HealthJoy

We make healthcare simple.

Justin Holland, Co-founder and CEO

HealthJoy: an innovative response to market disruption

Disruption

The Affordable Care Act (ACA) provides millions of individuals with **low-premium, high-deductible health plans**

Pain

Consumers are desperate for technology to **reduce cost**, access **care**, and **navigate** a wasteful, complex healthcare system

Solution

HealthJoy has developed a consumer-focused, **Virtual Care Platform** that facilitates **on-demand advocacy and care**

TopPitchDeck

Vitals: focused on lean execution

Key Dates
2014: founded
Jan 2015: launched

Headcount
45: total FTEs
22: engineering/QA

Investment
$1.2M: Seed funding

Members
8,800: total
3,900: premium subscribers

Sales performance
$12.50: Jan – Mar ARPU
$25.00: Apr ARPU

Growth rate
$38k: Mar revenue
$65k: Apr revenue Fcast

Monthly Revenue Forecast
[$000s]

2016 AEP:
Nov. 1 – Jan. 31

TopPitchDeck
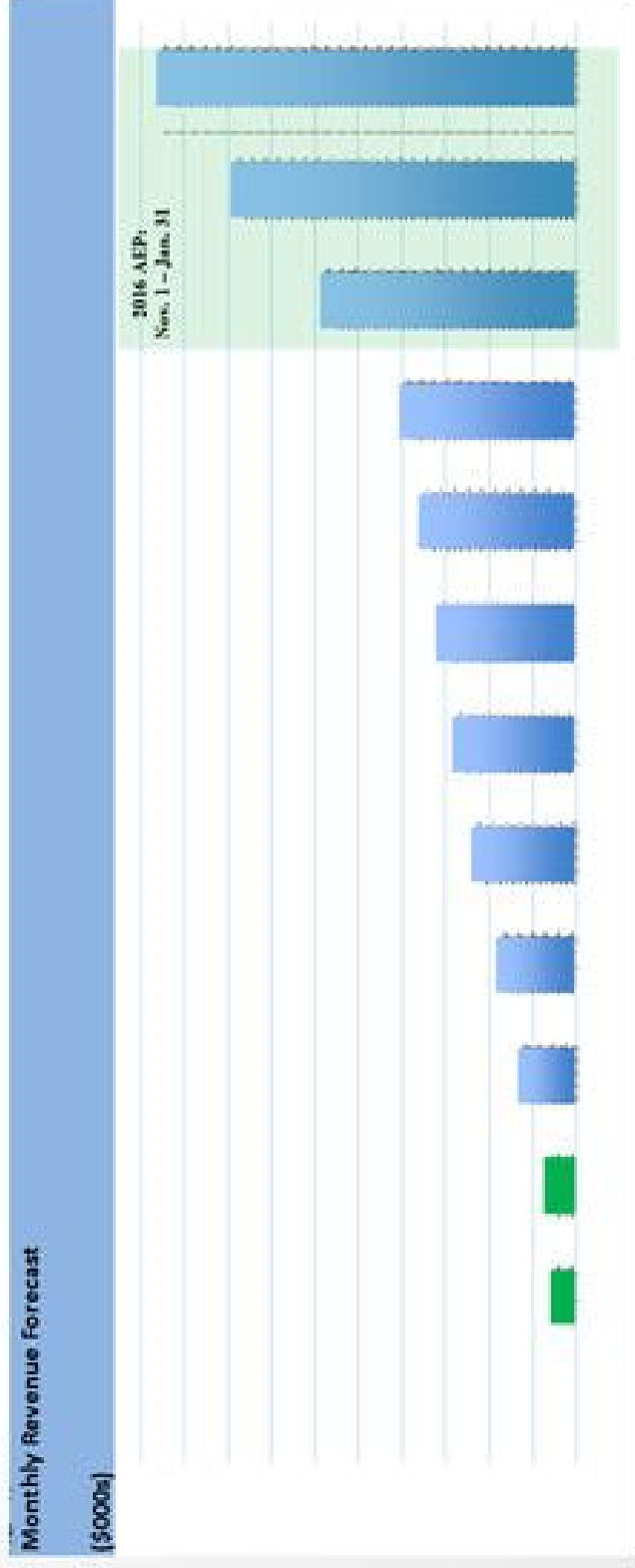
ACA impact: boom time for individual health plans
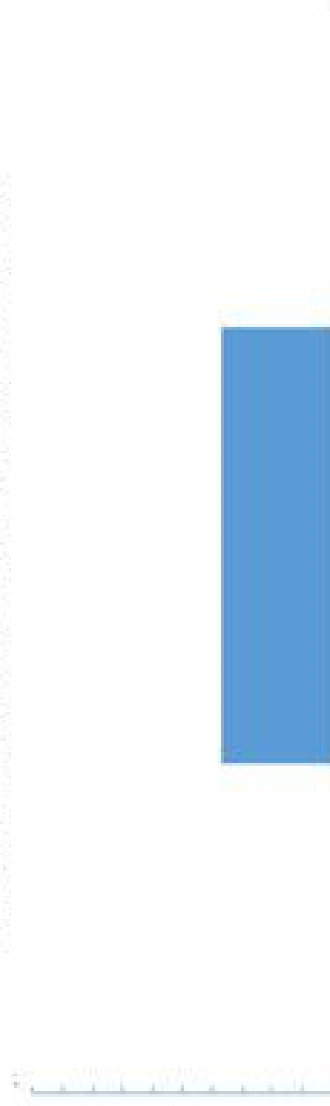
U.S. individual health plan market

35% CAGR
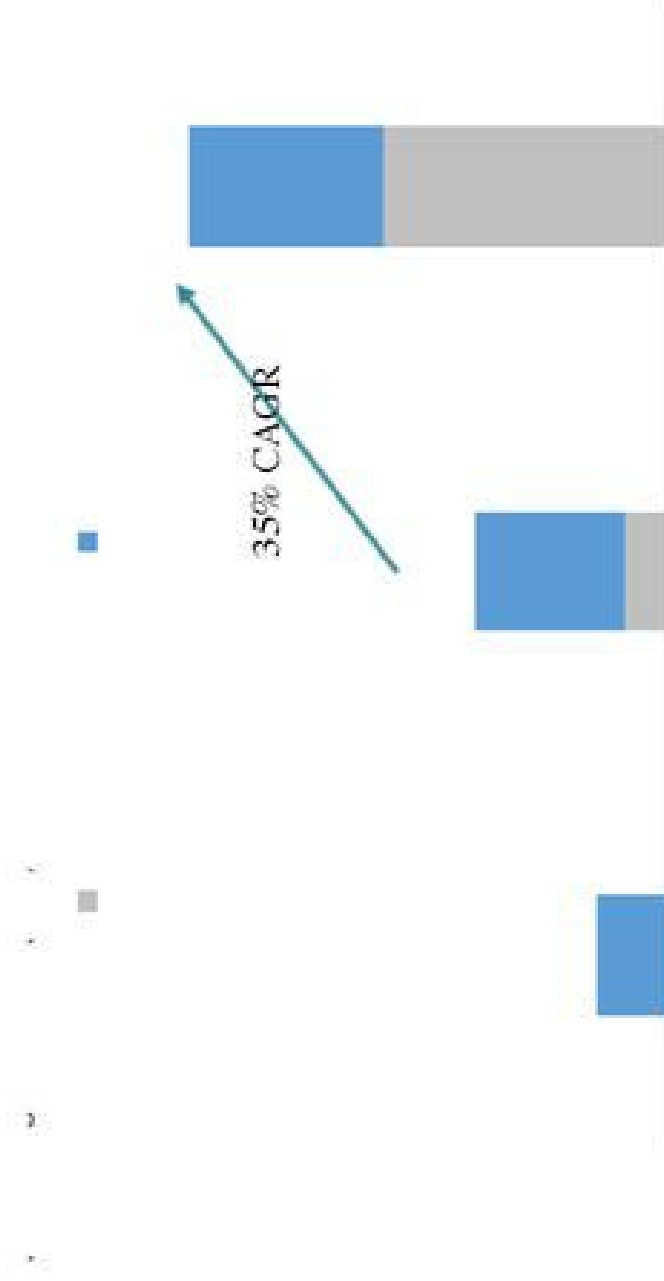
Source: Accenture, CBO.gov, 2015

Low ACA premiums ≠ affordable healthcare

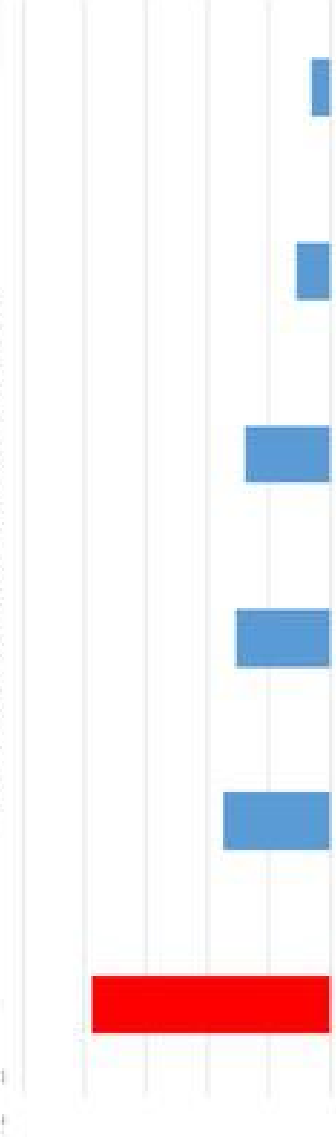63% of households would be bankrupt if they hit their out-of-pocket limits.

Household with Assets > Out of Pocket Limits (Bronze Plan)

Source: Kaiser Premiums, HealthPocket, 2015

Debts related to medical/healthcare services are 123% greater than any other sector in the U.S.

U.S. Debt Collections Originated by Sector

Source: Consumer Financial Protection Bureau, 2014

Broken: U.S. healthcare creates $765 billion in annual WASTE

$190B
excessive
administrative costs

$130B
inefficiently
delivered services

$210B
unnecessary
services

$55B
missed care
prevention

$765
billion

$75B
fraud

$105B
prices too high

= $2,800: avg.
waste per capita
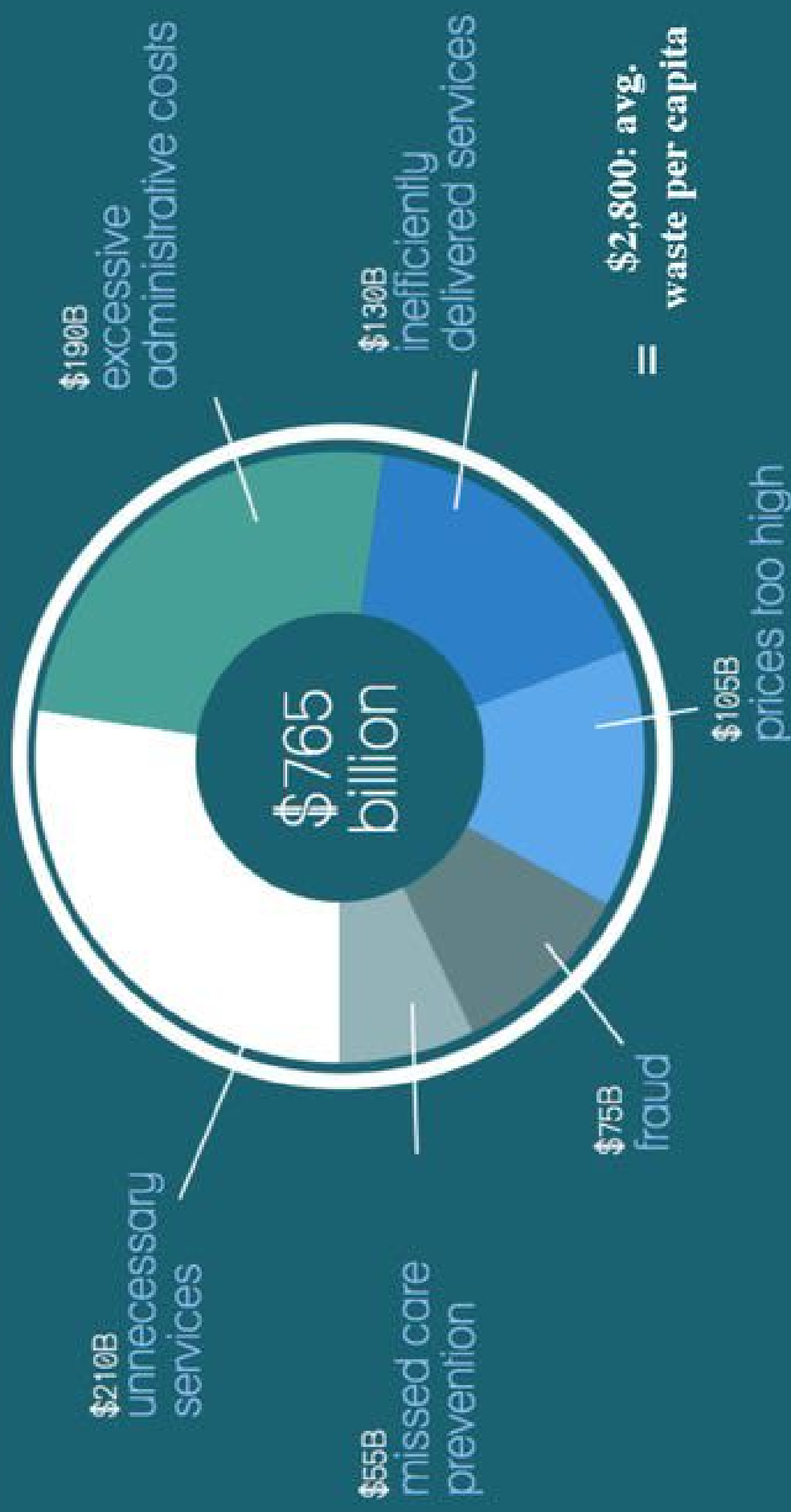
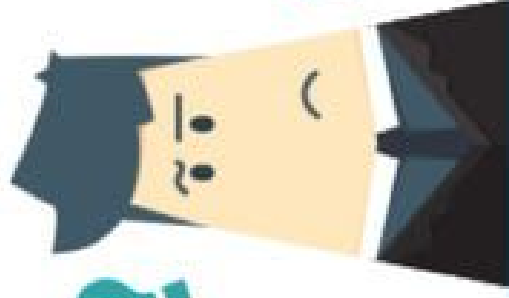# ACA health plans are risky...

Individuals are forced to roll the dice because of:

Cost traps

- ✖ Provider networks?
- ✖ Formulary structure?
- ✖ Coverage confusion?

Financial burden shifted

- ✖ Increased deductibles & copays
- ✖ Greater out-of-pocket costs

A solution is needed...
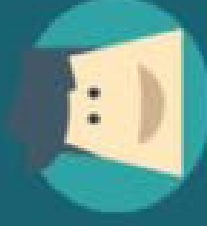
- ✔ Advocacy
- ✔ Medicine
- ✔ Navigation
- ✔ Transparency

Solution: simple, yet intelligent concierge healthcare in your pocket

Guidance and care based on the specifics
of your health insurance coverage

Cost and quality variability

HealthJoy

Insurance
navigation

Advocacy

BCBS of IL
PPO Silver

Medicine

Transparency

Confused

Informed
and
empowered

Visits in-network doctors

Chooses the right facilities

Saves on procedures

Saves on prescriptions

Talks with doctors by
phone for common
conditions
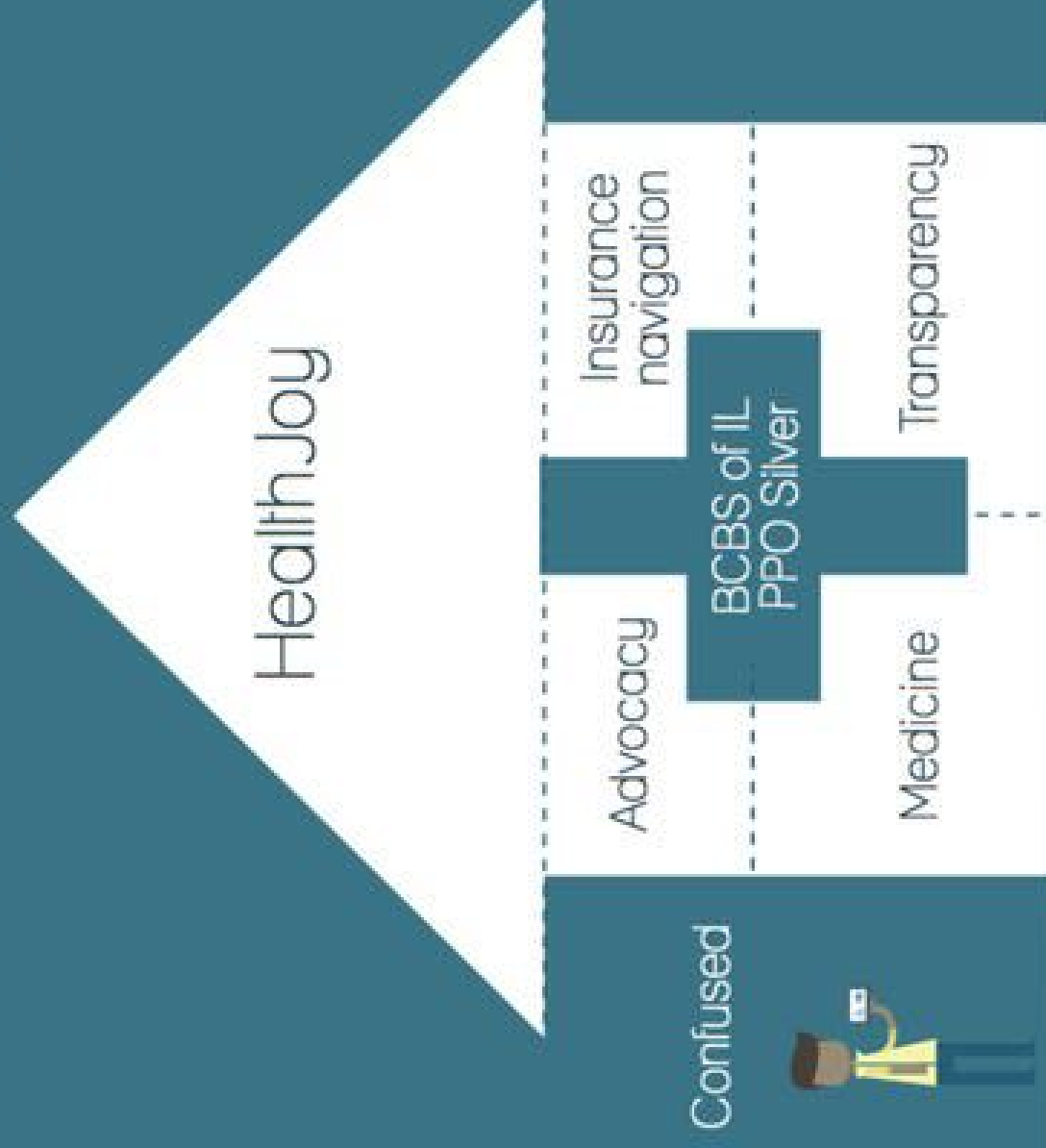
Innovation: optimize medication based on formulary specifics

We've identified >$100 in average potential monthly savings for members.

REAL CUSTOMER SUCCESS STORY

Meet Robert

Truck driver, always on the road
Individual health insurance plan
Diabetic with chronic hip pain

Concierge gives Robert a welcome call

Concierge explains his coverage and finds an in-network doctor

Personalized prescription consultation saves him $200/month

Robert initiates a chat with Concierge through the HealthJoy app

Concierge books Robert an appointment and emails him appointment details

Robert uses telemedicine to access doctors for non-emergency care while on the road
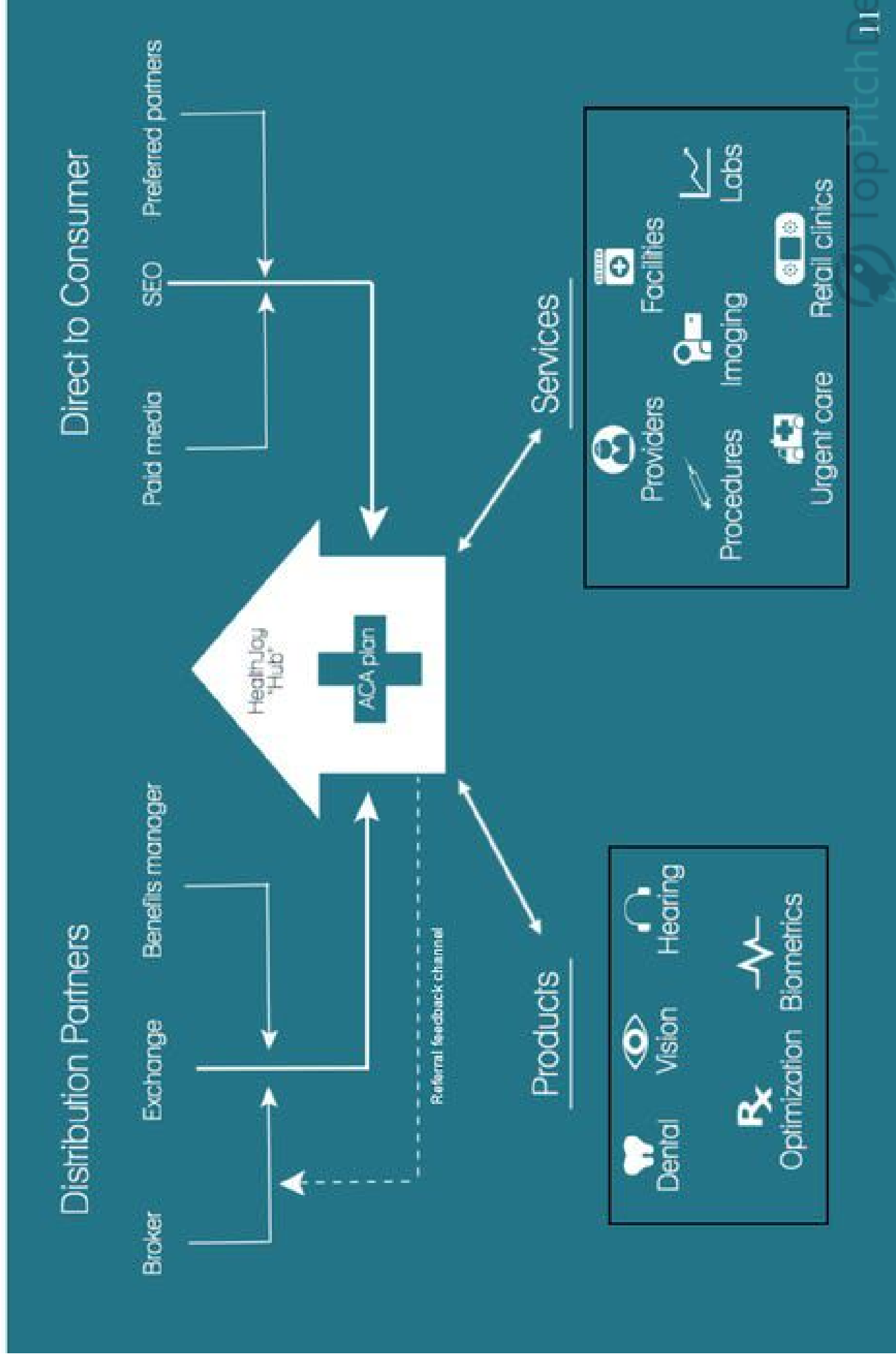
"It's like my own personal doctor is sitting with me in my truck! I'm speechless."

Robert
Truck driver
Springfield, MO

Consumers like Robert now have 24/7/365 access to doctors, friendly support, and cost savings – all by phone and web.

Our business model: hub and spoke

Distribution Partners

Broker Exchange Benefits manager

Direct to Consumer

Paid media SEO Preferred partners

HealthJoy "Hub"

ACA plan

Referral feedback channel

Services
- Providers
- Procedures
- Imaging
- Facilities
- Urgent care
- Retail clinics
- Labs

Products
- Dental
- Vision
- Hearing
- Optimization
- Biometrics

We are building the most innovative product in the industry

Medicine
- Teladoc
- Pager
- MDLive
- AmericanWell
- Doctor on Demand

Advocacy
- Health Advocate
- better.

Transparency
- Pokitdok
- Healthcare Blue Book
- Clearcost Health
- Castlight
- Health Engine
- HealthSparq

Navigation
- HealthGrades
- BetterDoctor
- Vitals
- Second Opinion

Zest Health
RedBrick

HealthJoy
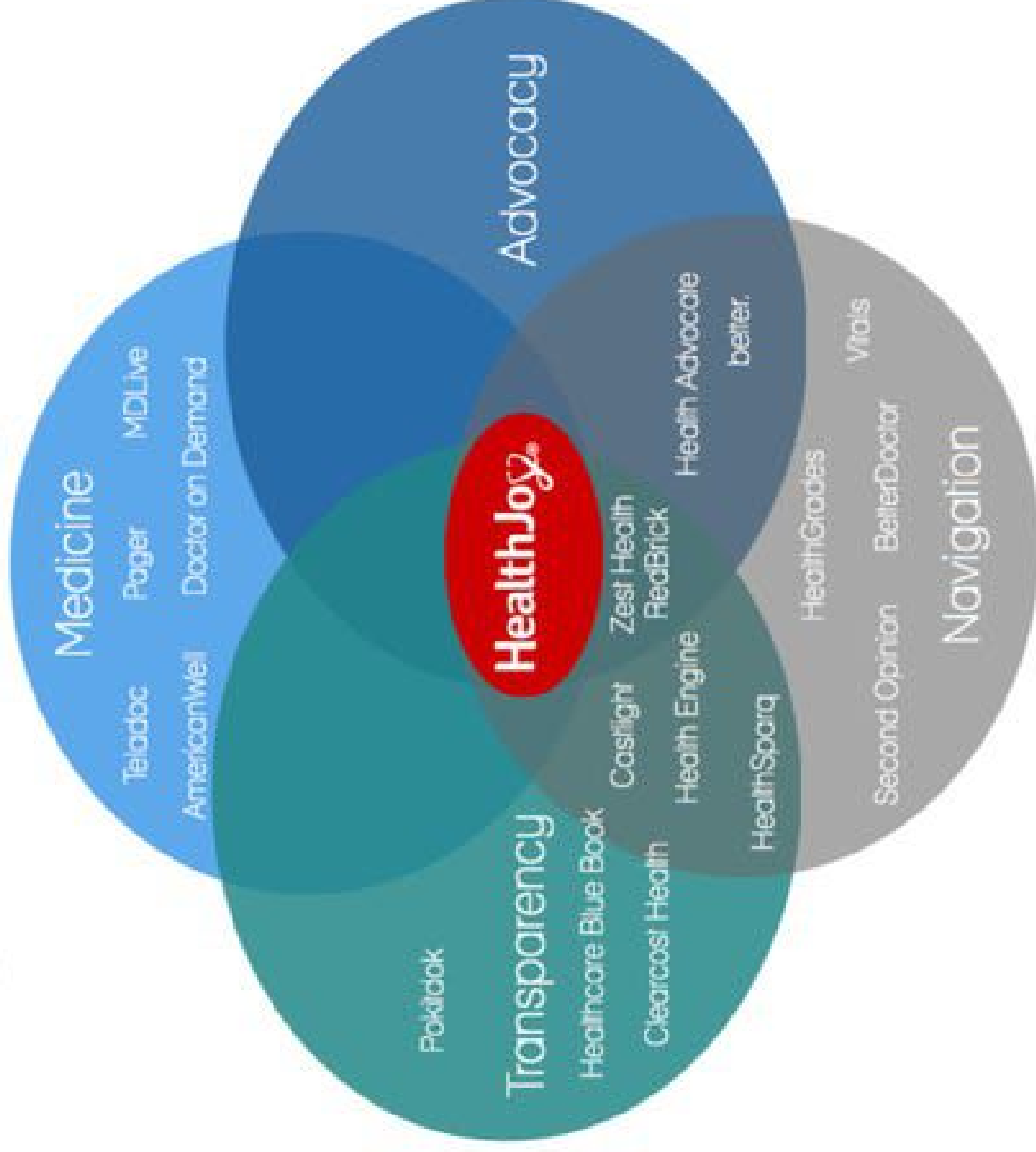
How we make money

Current revenue streams (hub)

- Subscriptions (monthly: $10-$40 | annual: $100-$400)
- Telemedicine per consults ($40)

Future revenue streams (spokes)

- Referral-based revenue with preferred partners

  Products

  - Insurance/benefit products (Major Med/STM/dental/vision) ($2-$100 per lead)
  - Prescription medication ($3 per fill)

  Services

  - Procedural (elective and non elective)
  - Diagnostic (imaging/labs)
  - Clinical (retail/urgent care)
  - Preventative (health assessments and diagnostics)
  - Medical bill review and advocacy

User acquisition cost

- Partner – revenue share to distributor for monthly active user
- Direct to consumer – one-time user acquisition cost

Seeking Series A investment

Inputs	Deliverables
Triple engineering force	Increase speed of feature development
Establish data science division	Build out insurance decision algorithms based on population data
Sales and account management	250 independent brokers selling our product by AEP 2016 and 2,500 by AEP 2017
100% US telemed coverage	Setup PCs, physician network for 100% coverage
Expand outside general practice	Expand outside of GP to highest demand (Dermatology, Psychology, Gynecology, Obstetrics, Endocrinology)
Build out content strategy	Convert our 200GB of proprietary medical datasets into organic lead gen
Build out paid strategy	Match TAC from broker side to paid acquisition
Infrastructure	Build out IT security, office space

TopPitchDeck

Exec team: technology, healthcare, and data experts

Justin Holland
Co-founder and CEO

Serial entrepreneur
with three successful
exits

- OpenInstall acq by AVG
- FreeCause acq by Rakuten
- MIT (BS) Mechanical Engineering

Doug Morse-Schindler
Co-founder, President
& COO

Tech operations and
sales with one
successful exit

- OpenInstall acq by AVG
- M&A Investment Banker with
  50+ transactions
- Vanderbilt University

Product engagement

Users
1,237: 30-day active
693: 14-day active
1,972: total premiums reached (called or activated)

Activations
897: premium
1,124: trial

Appointments:
313: scheduled
188: requested (through mobile application)
323: canceled

Telemedicine
88: total consultations
57: unique users

Sessions
4.45: pages/session
50/50: new v. returning visits (%)
4:20: avg. session duration (min.)

Concierge
633: PCP selections
811: unique chats (~40% of users)
80: health assessments

Rx optimizations
184: Rx Tier Optimizations
$10,873: Total Savings
~$60: Savings per Rx

Call volume
1,595: total unique members called >45 seconds

Mobile operating systems
173: Android active installs
151: iOS active installs

Medical database (cxns = connections)
8,556: conditions
3,297: condition synonyms
1,169: symptoms
2,052: symptom synonyms
8,239: products (drugs)
231,399: drug packages
1,556: Therapeutic Alternative cxns
700,000,000: formulary cxns
214,893: symptom condition cxns
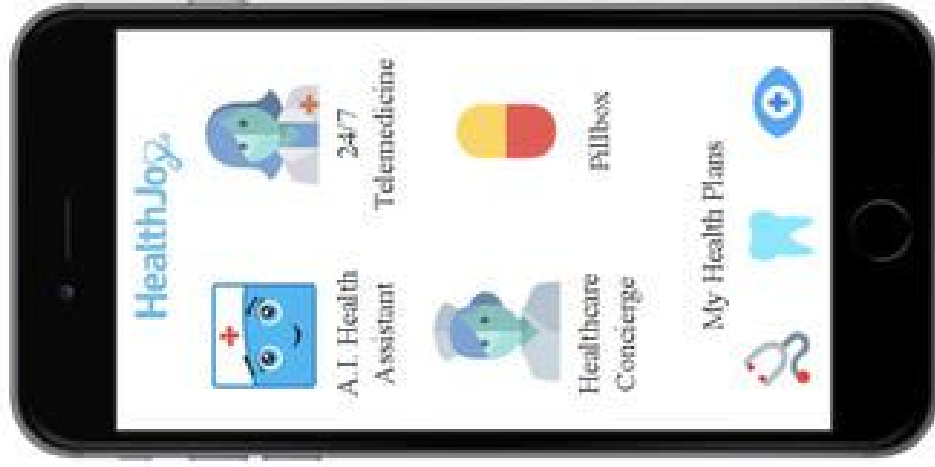13,151: primary indication cxns
7,592: Rx to conditions
120M provider records

HealthJoy

Your On-Demand Healthcare Experts

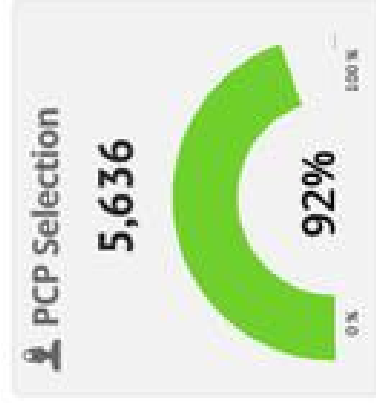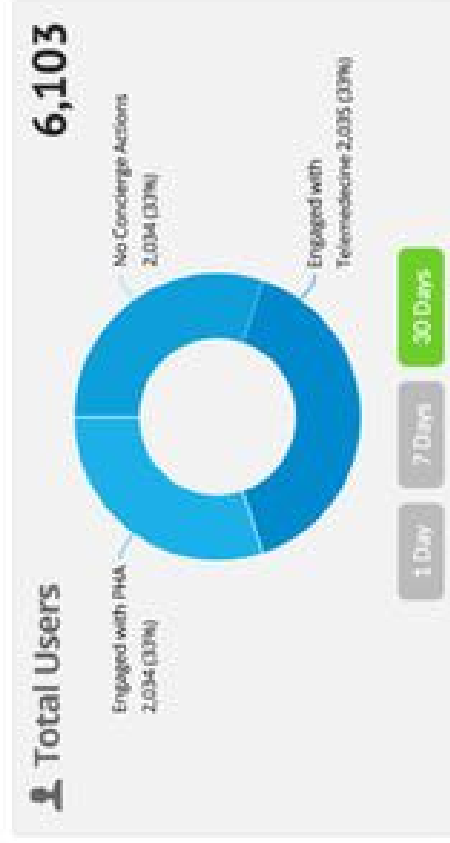# We Make Using Benefits Easier

We centralize benefits and provide on-demand assistance and care.

Real-time Insights

We provide insights into employee utilization, health trends and savings.

Last Updated 35 seconds ago

Total Users — 6,103
- Engaged with PHA 2,034 (33%)
- No Concierge Actions 2,034 (33%)
- Engaged with Telemedicine 2,035 (33%)
- [1 Day] [7 Days] [30 Days]

$ Total Saved — $292,934
- [1 Day] [7 Days] [30 Days]

PCP Selection — 5,636 — 92%

Top 5 Consultation Requests
- Sinus Problems (Sinusitis)
- Urinary Tract Infection
- Pink Eye (Conjunctivitis)
- Bronchitis
- Upper Respiratory Infection
- [1 Day] [7 Days] [30 Days]

Announcements
September, 25 2014 - Welcome to the new Dashboard, where you will now find important stats and reports about the engagement of your population