Rob Mello, MBA _{Boston}

JOHNS HOPKINS
CAREY BUSINESS SCHOOL
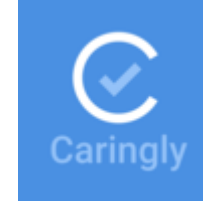
- 6 years healthcare mobile engagement
- Software engineering, product, sales
- Mobile engagement solution design for CalOptima, AltaMed, UPMC, McKesson and United Healthcare
- Organic ARR growth
  54%(2017), 68%(2018), 57%(2019), 40% (Q3 2020)
  https://www.linkedin.com/in/robmello/

Vivek Kaliraman, PHD, MBBS _{Los Angeles}

RUTGERS
BIOMEDICAL AND
HEALTH SCIENCES

- 14 years, digital health
- Product, implementations, sales
- Founder, Caringly
- 3 years delivering patient handoff solutions at MLK Hospital, Los Angeles
  https://www.linkedin.com/in/vivek-kaliraman-1b4186/

Caringly

mPulse mobile

mobileStorm

tigerconnect

Symantec
A Division of Broadcom

Engaging healthcare consumers should be easy

Leafpoint brings Medicare and Medicaid plans closer to their members through journeys that support better health.

Our cloud-native platform leverages recent advances to deliver effective mobile health engagement via SMS and other mobile channels.

We are a nimble, consumer-focused, tech-centric company with a value proposition that bends the cost-curve for large health plans.
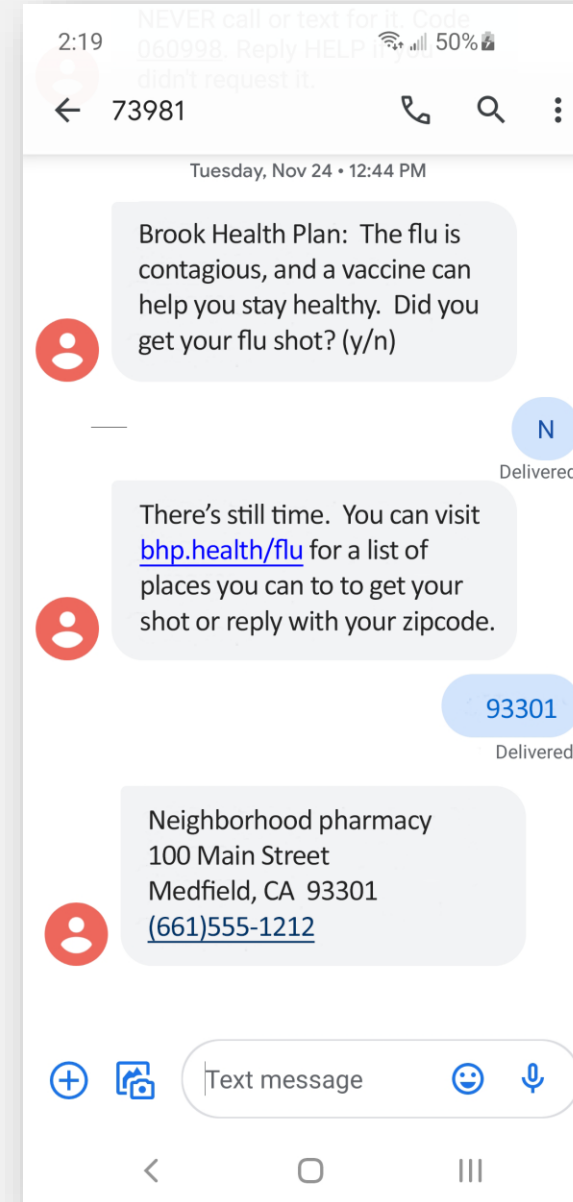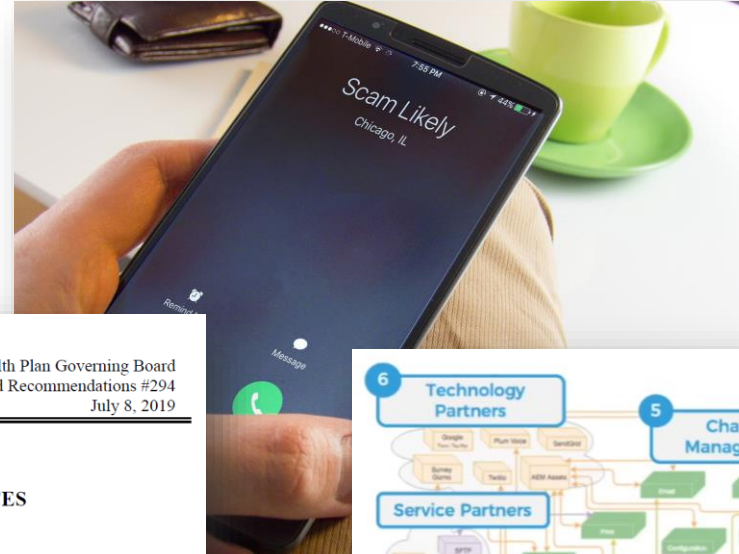
Existing Healthcare Consumer Engagement

Complicated - Expensive - Difficult to use - Built on last-gen technology

How many apps do we need on our phones?

When was the last time you answered a call from an unfamiliar number?

Holy Toledo, this looks complicated.

4 million dollars? For texting?!

Submittals to Inland Empire Health Plan Governing Board
Staff Reports and Recommendations #294
July 8, 2019

CONSENT AGENDA

MARKETING DEPARTMENT

4. **APPROVE THE FIFTH AMENDMENT TO THE PROFESSIONAL SERVICES AGREEMENT WITH MPULSE MOBILE, INC.**

Recommended Action:
That the Governing Board of the Inland Empire Health Plan (IEHP) approve the Fifth Amendment to the Professional Services Agreement (Agreement) with mPulse Mobile, Inc. for an additional amount not to exceed $1.164 million and extend the term for an additional three (3) years effective July 8, 2019 through December 31, 2022 for SMS/texting and email communication services. The total amount payable under this Agreement shall not exceed $4.364 million.
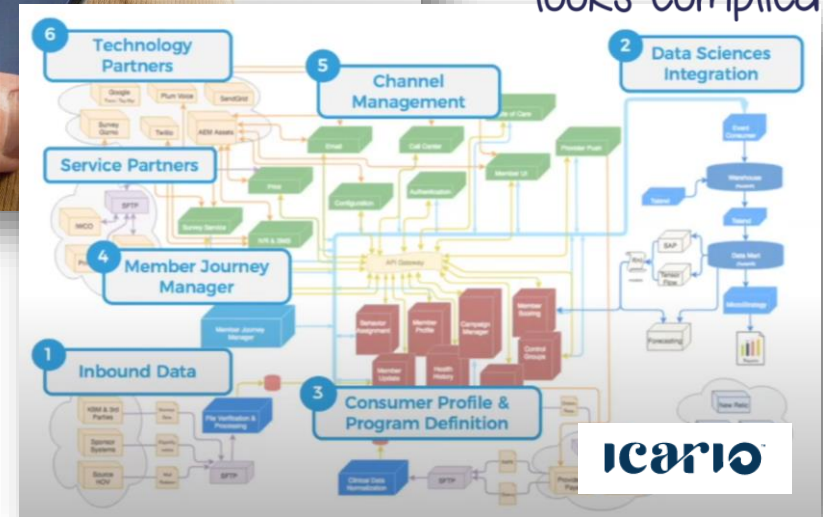
Contact:
Susan Arcidiacono, Chief Marketing Officer

Background:
In October 2014, IEHP released a Request for Proposal (RFP) for SMS/Texting and Email Communication Services. After a thorough RFP process MobileStorm was selected in December 2014, as the most qualified vendor for text and email communications to IEHP Members. In

NovuHealth (Icario) - Louisiana Medicaid Innovation Challenge – Sep 2020
https://www.youtube.com/watch?v=zMGyOfQiB2o

icario

Cloud-native, simple, flexible, affordable

Some of what we do will never be #TRENDING

... but if you're a SaaS healthcare startup, you better ♡ this stuff.

Regulatory requirements
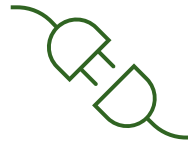
Interoperability with legacy systems

Enterprise scale

Why Healthcare Consumer Engagement is a $6 Billion opportunity

Healthcare is digital

Consumers are mobile

Enabling technology is everywhere

The new reality: More enrollees and more gaps

6.1 million new Medicaid members in 2020 ↑8.6%

400k fewer cancer screenings due to COVID-19

Doctor visits for children remain below pre-pandemic levels

Analysis of Recent National Trends in Medicaid and CHIP Enrollment, Kaiser Family Foundation, Oct 15, 2020
Covid-19 — Implications for the Health Care System, NEJM, Oct 8, 2020
The Impact of the COVID-19 Pandemic on Outpatient Care, Commonwealth Fund, Oct 10, 2020

Healthcare Engagement Market

71 Million
Medicaid members
69% managed care

69%
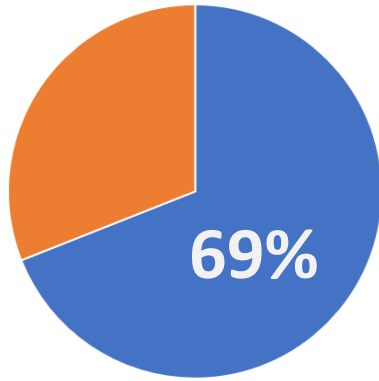
62 Million
Medicare members
39% Medicare Advantage

Total Medicare Advantage Enrollment, 1999-2020
(in millions)

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Enrollment	6.9	6.8	6.2	5.6	5.3	5.3	5.6	6.8	8.4	9.7	10.5	11.1	11.9	13.1	14.4	15.7	16.8	17.6	19.0	20.4	22.0	24.1
% of Medicare Beneficiaries	18%	17%	15%	14%	13%	13%	13%	16%	19%	22%	23%	24%	25%	26%	28%	30%	31%	31%	33%	35%	36%	39%
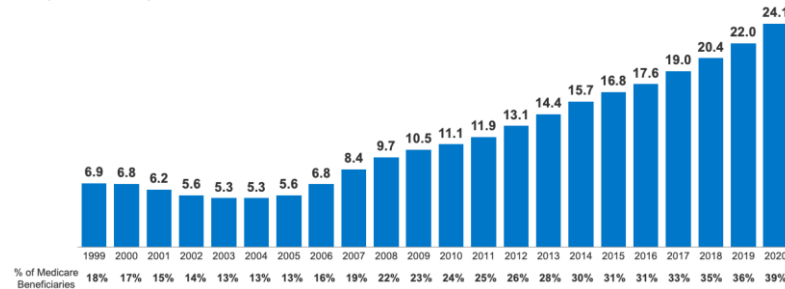
$5.3 Billion
2020 North America
Market Size

North America patient engagement solutions market size,
by end-use, 2016 - 2028 (USD Billion)

2.9 3.5

2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028

■ Payers ■ Providers ■ Individual Users

Source: www.grandviewresearch.com
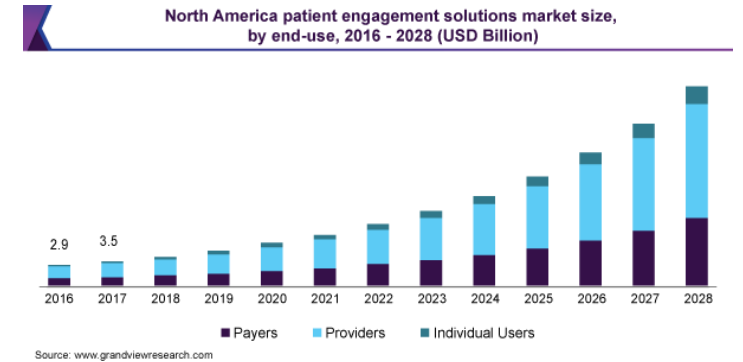
These are our target customers →

Kern Family Health Care™

california health & wellness

home state health.

Health Net

CENTENE Corporation

Humana

KAISER PERMANENTE

CalOptima Better. Together.

meridiantotal

arizona complete health. Complete Care Plan

YouthCare HealthChoice Illinois

aetna Aetna Better Health®

United Healthcare

Cigna HealthSpring

HIGHMARK

The Competition

Twilio: 21 technical steps to configure a one-way COVID SMS reminder
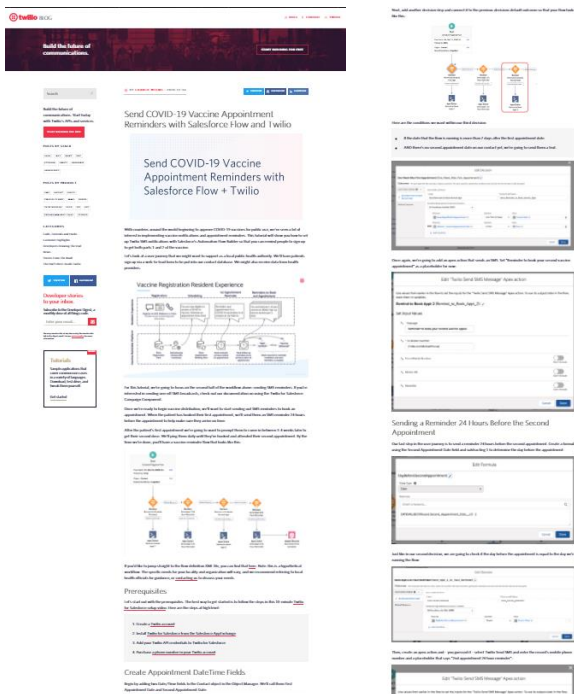
mPulse, Icario, HMS/Eliza: Bloated technology, not cloud-native, seven-figure investments and multi-year contracts
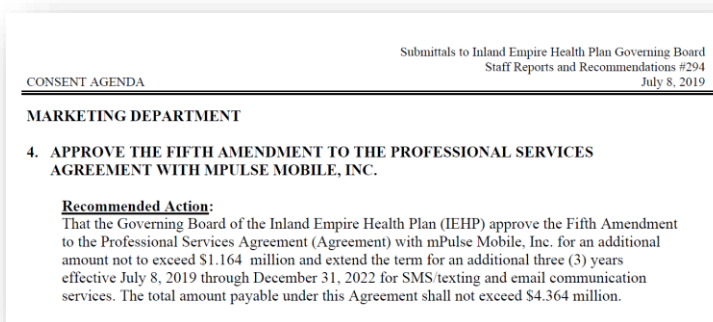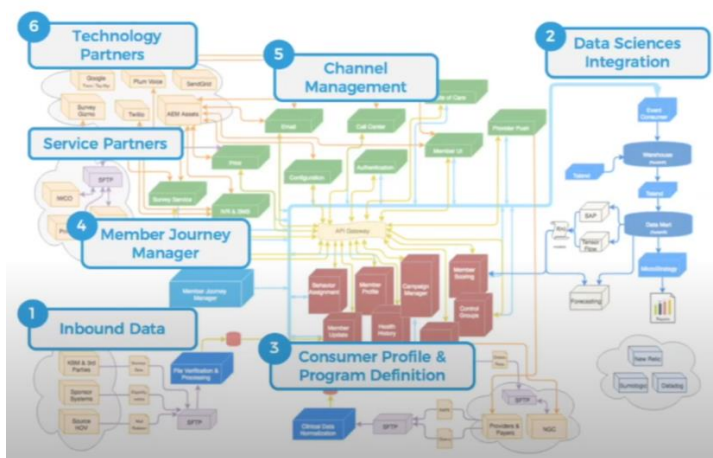
Leafpoint: Lead in cost, innovation and simplicity
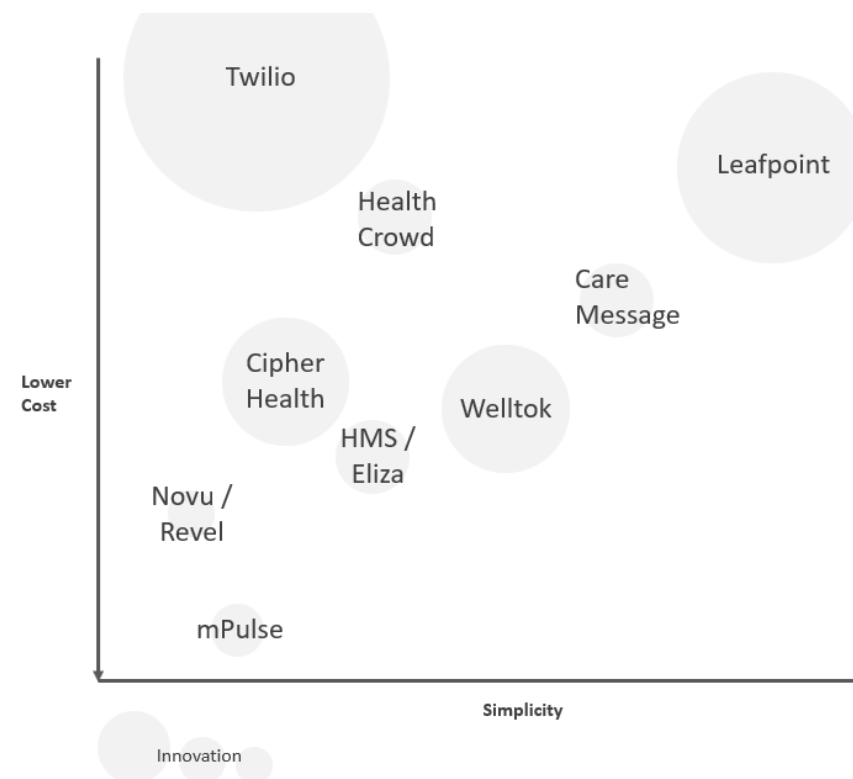
Leafpoint will beat incumbents head-to-head

Competing solutions are expensive, hard to use, and their customers are underwhelmed

Leafpoint

- Easy to setup, simple data model

- Superior reporting and analytics

- State-of-the art integrations

- Easy to do business with

- Pay-as-you-go with manageable costs

- Focus on consent, adoption and results
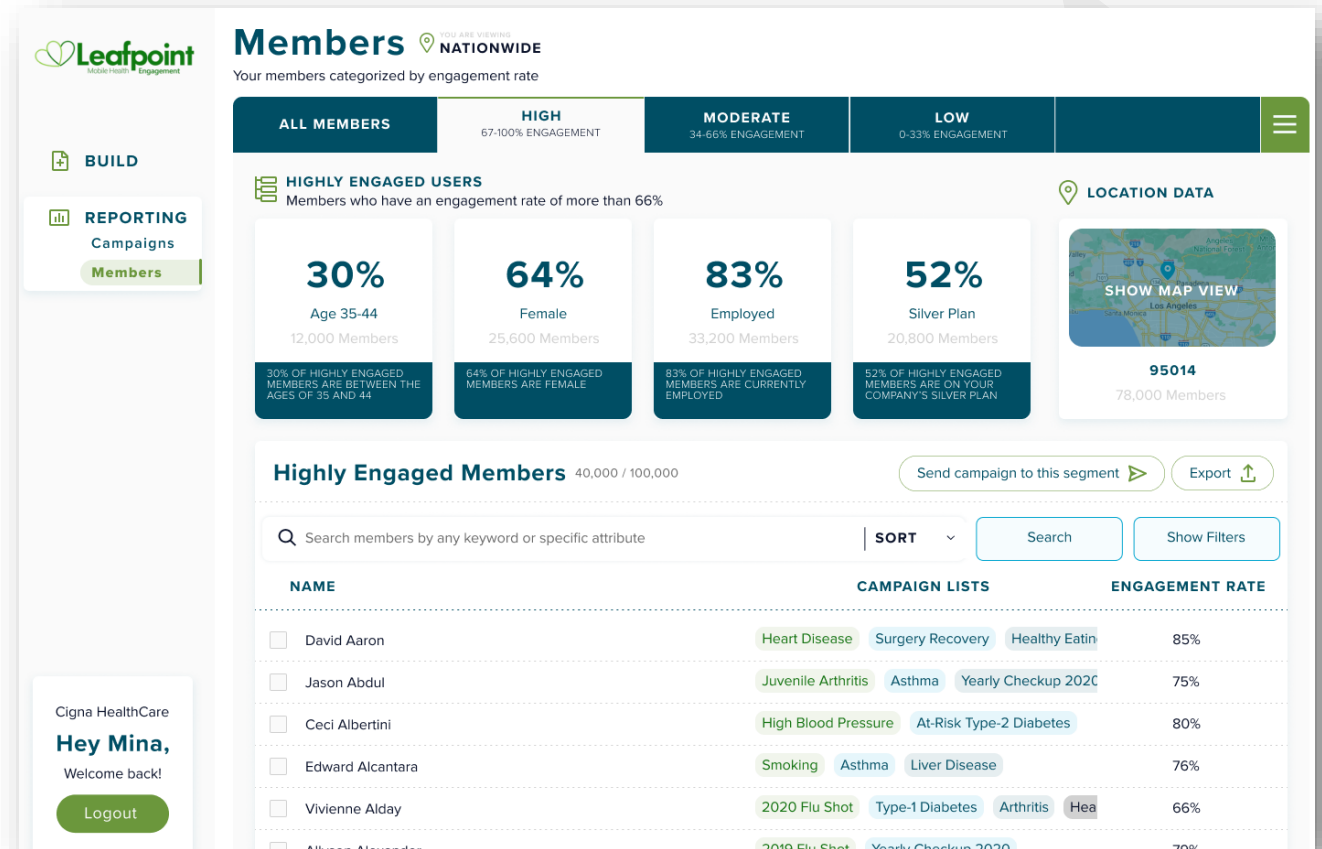
Go to market

Strategy: Target Medicaid managed care organizations (MCOs).

Why: MCO reimbursements are tied to member engagement through consumer satisfaction, prevention and treatment measures.

Who: Stakeholders at MCOs have access to budget ($10k-$100k range) for pilot programs.

What's Next: MCOs are a collaborative group. Success will lead to traction within the MCO ecosystem and beyond.

| Rating	Plan Name	States	Type	NCQA Accreditation	Consumer Satisfaction	Prevention	Treatment
4.0	Alameda Alliance for Health	CA	HMO	Yes	3.0	4.5	3.0
4.0	Community Health Group	CA	HMO	Yes	3.0	4.0	3.5
4.0	Local Initiative Health Authority, dba L.A. Care Health Plan	CA	HMO	Yes	2.0	3.5	3.5
4.0	Orange County Health Authority - dba CalOptima	CA	HMO	Yes	2.5	4.0	3.5
4.0	San Francisco Community Health Authority	CA	HMO	Yes	3.0	4.0	3.5
3.5	Contra Costa Health Plan	CA	HMO	Yes	2.0	3.5	3.0
3.5	Inland Empire Health Plan	CA	HMO	Yes	3.0	3.5	3.0
3.5	Molina Healthcare of California Partner Plan Inc.	CA	HMO	Yes	1.5	3.5	3.0
3.0	Blue Cross of California Partnership Plan	CA	HMO	Yes	1.5	3.0	2.5
3.0	Blue Shield of California Promise Health Plan	CA	HMO	Yes	2.0	3.5	2.0
3.0	California Health & Wellness	CA	HMO	Yes	2.5	2.0	3.0
3.0	Health Net of California, Inc.	CA	HMO	Yes	1.5	2.5	2.5
2.5	San Joaquin County Health Commission dba Health Plan of San Joaquin	CA	HMO	Yes	1.5	2.5	2.5
1.5	Santa Clara County Health Authority, dba Santa Clara Family Health Plan (SCFHP) *Special Project / Area: CA Medicaid / Santa Clara*	CA	HMO	No	1.5	2.5	1.0
Partial Data Reported	Gold Coast Health Plan	CA	HMO	No	l	1.5	1.0

Seed Round

We are seeking $200k which will take Leafpoint to product launch and recurring revenue over 10-15 months.

Priority	Plan	Cost
DevOps	Hire or outsource dedicated DevOps team to architect and manage production launch	60k
Compliance	Engage audit firm to certify SOC2 and initiate HITRUST(HIPAA) audit	40k
UX	Outsource UX experts for application navigation and reporting	50k
Marketing	HubSpot CRM and website launch	7k

Year 1 Milestones

HIRE	PRODUCT LAUNCH	REVENUE	SALES TEAM	EQUITY ROUND
DevOps UX	Cloud deployment SOC2/HITRUST	Two customers 10k MRR	Sales director or VP	

Five Year Plan

Year 1	Year 2	Year 3	Year 4	Year 5
ARR: 120k Customers: 3 Team: 6	ARR: 1.5M Customers: 20 Team: 12 (Equity Round)	ARR: 7M Customers: 75 Team: 25	ARR: 13M Customers: 100 Team: 60	ARR: 25M Customers: 150 Team: 80

Appendix

Founders

Vivek Kaliraman

In his last endeavor, Vivek founded Caringly, a healthcare technology company offering workflow-driven solutions for improving clinical hand-offs between hospitalists. Vivek began his career practicing medicine before taking on senior product management roles in healthcare technology, focusing on mobile healthcare engagement at mPulse Mobile, mobileStorm and Impact Communications.
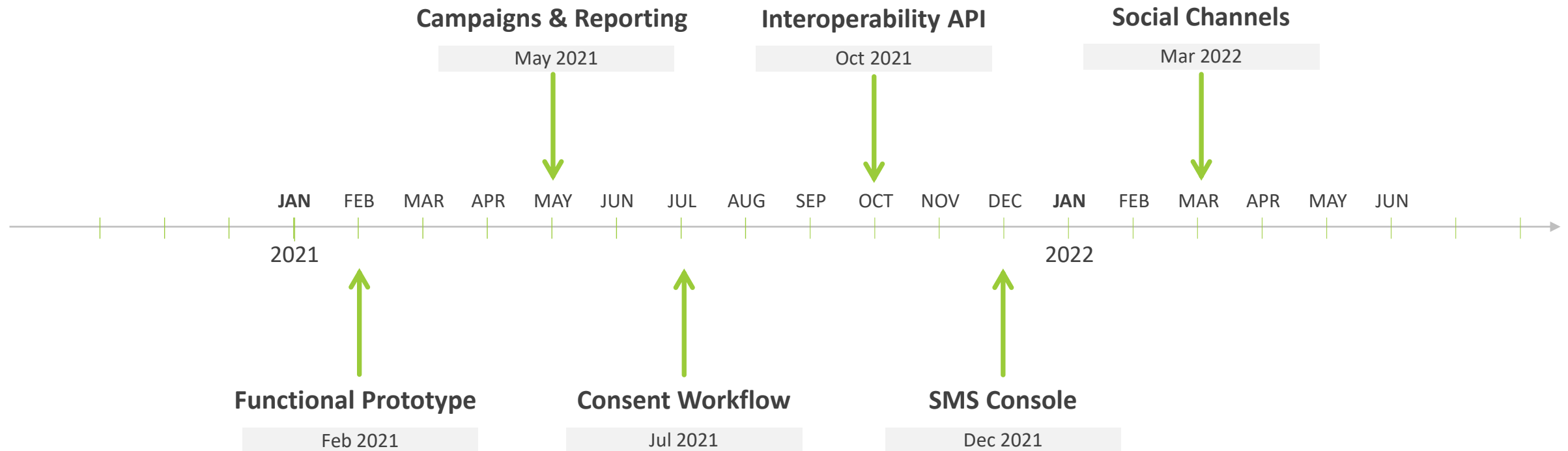
Vivek holds an MBBS from Government Medical College, Rohtak, an MS in Health Care Informatics from the University of San Diego and a PhD in Molecular Biology & Biochemistry from Rutgers.

Rob Mello

Prior to founding Leafpoint, Rob was a senior director at mPulse mobile where he designed mobile engagement solutions for leading healthcare organizations including CalOptima, AltaMed, UPMC, McKesson and United Healthcare. Prior to mPulse Mobile, Rob managed the technical delivery team at TigerConnect, working with healthcare systems including Kindred Healthcare, Fresenius and Robert Wood Johnson. Rob also spent several years at Hewlett Packard and Symantec in product and customer-facing roles focusing on IT security.

Rob holds a BS in Information Technology from the University of Massachusetts, Lowell, where he graduated summa cum laude and an MBA (honors) from Johns Hopkins Carey Business school.

Product Timeline

Campaigns & Reporting

May 2021

Interoperability API

Oct 2021

Social Channels

Mar 2022

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN

2021

2022

Functional Prototype

Feb 2021

Consent Workflow

Jul 2021

SMS Console

Dec 2021

Leafpoint 16

Where are we today?

- ✓ Architecture

- ✓ UX design

- ✓ Financial model / plan

- ✓ Functional prototype
  (campaigns and data model)

- ✓ Engaging early adopters
  (Kern Health Systems)

- ✓ Sales presentations and proposals

- ✓ Twilio trust-hub partner for A2P messaging
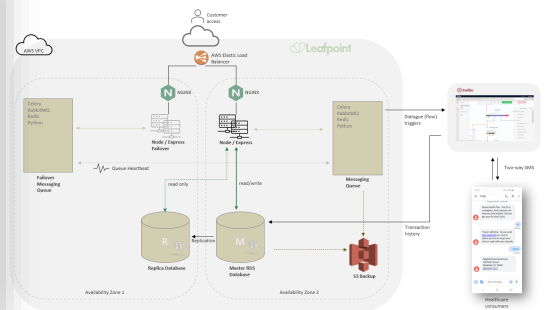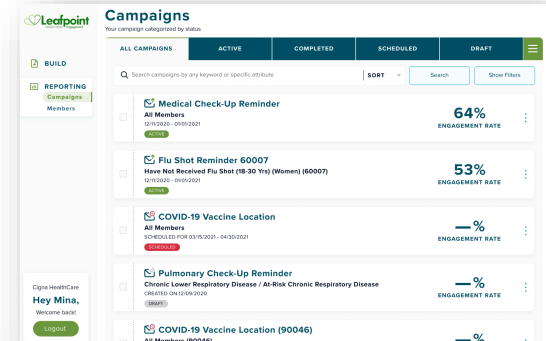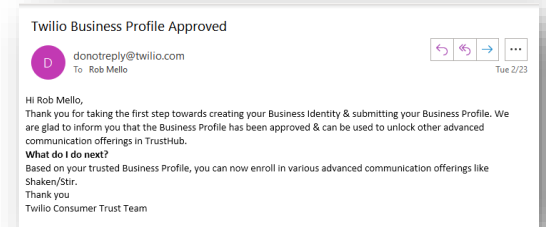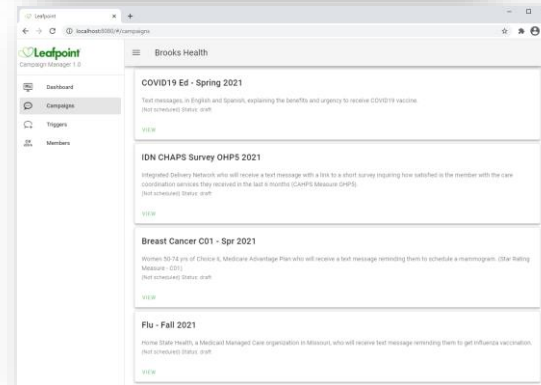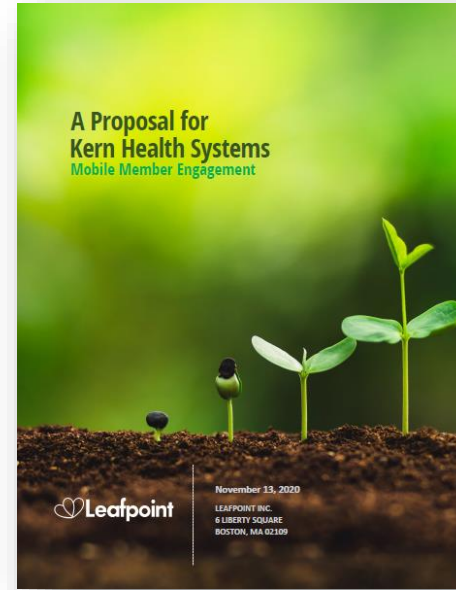
Architecture
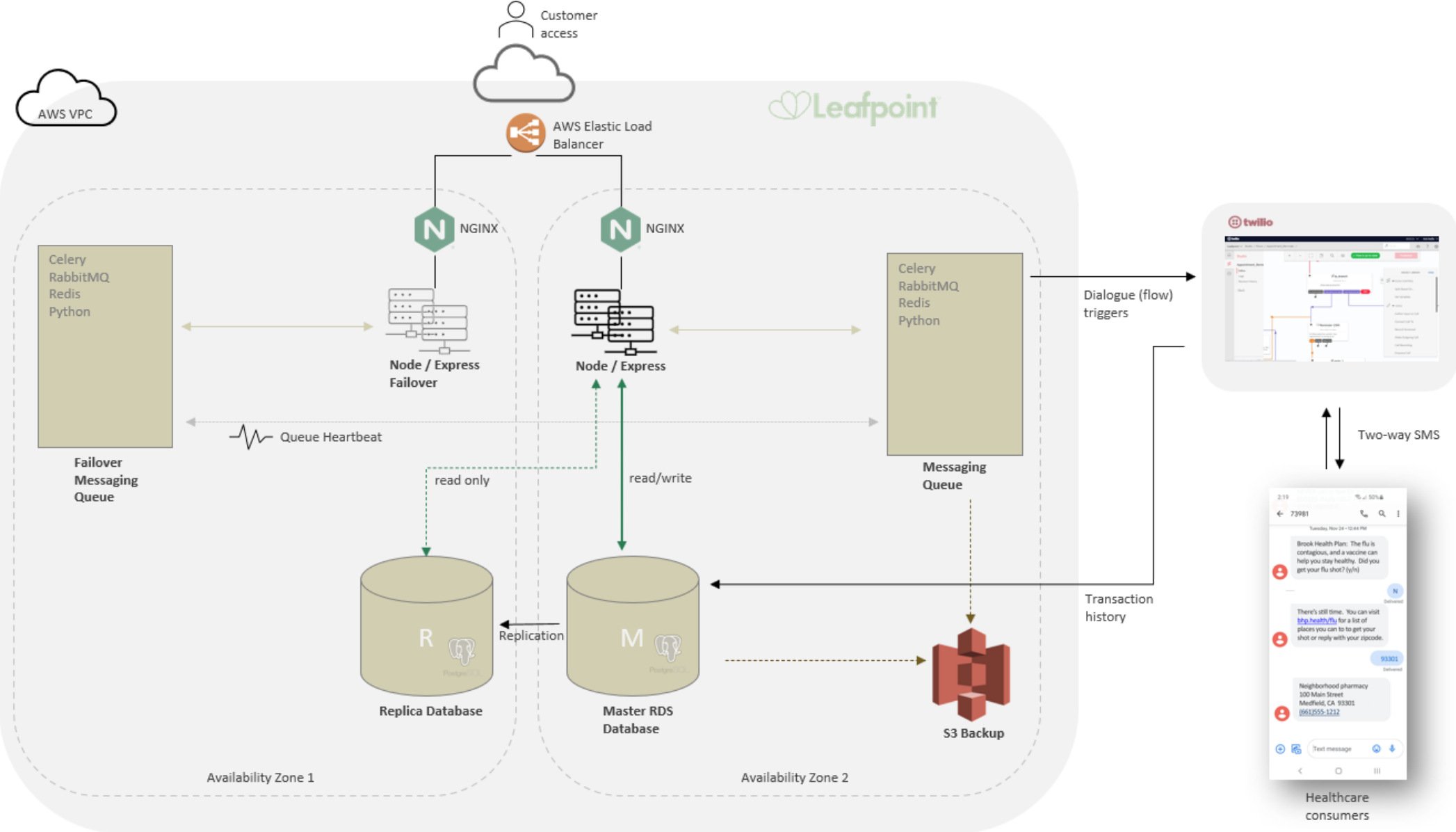
SOC 2 / Compliance Program

README.md

Leafpoint Inc Compliance Program

This repository consolidates all documents related to the Leafpoint Inc Compliance Program.

Structure

Compliance documents are organized as follows:

```
narratives/    Narratives provide an overview of the organization and the compliance environment.
policies/      Policies govern the behavior of employees and contractors.
procedures/    Procedures prescribe specific steps that are taken in response to key events.
standards/     Standards specify the controls satisfied by the compliance program.
templates/     Templates control the output format of the HTML Dashboard and PDF assets.
```

Building

Assets are built using `comply`, which can be installed via `brew install comply` (macOS) or `go get github.com/strongdm/comply`

Publishing

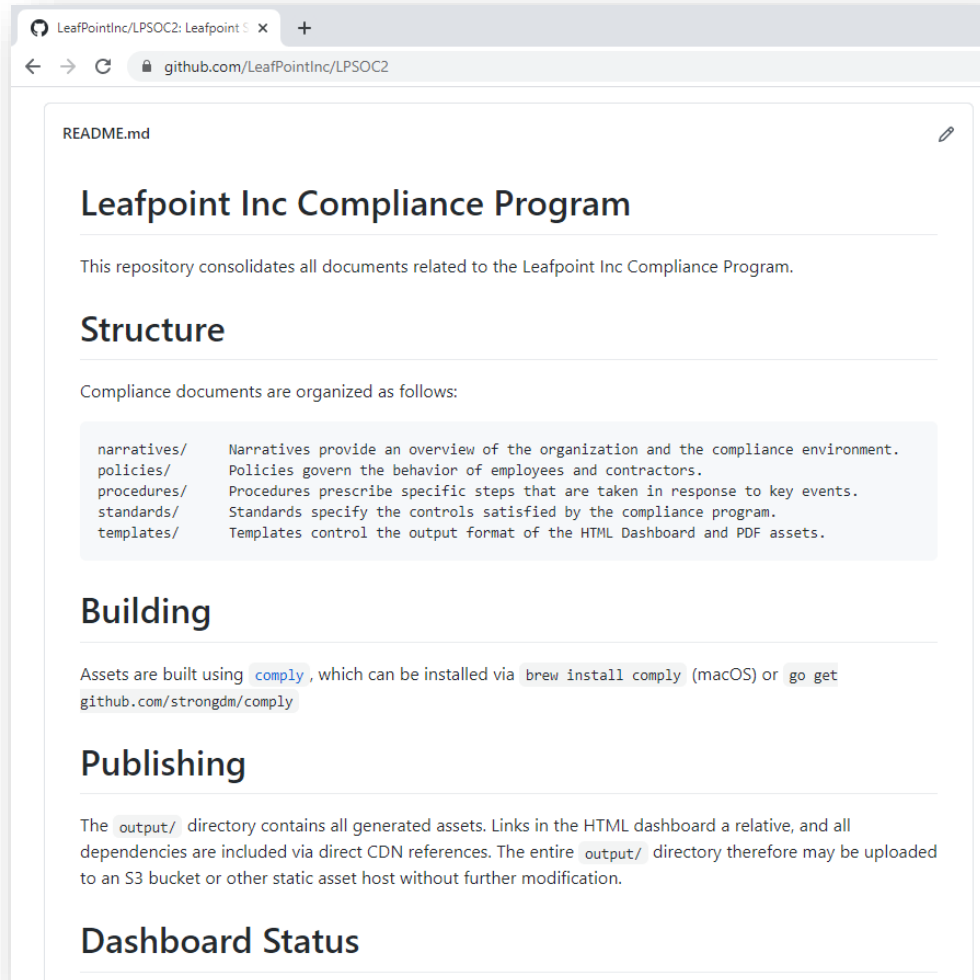The `output/` directory contains all generated assets. Links in the HTML dashboard a relative, and all dependencies are included via direct CDN references. The entire `output/` directory therefore may be uploaded to an S3 bucket or other static asset host without further modification.

Dashboard Status

Software Development Lifecycle Policy

1 Purpose and Scope

a. The purpose of this policy is to define requirements for establishing and maintaining baseline protection standards for company software, network devices, servers, and desktops.

b. This policy applies to all users performing software development, system administration, and management of these activities within the organization. This typically includes employees and contractors, as well as any relevant external parties involved in these activities (hereinafter referred to as "users"). This policy must be made readily available to all users.

c. This policy also applies to enterprise-wide systems and applications developed by the organization or on behalf of the organization for production implementation.

2 Background

a. The intent of this policy is to ensure a well-defined, secure and consistent process for managing the entire lifecycle of software and information systems, from initial requirements analysis until system decommission. The policy defines the procedure, roles, and responsibilities, for each stage of the software development lifecycle.

b. Within this policy, the software development lifecycle consists of requirements analysis, architecture and design, development, testing, deployment/implementation, operations/maintenance, and decommission. These processes may be followed in any form; in a waterfall model, it may be appropriate to follow the process linearly, while in an agile development model, the process can be repeated in an iterative fashion.

3 References

Revenue Projections (Customers / MRR / ARR)

Y1 - 2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
Customer 1		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000		Year End MRR	15,000
Customer 2				2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	18,000		ARR	180,000
Customer 3						3,000	3,000	3,000	3,000	3,000	3,000	3,000	21,000		PMPM	300,000
Customer 4								3,000	3,000	3,000	3,000	3,000	15,000		Customers	5
Customer 5										5,000	5,000	5,000	15,000			
NRR		5,000			5,000			7,000			10,000		42,000			
												Total	133,000			
												Dec MRR	15,000			

Y2 - 2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
2021	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	144,000		Year End MRR	128,000
Q1		8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	88,000		ARR	1,536,000
Q2					16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	128,000		PMPM	2,560,000
Q3								32,000	32,000	32,000	32,000	32,000	160,000		Customers	26
Q4											60,000	60,000	120,000			
NRR		10,000			12,000			20,000			24,000		186,000			
												Total	826,000			
												Dec MRR	128,000	YOY MRR	753%	

Y3 - 2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
2022	102,400	102,400	102,400	102,400	102,400	102,400	102,400	102,400	102,400	102,400	102,400	102,400	1,228,800		Year End MRR	587,400
Q1		75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75,000	825,000		ARR	7,048,800
Q2					110,000	110,000	110,000	110,000	110,000	110,000	110,000	110,000	880,000		PMPM	11,748,000
Q3								140,000	140,000	140,000	140,000	140,000	700,000		Customers	78
Q4											160,000	160,000	320,000			
NRR		25,000			30,000			40,000			50,000		465,000			
												Total	4,418,800			
												Dec MRR	587,400	YOY MRR	359%	

Y4 - 2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
2023	469,920	469,920	469,920	469,920	469,920	469,920	469,920	469,920	469,920	469,920	469,920	469,920	5,639,040		Year End MRR	1,229,920
Q1		160,000	160,000	160,000	160,000	160,000	160,000	160,000	160,000	160,000	160,000	160,000	1,760,000		ARR	14,759,040
Q2					180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	1,440,000		PMPM	24,598,400
Q3								200,000	200,000	200,000	200,000	200,000	1,000,000		Customers	100+
Q4											220,000	220,000	440,000			
NRR		50,000			60,000			70,000			80,000		700,000			
												Total	10,979,040			
												Dec MRR	1,229,920	YOY MRR	109%	

Y5 - 2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
2024	983,936	983,936	983,936	983,936	983,936	983,936	983,936	983,936	983,936	983,936	983,936	983,936	11,807,232		Year End MRR	2,133,936
Q1		240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	240,000	2,640,000		ARR	25,607,232
Q2					270,000	270,000	270,000	270,000	270,000	270,000	270,000	270,000	2,160,000		PMPM	42,678,720
Q3								300,000	300,000	300,000	300,000	300,000	1,500,000		Customers	150+
Q4											340,000	340,000	680,000			
NRR		80,000			90,000			100,000			120,000		1,070,000			
												Total	19,857,232			
												Dec MRR	2,133,936	YOY MRR	74%	

Financial Projections

Pro Forma Income Statements

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	133,000	826,000	4,418,800	10,979,040	19,857,232
COGS	63,000	180,000	560,000	1,180,000	2,800,000
Gross margin	70,000	646,000	3,858,800	9,799,040	17,057,232
Operating expenses					
Research and development	100,000	450,000	900,000	1,800,000	3,600,000
General and administrative	341,000	564,000	962,600	1,043,200	1,269,800
Selling expenses	204,000	511,000	2,071,000	3,207,000	5,025,000
Account management	-	260,000	650,000	2,600,000	3,250,000
Total operating expenses	645,000	1,785,000	4,583,600	8,650,200	13,144,800
Operating income	(575,000)	(1,139,000)	(724,800)	1,148,840	3,912,432
Other income and expense					
Income before provision of Income Taxes	(575,000)	(1,139,000)	(724,800)	1,148,840	3,912,432
Provision for income taxes	-	-	-	-	786,742
Net income	(575,000)	(1,139,000)	(724,800)	1,148,840	4,699,174

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	133,000	826,000	4,418,800	10,979,040	19,857,232
Year-end MRR	15,000	128,000	587,400	1,229,920	2,133,936
YOY revenue growth		521%	435%	148%	81%
YOY MRR growth		753%	359%	109%	74%
Customers	5	26	78	100+	150+

	Year 1	Year 2	Year 3	Year 4	Year 5
Net Sales	133,000	826,000	4,418,800	10,979,040	19,857,232
Total operating cash outflows	708,000	1,965,000	5,143,600	9,830,200	16,839,542
Net operating cash flow	(575,000)	(1,139,000)	(724,800)	1,148,840	3,017,690
Investment	642,000	2,000,000			
Cash	67,000	928,000	203,200	1,352,040	4,369,730

Pro Forma Balance Sheet - Year 5

Assets		Liabilities	
Cash	4,369,730	Accounts payable	-
A/R	-	Accrued expenses	-
Inventory	-	Accrued expense	-
Total current assets	4,369,730	Total current liabilities	-
Property and equipment	-	Long-term loans	-
Less reserve for depreciation	-		
Net property and equipment	-		
Total Assets	4,369,730	Total Liabilities	-
		Owner's Equity	
		Paid-in capital	2,642,000
		Retained earnings	1,727,730
		Liabilities plus OE	4,369,730

Gross Margin: (Revenue - COGS)/Revenue

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	133,000	826,000	4,418,800	10,979,040	19,857,232
COGS	63,000	180,000	560,000	1,180,000	2,800,000
GM	70,000	646,000	3,858,800	9,799,040	17,057,232
GM%	53%	78%	87%	89%	86%

Exit Examples

o 80%+ gross margin and recurring revenue support a favorable valuation
o Health-tech has attention from CVCs

| Company	Acquired by	Funding	Deal Size	Year
Eliza	HMS	$105M	$175M	2017
Emmi Solutions	Wolters Kluwer	--	$170M	2016
GetRealHealth	CPSI	$2.5M	$11M	2019
CareSpeak Communications	OptimizeRx	--	5.5M	2018
HealthLoop	GetWellNetwork	$21M	--	2018
PatientsLikeMe	Optum	$127M	--	2019
EnaggedMedia	Aptus Health	3M	--	2018
Aptus health	WebMD	17M	--	2019

GTM

Now more than ever, every healthcare plan is looking for more effective ways to engage their members.

Our GTM will target Medicaid managed care organizations (MCOs). MCO reimbursements are tied to member engagement through consumer satisfaction, prevention and treatment measures. Stakeholders at MCOs have access to budget ($10k-$100k range) for pilot programs, and the pricing and licensing model (Per Member Per Year) aligns with MCO purchasing.

MCOs are a collaborative group. Success will lead to traction within the MCO ecosystem and broader success will open the market to larger players like Centene, Aetna and the Blues plans.

Future markets that will benefit from a proven mobile health engagement platform include wellness, pop-health, providers, pharmacy and med-device.

MCOs
(pilots)

MCOs

National Plans

- Wellness
- Population health
- Providers
- Pharmacy
- Med device
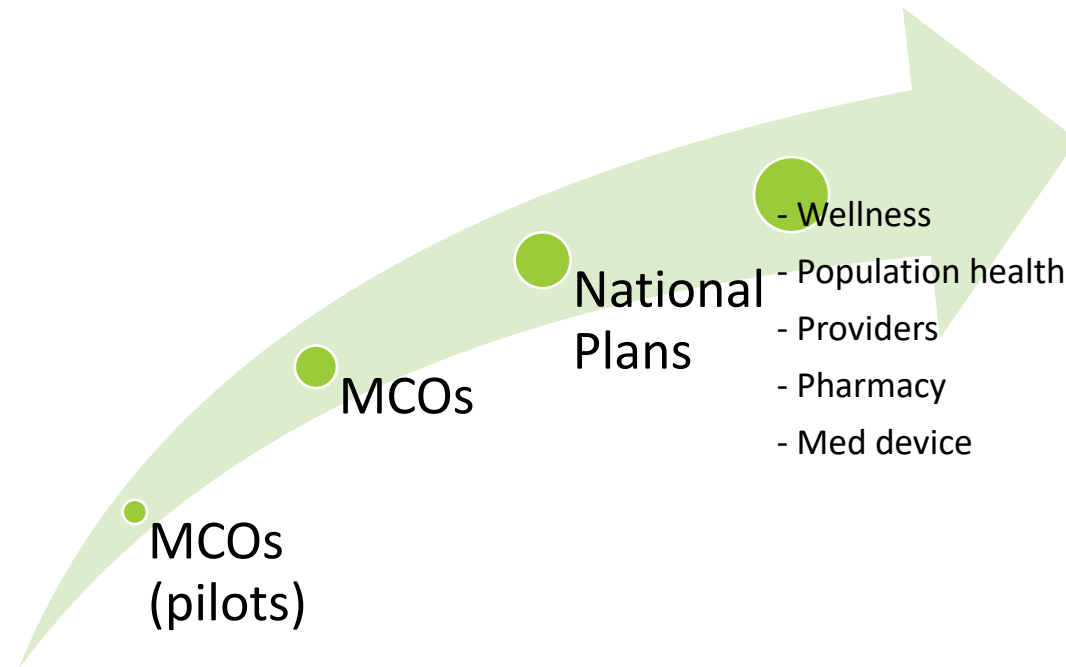
Sales Presentation

Roadmap / Strategy

We are not fooling ourselves. There is a ton of work to do over the coming months to get the Leafpoint platform customer-ready, namely around cloud-infrastructure, automation, security, UX and reporting. But we are always looking ahead, and there is significant growth beyond two-way mobile engagement for our platform. These long-term strategic product roadmap categories include:

Social media channels (WhatsApp, FB Messenger): SMS is still emerging as an A2P mobile communication platform. As more consumers become comfortable engaging companies over social media channels, Leafpoint will be there to support them.

Analytics relating to campaign effectiveness: Over time, Leafpoint will accumulate a wealth of deidentified information about how healthcare consumers engage. The insights and analytics will become a significant asset. ("Data is the new oil.")

Segmentation analysis: Advanced segmentation strategies across nuanced member attributes will lead to more targeted and tailored engagement, leading to better results. Competitors in this space talk about this value, but none that we know of are delivering.

Interoperability: As of today, healthcare consumer information is locked-up, but with new interoperability regulations taking effect in 2021, solutions that provide access to patients will explode. Leafpoint will be well positioned to become a conduit for interoperability workflows and engagement. We also anticipate that members will be able to share information with their plans to self-select for specific programs.

Natural language processing / conversational AI / bots: There is a lot of attention given to these technologies. Our experience is that rules-based workflows are effective at meeting the requirements of most Medicaid and Medicare plans. We'll be ready to implement NLP/NLU when the use-cases require it.

Integrations: More healthcare organizations are adopting enterprise-class CRM and EHR platforms. Our product roadmap includes out-of-the-box integrations with big platforms like Salesforce.com, Epic and Cerner

Deloitte.

Health-tech investment trends: A view into the Future of Health
Feb 2021

1. **The potential of virtual health will continue to unfold**
2. **<u>Consumers will continue to take control of their own health</u>**
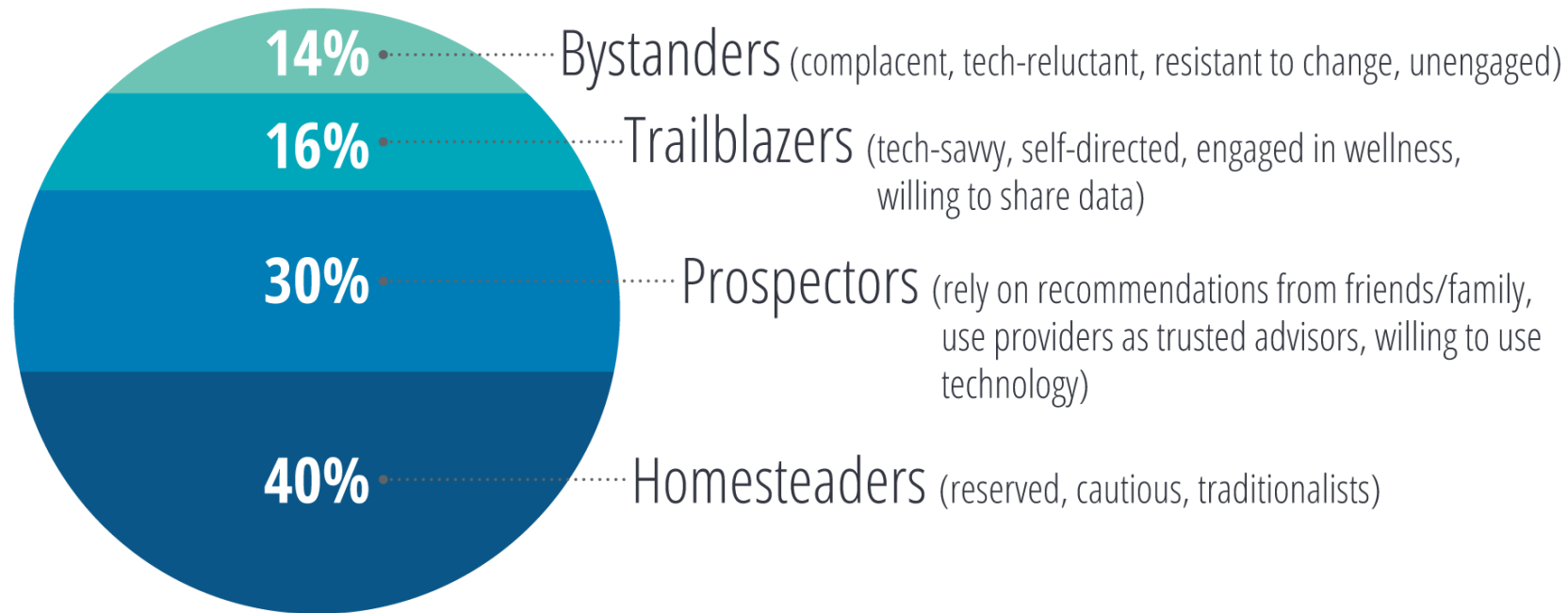
    Another panelist said her organization will continue to invest in technologies that empower and connect health consumers to help them become better stewards of their own health. The pandemic was a catalyst for making health care more accessible to more people, particularly underserved populations, she noted. This is becoming particularly important as organizations across the health care sector look for ways to improve health equity. While the expansion of virtual health helped make care more accessible and convenient, the next step might be to further empower consumers by providing them with actionable data. How is health care going beyond just that visit? Some investors have said that capturing and integrating virtual health data into the medical record infrastructure will be a challenge to overcome in 2021.

3. **More diagnostic tools will be developed for home use**
4. **Mergers and acquisitions will likely accelerate**
5. **New investors will target health care**

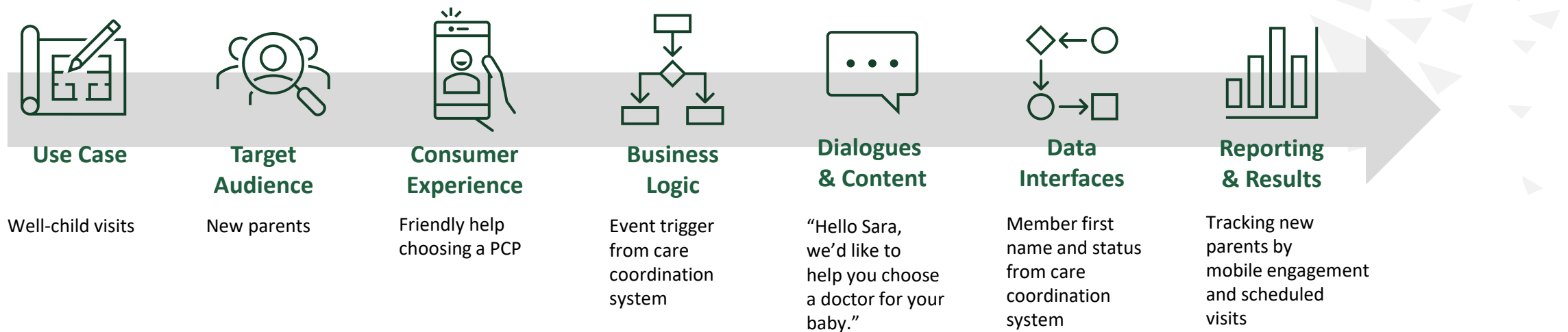# Mobile channels address healthcare consumers across segments

Distribution of segments in the Deloitte 2018 Survey of US Health Care Consumers

14% ····· Bystanders (complacent, tech-reluctant, resistant to change, unengaged)

16% ····· Trailblazers (tech-savvy, self-directed, engaged in wellness, willing to share data)

30% ····· Prospectors (rely on recommendations from friends/family, use providers as trusted advisors, willing to use technology)

40% ····· Homesteaders (reserved, cautious, traditionalists)

Source: Deloitte 2018 Survey of US Health Care Consumers.

Deloitte Insights | deloitte.com/insights

Use Case
Well-child visits

Target Audience
New parents

Consumer Experience
Friendly help choosing a PCP

Business Logic
Event trigger from care coordination system

Dialogues & Content
"Hello Sara, we'd like to help you choose a doctor for your baby."

Data Interfaces
Member first name and status from care coordination system

Reporting & Results
Tracking new parents by mobile engagement and scheduled visits

Our methodology is simple, flexible and healthcare-focused.

SMS / Text

Mobile Web Apps
Secure Messaging
Surveys
Interactive Delivery

Social Messaging
WhatsApp
Facebook Messenger
Rich Messaging Service

Legacy Channels
Email
Voice / IVR
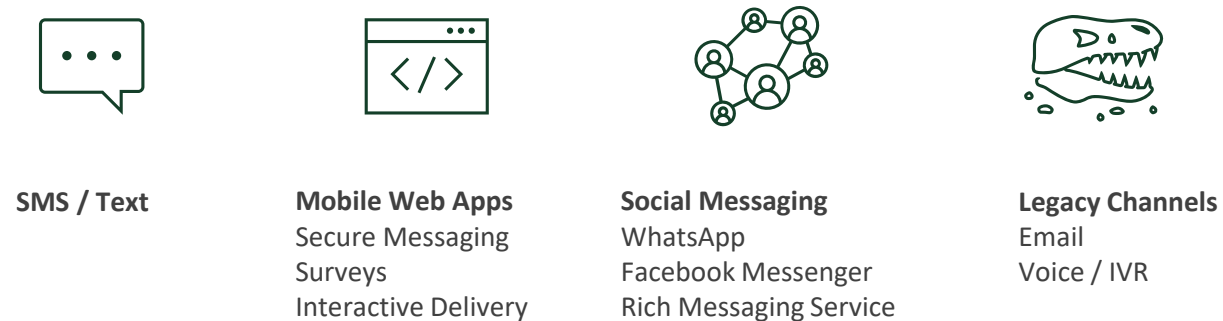
Leafpoint

Competition

The three attributes that we are paying the most attention to are cost, simplicity and innovation. These are areas where we know that Leafpoint can differentiate by 3x-10x.
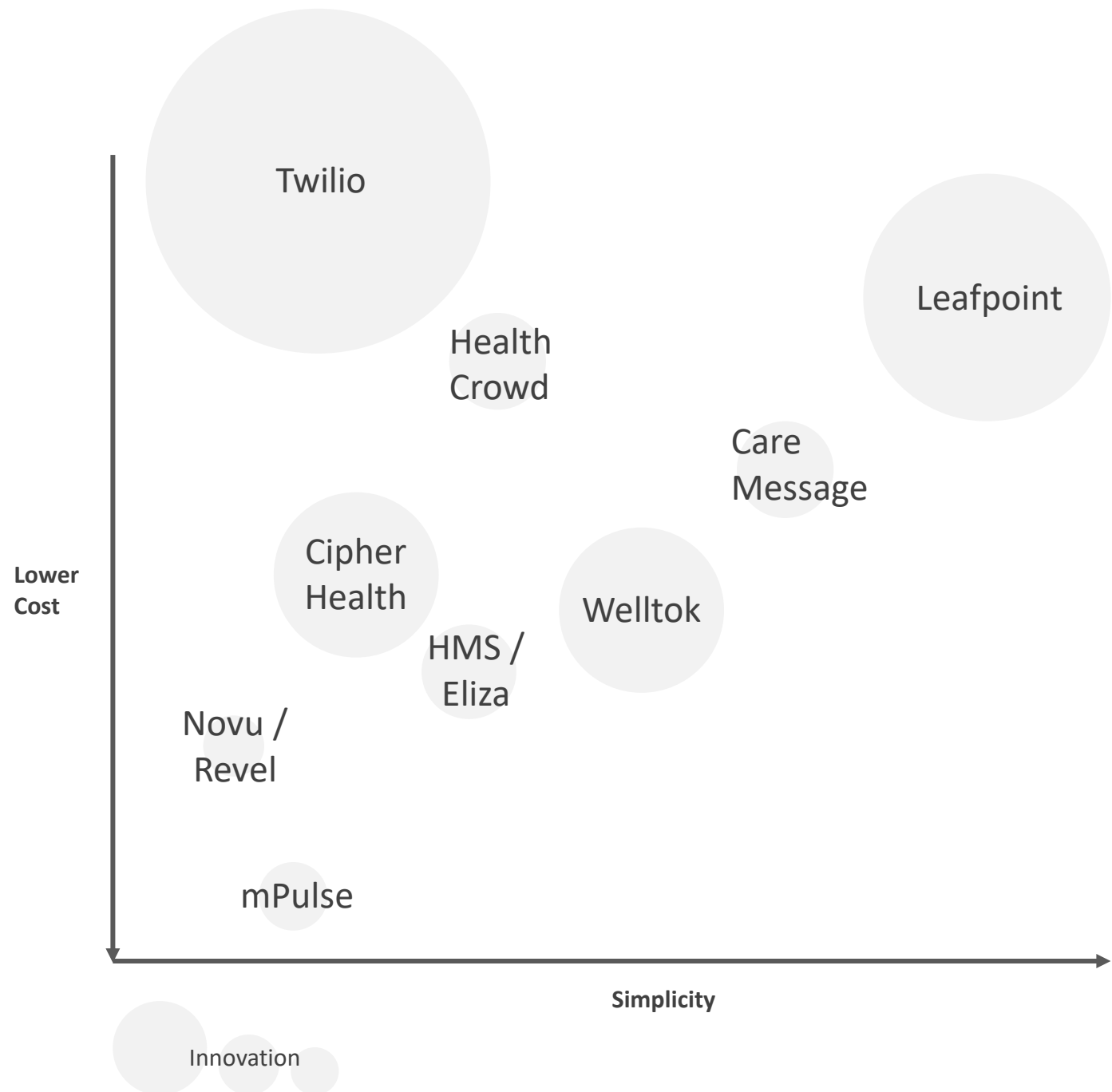
Lower Cost: Leafpoint will license on a per-member-per-year (PMPY) model which aligns with healthcare plan buying centers and purchasing. This will appeal to customers and shorten sales cycles.

Using IEHP as an example, they are currently paying $1.45M annually for simple text messaging programs delivered by mPulse Mobile. The annual cost for Leafpoint for all members would be closer to $600k with volume discounts.

Our competitors have business models predicated on lofty, unsustainable pricing.

Innovation: Leafpoint is cloud-native and leverages new technologies from Twilio and AWS. The competition spends significant time and resource keeping up with their aging architecture.

Simplicity: The Leafpoint methodology has been developed to meet straightforward requirements from healthcare plans. **We've set aside the buzz-words and have focused on what organizations really need to engage with their members over mobile channels.**

Lower Cost

Simplicity

Twilio

Leafpoint

Health Crowd

Care Message

Cipher Health

Welltok

HMS / Eliza

Novu / Revel

mPulse

Innovation

Successful healthcare innovation continues to focus on consumer engagement

- Zipari ($45M)
- Cityblock Health ($300M)
- Oscar Health ($1.6B)
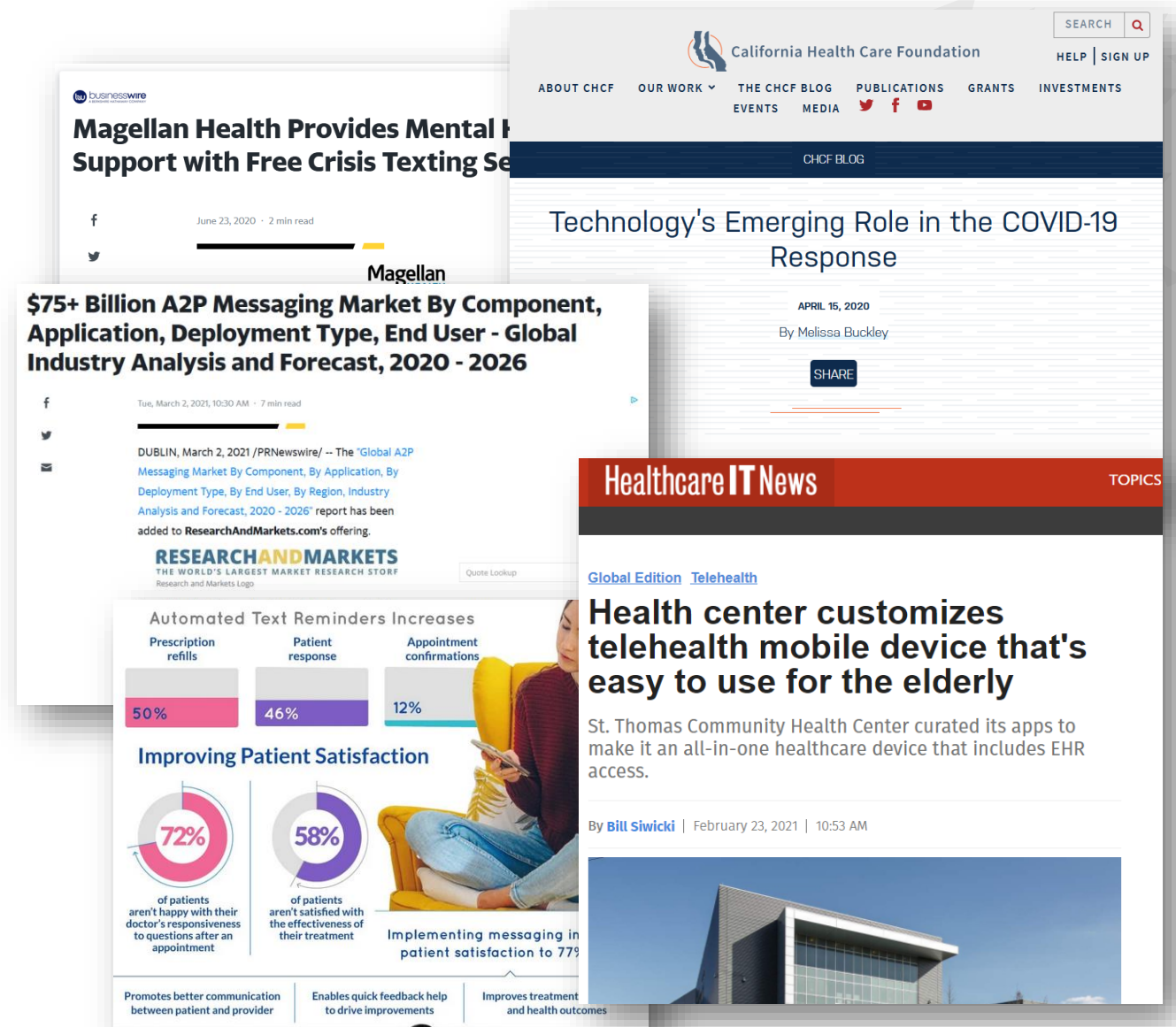
"The most underutilized resource in the U.S. healthcare system are the patients themselves."
Dr. Charles Safran, Harvard School of Public Health

Thank you.