



Unite Us Health - Encouraging Happiness

Connecting Mental Health Providers and Patients

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UNITE US HEALTH: E-HEALTH FOR MENTAL HEALTH

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Healthy Mind, Health Body: Connecting mental health providers and patients to improve care

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Pharmaceutical companies, providers, and payers are working towards healthier (cheaper) patients, yet even with high comorbidity between physical and mental health, little innovation has been introduced in the mental health field. Studies have shown that stronger bonds lead to less attrition rates in mental health. Provider Example: Given that cancellation rates average 13%, at \$100/session, for a therapist seeing 30 patients a week, this would cost, \$300/week (~\$14,000/year). By reducing cancellation rates from 10% to 7%, a provider would save \$100/week (~\$5000/year).

Provider Side – Efficiency/Revenue

- Small practices with limited sales and logistics
- Time spent on note taking = time not spent with a patient (avg \$100//hr)
- Need patients to feel connected to continue therapy, minimize cancelations, improve adherence

Patient Side – Happiness/Monitoring

- Proactively seeking help
- Need information indicating good and bad triggers
- Need reminders of suggested techniques and medication reactions
- Need to feel connected to provider – encourages continued therapy

Pharmaceutical/Payer – Data

- Lose \$30B to non-adherence
- Non-adherence strongest in mental health area
- Need to understand patient usage and connection to physical health
- Patients who rate their alliance with therapists as “good” have 50% higher adherence rates than those who rate their alliance as poor or fair.

↑ **Improved Connection = More Therapy = Better Adherence** ↑

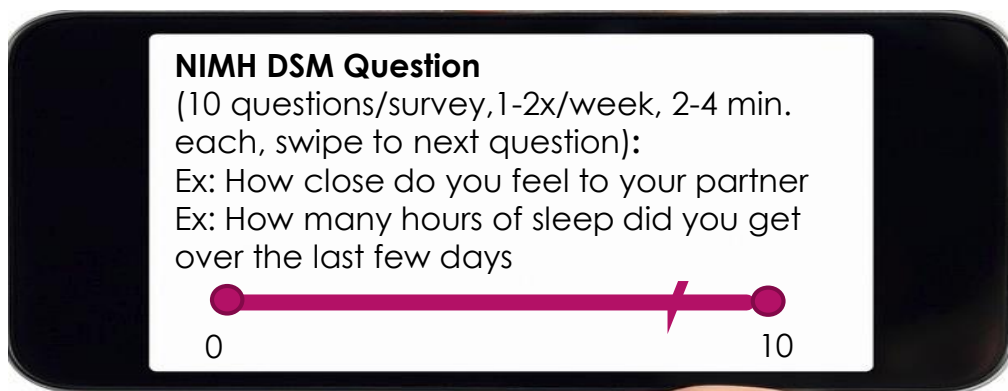
Description of Product

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- ▶ Unite Us Health (UUH) will offer HIPPA compliant, cloud-based technology. By combining patient and provider input onto one platform, UUH will align interests - strengthening therapeutic bonds and increasing healthy outcomes.
- ▶ **Patients:** Via the “*Patient UUH Track*” web-based platform, patients take control of their behavioral/mental health and their happiness. The web-based system enables them to respond to surveys, receive therapeutic exercise and scheduling reminders, and include updates. By tracking their responses to established mental/behavioral health questionnaires (NIMH –DSM*) they identify external influencers and monitor therapeutic techniques and medications.
- ▶ **Providers:** Providers access a cloud-based software platform that uploads patient-provided data and allows providers to input therapy notes - the “*Provider UUH Notes & Monitoring System.*” Providers proactively manage treatment in reaction to these responses and optimize the process in which they track patient information, grow revenue, and build a successful practice. Notifications of significantly statistical changes in the behavioral patterns (as discovered by normalized numerical markers attached to different questions) are sent to participating providers.

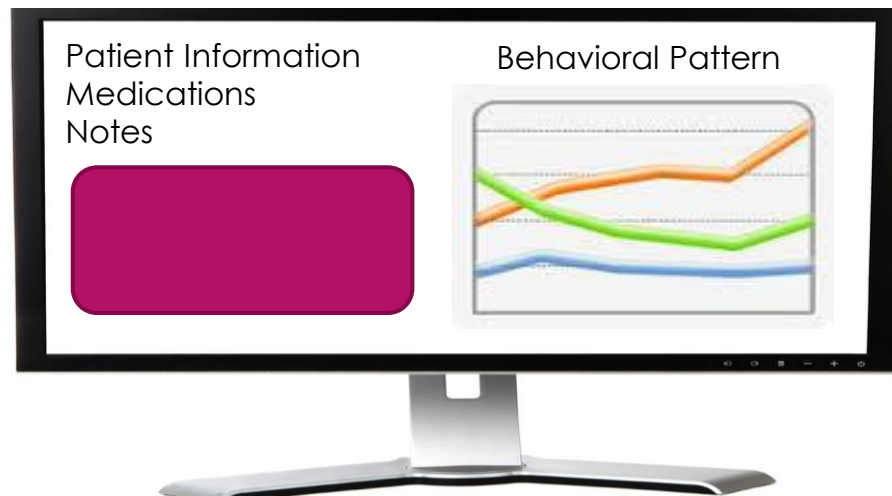
Patient Platform:

(Can review responses over time, identify triggers and monitor progress)



Numerical Information (charts) along with optional patient-provided notes populate provider portal. Notifications of significant changes are pushed through email. Patient can see same charts.

Provider Platform



Growing market amenable to tech. innovation

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Facts:

1. Mental Health Spend = **\$175B/Year**
2. **27% adults** (~60M) sought mental health treatment in the last 2 years
3. Advanced patient monitoring market = \$29B(9% growth)
4. Mental health drug costs rose 20% in each of the past 5 years.
5. Mental health drugs = 25% -35% of pharmacy spend by payers

▶ Target Market:

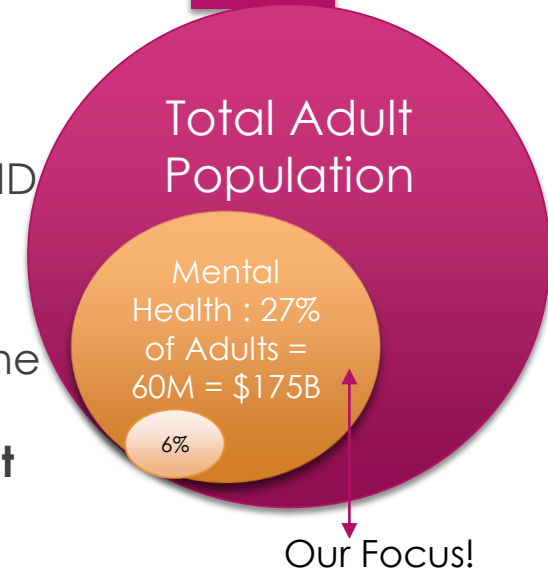
Target customers: providers of outpatient services to those suffering from less severe forms of depression, anxiety, ADHD and addiction. **Segments:** 1) private practices, clinics and agencies, and 2) large organizations (education).

- ▶ 500K therapists (9% growth/year) and 400K counselors. At the averages of \$100/session, 50 patients/year, 18 visits/treatment, the market would equate to \$100B. **Current bill may get passed incentivizing them to buy technology: 1% revenue spend would equate to a \$1B market.**

- ▶ **Pharmaceuticals spend more than \$24 billion on marketing to physicians.** Our platforms will offer efficient advertising platforms and prescription/drug data. Converting 5% of physician marketing spend to this type of advertising and data platform would create a \$1.2B market.

▶ Competitors:

- ▶ Large EMR/EHR Systems (more focused on hospitals, physical health, labs/imaging, billing)
 - ▶ None have the engagement aspect; focus on mental health
 - ▶ Practice Fusion has entered space due to freemium aspect (can download for free from the internet!)
- ▶ Small mental Health EMR/EHRs focused on note taking (ex: Therapy Notes)
- ▶ Two start-ups focused on behavioral/mental health engagement (ME Health, SelfEcho)



- ▶ Steps Taken:
 - ▶ Completed survey & informational interviews (n = 100 therapists)
 - ▶ Completed industry research on key Players (providers, payers, patients, government)
 - ▶ Informal relationships with consultants including: 2 private practice therapists in NYC/PHL, the Center for Cognitive Therapy at Penn, Penn CAPS team. Penn CAPS team has informally agreed to testing product
- ▶ Steps to Take:
 - ▶ Received initial estimate from developer of HIPPA Compliant Software Developer (SourcePad) = \$50K
 - ▶ Estimated time of product development = 3 months (could be much quicker with Penn's help!)
 - ▶ After development, enter into pilot mode utilizing Penn CAPS team and initial responders (6 months = low cost)
 - ▶ Remaining costs around marketing and sales (15K)
 - ▶ List serves for communities range from \$500-\$7000 to access 2,000-40,000 providers
 - ▶ 80% of our survey respondents had attended a conference in the last year and all were part of at least 2 professional associations
 - ▶ The APA (American Psychological Association) website has more than 1M unique visitors/month and guarantees 100K impressions of your ad/month
 - ▶ Presently, our hit rate is approximately 3% on list serves and 65% of respondents have shown interest in our product by providing their contact information

Team Biographies

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Both team members have significant experience in supporting those who have struggled through mental health issues. Through these experiences, they have identified patient-specific factors that determine success. We have developed a strong consulting group of private practice therapists, while we have been greatly aided by the input and feedback of Penn's Center for Cognitive Therapy and Penn's CAPS team. As we grow, we are interested in identifying a member who has significant experience in working in pharmaceutical sales, pricing and partnership building.

A. Carolina Jolly, CFA is the founder of Unite Us Health. Carolina has a strong background in business development, marketing and research. As an equity analyst, she spent time researching company catalysts and headwinds, especially in the healthcare industry. Using her previous experience in content driven marketing techniques and healthcare analysis, Carolina focuses on market research and product development. She leverages her deep understanding and network in the Depression and ADHD communities.

Casey Clark, CFA, has experience as the CFO and consultant of a high-growth startup (\$0.5-\$7M in 6 years) and as a VP for an investment firm. His operational skill-set and network building capabilities are a vital part of the endeavor. Casey has deep connections within the addiction community and NYU network.

Roberto Hernandez has experience in healthcare business development and program management for large institutions, including the VA, where there is a high focus on comorbidity of mental health issues. He led multi-disciplinary teams in the pursuit of new business opportunities in the government healthcare sector (Dept. of Veterans Affairs and Department of Defense). He developed and applied a broad set of market sector specialties: Electronic Health Records (EHR/EMR) Requirements Development and System Deployment, Federal Incentives Supporting Health IT Innovation, Strategic Selling and Account Planning