



CHANGING MINDSETS WITH HANDSETS

Sensei 360^o™

The Newest Member of Your Health Care Team



I can check my deductible balance or submit a claim while I'm standing in the doctor's office



I can find an emergency room in my network, get driving directions and have my medical records readily available



I can share my formulary while talking to the doctor before leaving with a new prescription



I can get some great weight loss advice while ordering my next meal



The Mobile Medical Home to all your Health and Wellness Resources. Sensei 360^o™ can impact the behaviors of millions of health care consumers through timely, relevant and personalized communications.



Integrating information systems and mobile communications with best practices in behavioral science and clinical research to engage and empower individuals - promoting healthier lifestyles, better outcomes and reduced costs.

Overview

Sensei is focused on health and wellness providing personalized, interactive, and timely guidance to large and diverse populations leveraging information systems and wireless communication. Programs encouraging better financial, benefit and lifestyle choices are all critical to the paradigm of a consumer centric model. Sensei's innovative approach is based on the concepts of pervasive computing, and best clinical practices in health, education and behavior; translating the best science and expert advice seamlessly into one's daily routine by transforming their mobile phone and desktop into a trusted coach and teacher, a Sensei. Program development is based on population management that is scalable while tailoring the intervention to the needs of the individual.

Our 360^o™ application is a consumer's mobile medical home. A convenient, easy to use, gateway to personalized health, the resources and guidance consumers need to make more informed decisions. For organizations the advantage is to develop,

deploy and optimize programs most efficiently while reaching the broadest audience with measurable savings and revenue opportunities. To consumers everything they need to help with lifestyle and health decisions in the palm of their hands.

- ✓ Health decisions mostly occur while people are going about their daily lives, so the ultimate goal is to make the information available on the mobile platform
- ✓ Consumers need one reliable location to find the information and guidance they need to make informed health decisions, enhance interactions with physicians and save some money along the way
- ✓ Personalized and relevant to the user, so the content is shaped by the user's health
- ✓ Robust and secure approach for delivering solutions and affecting a members healthcare



Sensei 360^o™ Application



Formulary Optimization

- ✓ Provide formulary options and tier pricing
- ✓ Share with their physicians when ordering or changing medications at the time and point of service
- ✓ Savings occur around physician communication, cost of prescribed medication not optimized by formulary, and less patient/physician inconvenience and resistance



Provider Lookup With Decision Support And Triage Call Line

- ✓ ER lookup includes common ailments seen at ER that can be treated by another facility, i.e. surgicenter and refers patient there with appropriate information
- ✓ Higher utilization of in network services



Pharmacy/PBM

- ✓ Increase convenience thereby encouraging use of in network pharmacy and/or PBM with reminders



Alerts and Reminders For Key Parts Of The Clinical System

- ✓ Flu vaccine
- ✓ Mammogram
- ✓ HRA



Population Management Programs

- ✓ Weight Loss, diabetes and smoking cessation
- ✓ Higher Enrollment and participation
- ✓ Increased ROI with automated system
- ✓ Leverage live coaching/dm manager interaction by exception automated messaging