

Transforming Healthcare Today

Unified Healthcare Platform Product Suite

Presented by Cerebral's **AscendAI** Team





The Merger Reality

“The merger is going well from the people perspective. It would be encouraging if it wasn’t for the data.”
--HR Leadership

Cultural Integration is succeeding. Data integration is the critical blocker.



The Merger Integration Challenge

Four Critical Data Gaps



Board Reporting Needs

Cannot Answer quarterly integration questions about methodology scaling

Siloed Systems

Resilience Lab and Cerebral maintain separate, incompatible data systems

Invisible Methodology Scaling

No way to monitor if quality is maintained as methodology scales

Evidence Required

Center of excellence positioning needs proof through outcome data



AscendAI

The Solution

Unified Data Platform Enabling Merger Success

AscendAI solves the four critical data gaps by providing executive insights and answers, unified visibility into integration progress, automated methodology scaling monitoring, and outcome evidence that proves the center of excellence positioning to the board, payers, and patients.



Unified Healthcare Platform Product Suite

Data Sources

Resilience Lab

- Proprietary EMR
- Resilience Institute (Training)
- Collaborative Care System
- Outcomes Measurement

Cerebral

- Telehealth EMR
- Care Manager Systems
- Subscription Platform
- Billing & Operations

External Sources

- Other Mental Health Providers
- Primary Care Systems
- Wearables (Fitbit, Apple Watch)
- Patient-Generated Data

Specialty Care

- Cardiology, Endocrinology
- Lab Results & Imaging
- Hospital Records
- Pharmacy Data

Multi-Source Data Collection

Healthcare-specific connections • Data extraction • HIPAA-compliant transfer

AscendAI Platform Product Core

Integrated Data Layer

Integration layer for all data sources

HIPAA Compliance

PII isolated • Vanta-Compliant

Domain Analytics

Clinical Outcomes
Clinician Development
Operational • Financial

Business Metrics Layer

Single Source of Truth for
All Business Metrics

AI Platform

Snowflake Cortex AI
Agentic Integration Architecture

Capability Layers

Phase 1: Executive Analytics

Dashboards & Reports:

- ✓ CEO: Integration progress, quality metrics
- ✓ CFO: Revenue synergies, acquisition ROI
- ✓ CCO: Clinical outcomes, methodology adoption

Phase 2: Self-Service Analytics

Clinician & Operations Access:

- ✓ Clinicians: Personal outcome patterns
- ✓ Supervisors: Methodology fidelity tracking
- ✓ Training teams: Learning analytics
- ✓ Source Systems: Data enrichment & feedback

Phase 3: AI Analytics

Intelligence Augmentation:

- ✓ Patient engagement monitoring (alerts)
- ✓ Treatment effectiveness analysis
- ✓ Clinical decision support

Phase 4: Analytical and Operational AI Agentics (Current Agentic Market Reality)

Multi-provider data integration • Holistic health insights • Wearable device data • Patient-facing interface

Medication interaction detection • Care coordination • Personalized recommendations • Patient empowerment

Autonomous workflow management • Appointment scheduling • Direct patient engagement

Enables Cures Act compliance through patient value delivery (not regulatory mandate)

Overview of Data Sources

Key Inputs for Unified Platform

- Resilience Lab Data
 - Cerebral Platform Insights
 - External Data Connections
 - Specialty Care Information
 - Compliance and Security Elements



Platform Core Architecture

Integrated Data and Compliance



Integrated Data Layer

Unifies Resilience Lab and Cerebral data systems, resolving structural differences and enabling consistent metrics for integration monitoring and board reporting.

HIPAA Compliance

Structural compliance through PARTY/PERSON architecture with PII isolated in single table. Vanta provides continuous compliance monitoring across HIPAA, SOC 2, and ISO 27001, giving Chief Compliance Officer independent real-time visibility without IT mediation.

Domain Analytics

Four specialized data marts: Clinical Outcomes (methodology effectiveness), Clinician Development (training adoption), Operational Integration (network patterns), Financial (acquisition ROI validation).

Capability Layers Timeline



Executive Analytics

Self-Service Analytics

AI Analytics

Analytical Agents



Board gains integration visibility.
Leadership navigates merger
with data confidence.

Clinicians identify outcome
patterns. Supervisors spot
methodology training needs
early.

Organization proves center of
excellence positioning through
outcome evidence.

Autonomous workflow
coordination. Proactive patient
engagement across care teams.

Phased Implementation Roadmap

Months 1-6

Months 7-12

Months 13-24

Phase 1: Integration Visibility

Executive Reporting

Months 1-6

Urgent Problem:

- Board needs quarterly updates
- No unified visibility into integration
- Can't answer: Is methodology scaling?
- Data in separate systems

What Gets Built:

Integrated Data Layer

Multi-Source Data Collection

HIPAA Compliance Infrastructure

Domain Analytics

Executive Dashboards (Looker)

Phase Outcomes:

- ✓ Board sees integration creating value, not just combining organizations
- ✓ Resilience methodology effectiveness measured at Cerebral scale
- ✓ Cross-system performance gaps reveal integration priorities early
- ✓ Leadership navigates merger with unified data confidence

PRIMARY DELIVERABLE:

TRUST in data quality & visibility

Phase 2: Methodology Insights

Clinician Empowerment

Months 7-12

Integration Challenge:

- 2,000 clinicians need methodology training
- Clinicians lack outcome visibility
- Supervisors can't monitor fidelity
- Risk: Methodology dilution at scale

What Gets Built:

Business Metrics Layer

Self-Service Analytics

Governance Policies (HIPAA at query level)

Methodology Adoption Analytics

Clinician Development Insights

Phase Outcomes:

- ✓ Clinicians discover which practices scale using merged insights
- ✓ Supervisors optimize methodology via cross-organization patterns
- ✓ Training ROI proven across combined 2,000-clinician network
- ✓ Best-of-both clinical model emerges from integrated intelligence

PRIMARY DELIVERABLE:

EMPOWERMENT through self-service insights

Phase 3: AI-Enabled Excellence

Competitive Differentiation

AI augments operations within clinical protocols
Months 13-24

Strategic Opportunity:

- Prove "center of excellence" positioning
- Generate outcome evidence for market
- Enable proactive clinical operations
- Create competitive differentiation

What Gets Built:

Autonomous Clinical Intelligence

Predictive Models (Snowflake Cortex)

Natural Language Query Interfaces

Treatment Effectiveness Analysis

Patient Engagement Monitoring

Phase Outcomes:

- ✓ Merger success quantified through pre/post outcome comparison
- ✓ Integrated clinical model proves market differentiation
- ✓ Combined entity validated as mental health center of excellence
- ✓ Premium positioning justified by merged organization evidence

PRIMARY DELIVERABLE:

DIFFERENTIATION through outcome evidence

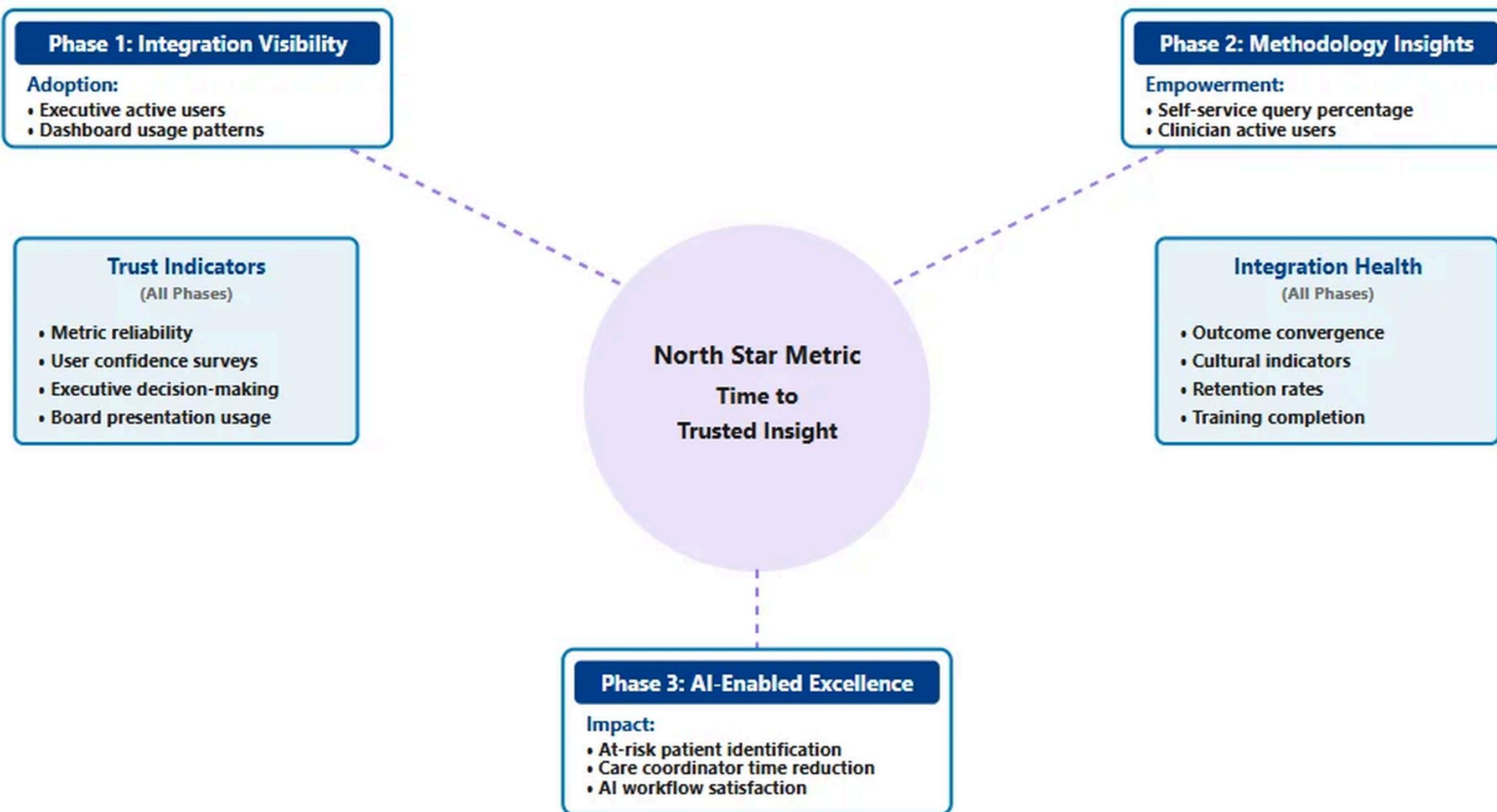
Enables

Enables

Each phase delivers immediate value while building foundation for next phase capabilities

Platform Product Instrumentation

Measurement Framework for Success



Our Measurement Approach

- Establish framework now
- Set baselines at kickoff
- Track continuously

Success Validation

- Prove value each phase
- Metrics evolve
- Trust drives decisions

AscendAI Serves the entire organization

It serves executive leadership with board-ready metrics, clinical teams with outcome insights, operations with network optimization data, and compliance with real-time Vanta monitoring. From board room to clinician desktop, unified data enables informed decisions across the organization.

Platform for all Stakeholders





Compliance and Security Measures

Ensuring Data Privacy and Safety

- Structural HIPAA compliance via PARTY/PERSON architecture
- PII isolated in single table with encrypted access control
- Vanta provides continuous monitoring across HIPAA, SOC2, ISO27001
- Chief Compliance Officer gets independent real-time visibility
- Minimum necessary standards enforced at query level





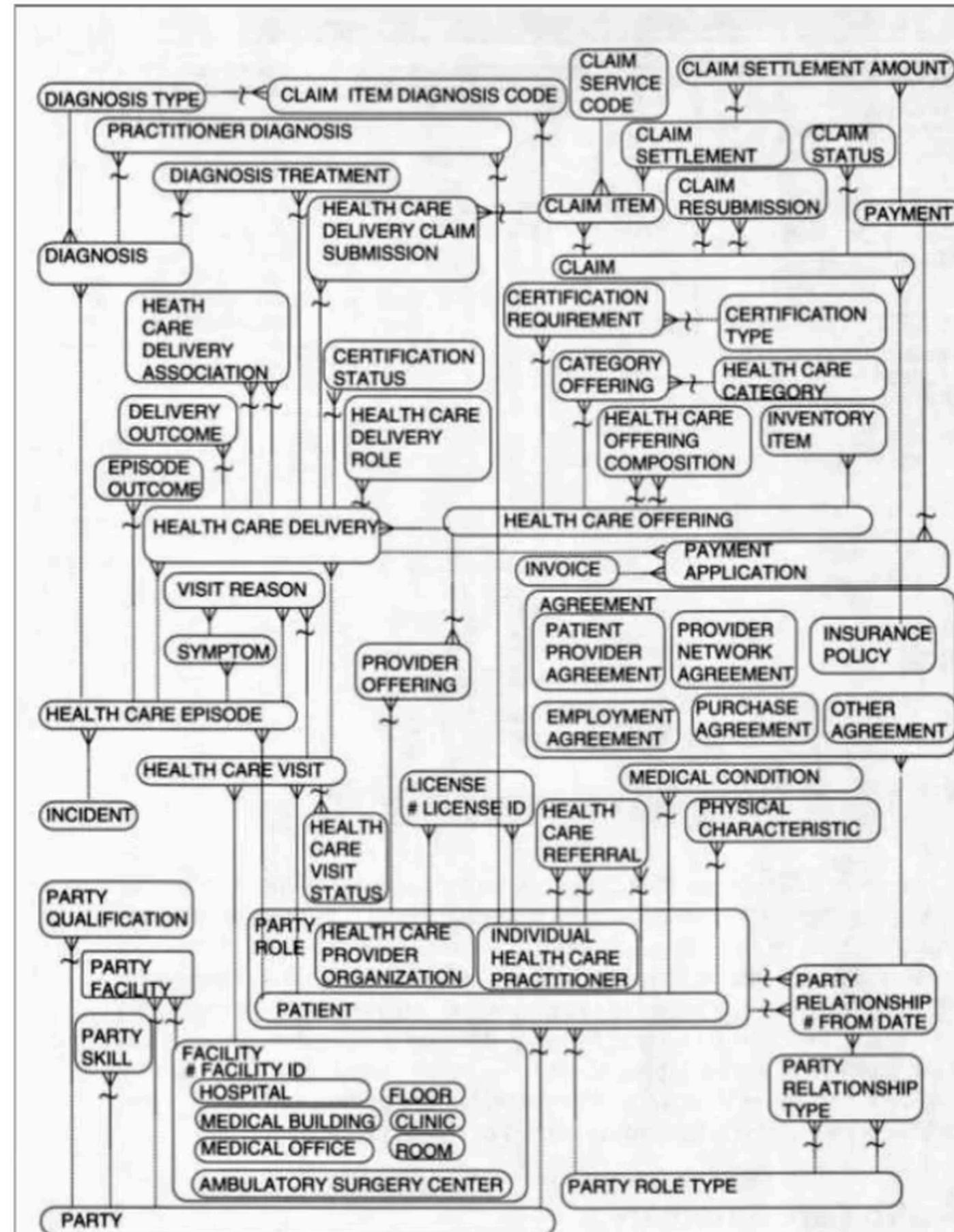
AscendAI

The Foundation That Makes It All Possible

AscendAI Powered by UDM
The Universal Data Model

Battle-tested healthcare patterns that unify Resilience Lab and Cerebral systems. Structural HIPAA compliance embedded at the foundation level—proven across dozens of implementations.





UDM Architecture Flow

From Incompatible Sources to Actionable Insights

1 The Problem: Incompatible Source Systems

Column-based structures with different identifiers, scales, and care models

RESILIENCE LAB **RL_EPISODE_OUTCOMES**

Field	Sample Value
patient_id	RL-10234
episode_id	E-2024-001
care_team_id	TEAM-A
phq9_baseline	18.0
phq9_final	6.0
outcome_status	Improved

- X Uses care team ORGANIZATION
- X PHQ-9 scale (0-27)
- X TEXT status values

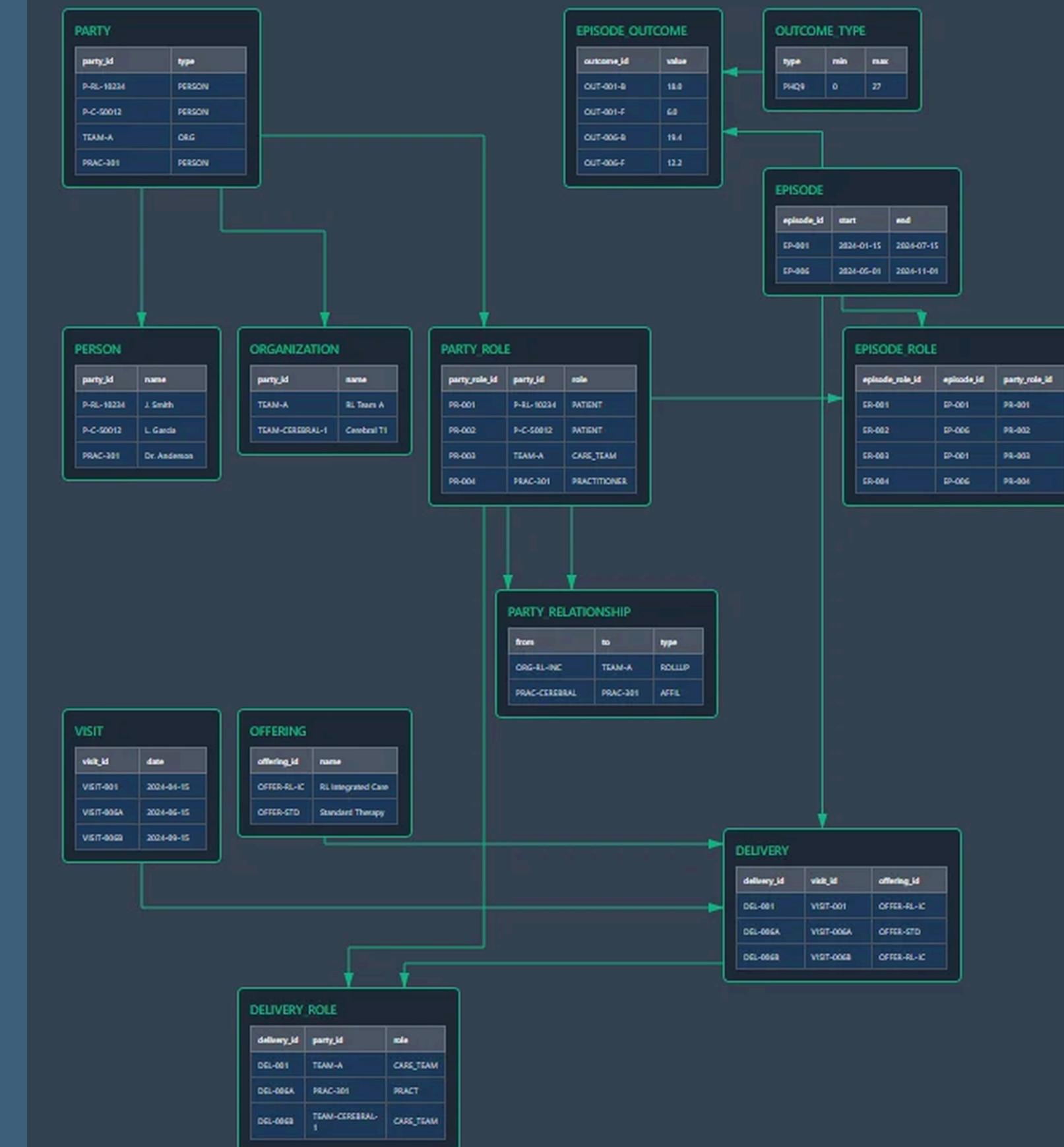
CEREBRAL **CEREBRAL_PATIENT_EPISODES**

Field	Sample Value
member_id	C-50012
episode_number	1
practitioner_id	PRAC-301
depression_score_initial	72.0
depression_score_final	45.0
treatment_result	IMP

- X Uses individual PERSON
- X Proprietary scale (0-100)
- X CODE status values

2 The Solution: Universal Data Model Integration

Combined ERD + Instance Model showing schema relationships with actual data



- ✓ Patient identifiers unified through PARTY
- ✓ Scores normalized to PHQ-9 standard
- ✓ Care teams & practitioners both as PARTY
- ✓ Methodology tracked via OFFERING

3

The Simplification: Data Mart Aggregation

UDM complexity hidden behind clean dimensional model for business consumption

MONTHLY_TIME_SERIES_FACT

month_key	year_month	avg_phq9_score	episode_count	adoption_pct
202412	2024-12	12.30	53	0
202501	2025-01	11.80	54	5
202502	2025-02	11.20	56	15
--	--	--	--	--
202512	2025-12	6.80	78	98

```

SELECT
    TO_CHAR(episode_start_month, 'YYYYMM')::INT AS month_key,
    episode_start_month AS year_month,
    AVG(final_score) AS avg_phq9_score,
    COUNT(*) AS episode_count,
    MAX(adoption_pct_at_start) AS adoption_pct
FROM episode_fact
GROUP BY episode_start_month
ORDER BY month_key
  
```

4 The Answer: Board-Ready Insights

Simple query on data mart answers complex business question

Board Question: Are Cerebral outcomes converging toward Resilience Lab baseline after methodology training?**r = -0.92**

Strong correlation between adoption and outcome improvement

**Strategic Value Demonstrated:**

- Incompatible sources integrated through UDM (not custom ETL)
- MDM as architectural consequence (not separate \$20M project)
- Board question answered with simple SQL (not analyst bottleneck)
- Dose-response proves causality (not just correlation)
- Scales to any future integration (acquisitions, partnerships, wearables)

Technology Stack

Battle-Tested Tools for Healthcare Data

Foundation

Snowflake Data Cloud

Universal Data Model (UDM)

Data Integration

FHIR Integration Platform

dbt Core
Data Transformation

Multi-Source Connectors

Business Logic & Semantics

dbt Semantic Layer
Business metrics definitions
Single source of truth

Domain Analytics
4 specialized data marts
Clinical, Ops, Financial

Governance Policies
HIPAA at query level
Minimum necessary

Analytics & AI Platform

Looker
Self-service analytics
Executive dashboards

Snowflake Cortex AI
LLM inference
Predictive models

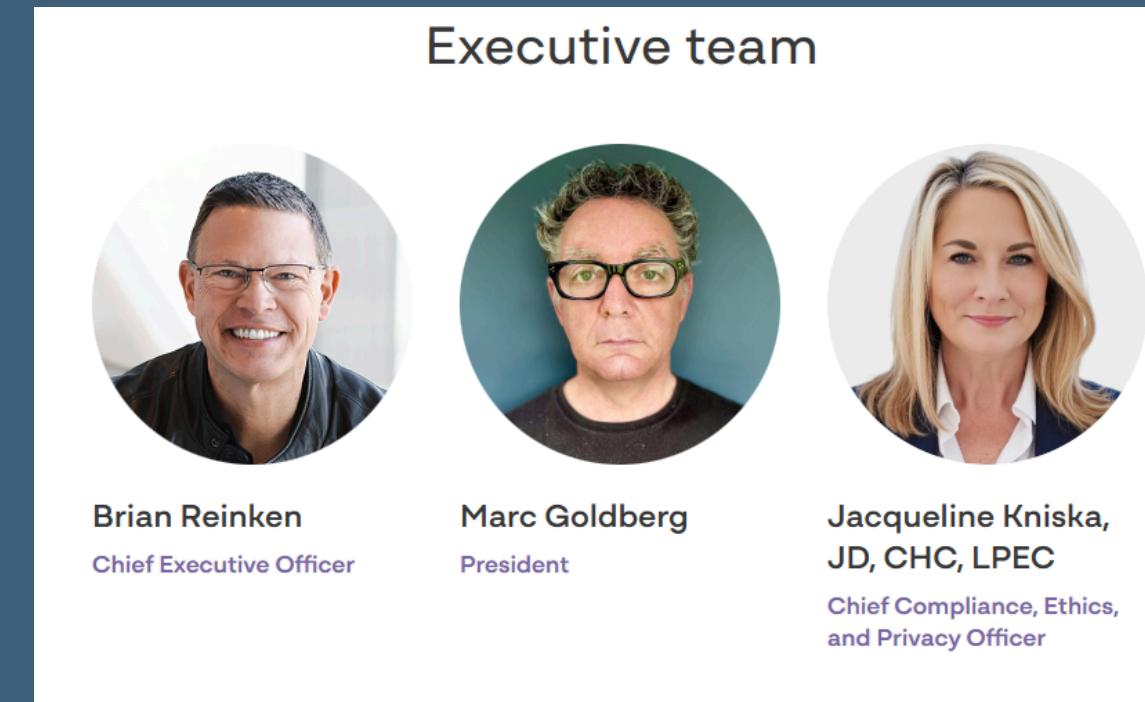
dbt MCP Server
AI agent integration
Agentic architecture

Compliance & Security

Vanta Continuous Monitoring

HIPAA | SOC 2 | ISO 27001

Value Proposition for Leadership



CEO - Brian Reinken

Board-ready integration metrics proving methodology scaling and acquisition ROI. Evidence supporting center of excellence positioning through unified outcome data.

President - Marc Goldberg

Technical execution confidence through proven Universal Data Model architecture. Delivery validation showing integration progress without disrupting operations.

Chief Compliance Officer - Jacqueline Kniska

Independent real-time compliance visibility via Vanta. Structural HIPAA protection through PARTY/PERSON architecture eliminating dependency on IT reporting.

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Implementation Roadmap



Phase 1

Integration Visibility (Months 1-6)
Executive dashboards operational. Board sees unified integration metrics. Leadership navigates merger with data confidence.

Phase 2

Methodology Insights (Months 7-12) Clinicians access self-service analytics. Supervisors monitor methodology fidelity. Training teams identify adoption gaps.

Phase 3

AI-Enabled Excellence (Months 13-24) Proactive patient engagement monitoring. Outcome evidence generation. Center of excellence positioning proven through data.



Next Steps



Immediate Actions:

1. Executive alignment meeting with CEO, President, and Chief Compliance Officer
2. Technical validation session with IT and data teams
3. Resource allocation and budget approval

30-Day Milestones:

- Data source connectivity established
- HIPAA compliance infrastructure validated
- Phase 1 dashboard prototypes reviewed

Decision Required: Approve Phase 1 implementation start (Months 1-6) to begin delivering board-ready integration metrics by Q1 2026.