted exchanges; a highly secure, open source data model protected by Real Time Homomorphic Encryption; and artificial intelligence to provide valuable insight to every health and wellness stakeholder involved in a Consumer's life.

Providers will be able to view or import a Consumer's EHR from another Provider through the Dash Exchange, enabling on-demand access to critical information about a Patient. This reduces costs (i.e., eliminating duplicate procedures) and gives each Provider a holistic view of the Consumer's medical record.

Payers benefit from Dash:

- Dash provides a more complete, comprehensive set of data about Members which will provide unique actionable insight to inform better policy and wellness product pricing decisions;
- Dash assists in Provider transparency initiatives which serve the interests of every Dash stakeholder through more thorough, timely delivery of health care to Consumers;
- Dash gives better visibility into and awareness of repetitive lab test requests across a Consumer's Provider network (Eliminating duplicate tests and procedures has a direct impact on reducing cost); and
- Dash helps Provider Network representatives find opportunities to educate Provider practices on more consistent and accurate claim coding based upon disparities between physician/practitioner notes and coded claims submitted for reimbursement.

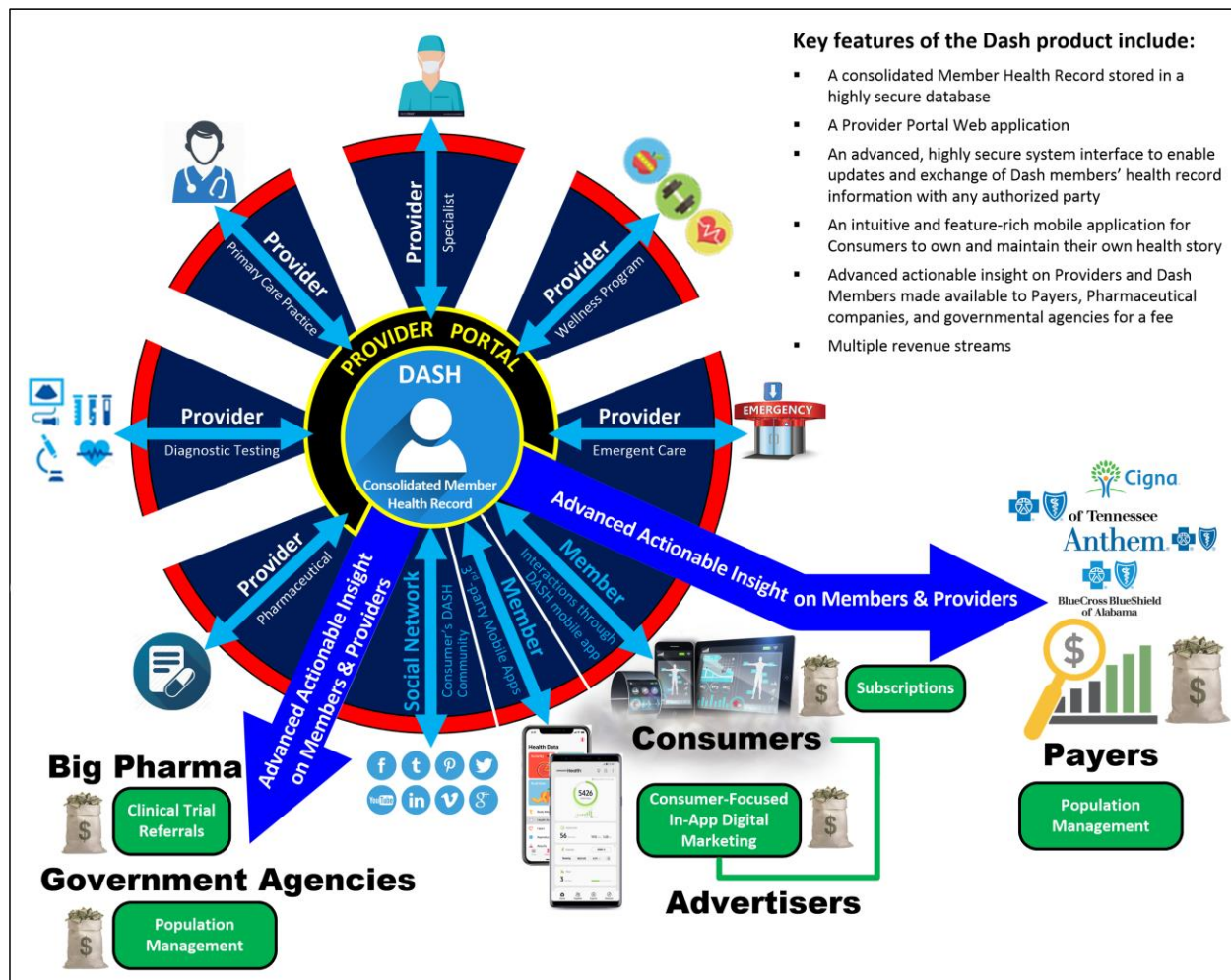


Figure 3 - Dash Concept Diagram

### Why is Dash essential for Consumers, Providers, and Payers?

- **Mobile App** – a single, secure online presence accessible in the palm of the Consumer's hand to actively manage and monitor their wellness story and have easy access to viewing all of their personal medical records in a way that makes sense, with the option to share that information with Providers and selected members of *their* Dash Community. It is designed to be an engaging, intuitive user experience. The experience also will include:
  - Recommendations to Consumers - for the best available options for healthcare providers to meet their individual needs.
  - Wellness Plans - track and follow wellness plans.
  - In-App Advertisements – Carefully targeted ads to offer additional products and services determined to be of meaningful value to Consumers based upon their wellness journey.
- **Artificial Intelligence** - recognize patterns, make recommendations, and send notifications of trends, sentiment, behavior, and potential fraud providing valuable insight to every Dash stakeholder by analyzing clinical, wellness, claims, and social interaction data of Dash consumers.

- **Robust Data Mapping Interface** - enable any Electronic Medical Record or Electronic Health Record vendor's software to securely exchange data with the secure master Dash database.
- **Community Module** – enable a community of support for the Dash Consumer including family members, friends, other contacts and health team members (e.g., Providers, Fitness Centers, Medical Equipment Sources, Pharmacies, etc.) as participants in the Dash Consumer's wellness story.
- **Social Media Module** - reads content from Dash Consumer approved personal social media platforms to identify sentiment and alert stakeholders of potential issues that may require immediate intervention.
- **Secure Data** – Proven state-of-the-art data security using AES 256 Real Time Homomorphic Encryption for data at rest, in transit, and in use applied to all personally identifiable information in the master Dash database.
- **Provider Portal** – meaningful use approved, no-cost Provider portal designed to provide valuable additional insight into the wellness and state of mind (clinical and social) of each Dash Consumer they provide services to; and
- **Payer Portal** - a Payer portal designed to allow access to additional insight about their members that can help reduce future claims experience and related costs.

### The Dash Consumer's Experience

A single location in the palm of the Dash Consumer's hand is the beginning of the story. The Dash user experience is engaging, personalized and easy to use. It will include:

- Appointments
  - Provider search
  - Provider contact info
  - Provider push
  - Patient request
  - Scheduling confirmation
  - Geocentric check-in
  - Ride Share automation & notifications
  - Navigation guidance
- Digital paperwork capabilities
  - Submit completed form in Dash and send to Provider
  - Pre-populate forms based on Provider proximity
  - Permission to treat
  - Proof of insurance
  - Proof of identity
  - Patient notes
- Lab results capabilities
  - Provider push notification of completion
  - Provider push summary of results
- Electronic records capabilities
  - Patient push to a new or existing physician

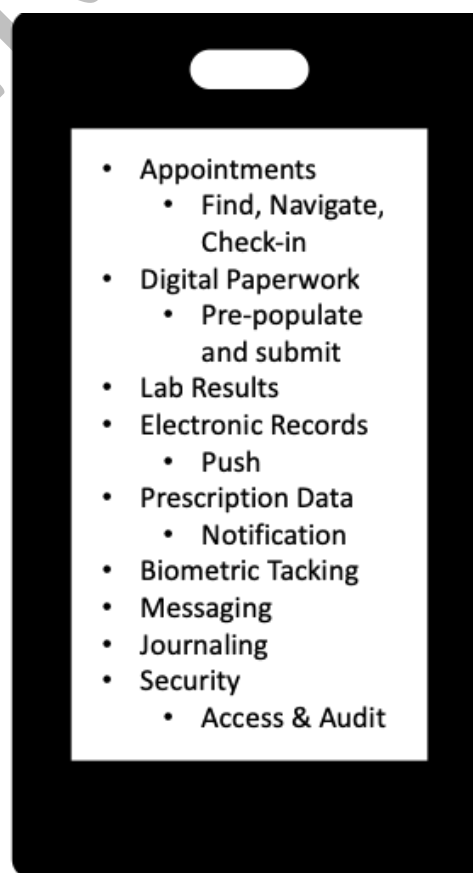


Figure 1 - Consumer User Features

- Provider push to a new/existing Patient
- Prescription data exchange
  - Provider push notification of submission
- Biometric results tracking
- Messaging
- Journaling
- Security
  - Delegation of read/write privileges to anyone in their personal Health Care Community
  - Auditability

## **Business Model**

Dash will derive revenue from multiple sources including Consumers (monthly subscriptions), digital marketers through carefully targeted in-app advertisements (per display/per click), and Payers, such as, Health Insurance Companies and Self-Insured Employer Groups, as well as, Health Care Sharing Organizations (discounted monthly subscriptions). Large organizations (e.g., Federal Agencies) will “Private Label” components of the Dash Suite of Products and pay for development of significant components that meet their needs. In addition, Big Pharma, CDC, and any organization wanting to analyze the Dash Data Ocean are sources of revenue for Dash. Dash will also provide Consumers the ability to decide using “opt in” push notifications to participate in external revenue generating data requests which would result in a revenue sharing model generating income for the consumer.

Detailed Dash Financial information is in the Dash Investment Opportunity White Paper. It shows how the US market could deliver over \$60 Million in revenue over a 12 Month period, or how working with a single Health Insurer could generate over \$20 Million while delivering to the Insurer almost \$100 Million in savings simply by eliminating one unnecessary lab test per diabetic patient. These are just a couple of examples. Dash has many potential sources of significant revenue. We refer you to the Dash Investment Opportunity White Paper for more details.

## **References**

Deloitte (2018) *2018 Global health care outlook - The evolution of smart data*

Statista (2019) Number of smartphone users in the United States from 2010 to 2023 (in millions)\*<https://www.statista.com/statistics/201182/forecast-of-smartphone-users-in-the-us/>

HIPAA Privacy Regulations: The Privacy Rule is located at 45 CFR Part 160 and Subparts A and E of Part 164.

Dash Investment Opportunity White Paper (2019)