



# CHANGING MINDSETS WITH HANDSETS™

**“More than 70 percent of the \$2.2 trillion in annual healthcare spending nationally is related to chronic disease, and the costs of lost productivity and diminished quality of life are greater still.**

**These are unsustainable economic and personal health costs”**

*Care Continuum Alliance*



**Individuals hold the key to transforming healthcare and its costs. So how do you impact the behaviors of millions of health care consumers?**

**One choice at a time!**

**Connect, Engage, Empower**

Personalized, information and guidance  
anywhere, anytime



- **A healthcare company bringing new solutions through innovative technology connecting, engaging and empowering people and the key stakeholders in healthcare with programs for wellness, prevention and chronic disease that improve outcomes and reduce costs.**
- Executive team - pioneers in disease management, in the industry more than 20 years with senior management experience successfully leading organizations in population health, telemedicine and information systems
- Extensive investment in and completion of enterprise platform and portfolio of products
- Founded in 2005
- Headquarters Boca Raton, FL



- Our solutions and delivery model are an integral part of the continuum of healthcare delivery, an extension of how our customers (health plans, hospitals, ACO's, and employers) engage their customers; transforming the consumer experience through connected health.
- Redefining the way consumers find and use healthcare information and services:
  - Comprehensive and integrated solutions for health, wellness, chronic disease and benefit programs.
  - Addressing the critical challenges of current interventions in a fragmented delivery system.
  - Extensive healthcare and technology capabilities accelerating the advantages of consumer engagement our customers are seeking.
- Transforming the current models of healthcare delivery, our technology Sensei Connect™, and our solutions including the Sensei 360™ (mobile medical home), offered as software/platform as a service model.

# MARKET OPPORTUNITY

## SENSEI VALUE PROPOSITION

**Collaborate and enable the various stakeholders in healthcare to connect, engage, and empower their consumers**

- **Connectivity** – enables new level of interaction between consumers and healthcare organizations, providers, care givers....
- **Cost effective delivery in any setting** – increase availability and capability of healthcare providers, self-management
- **Expand access** – across every demographic, anywhere, anytime
- **Improve outcomes** – with availability of personalized information and guidance, enhanced monitoring, real time feedback, incentives and rewards



# SENSEI SOLUTIONS

## Health & Wellness

Personalized programs delivered by virtual coach- mobile phone



- Sensei Wellness Plus™
- Sensei Diabetes™
- Sensei Transitional Care™
- Sensei Weight Loss™
- Sensei Medication Adherence™
- Sensei Health Portal™
- Pregnancy.org2go
- Sensei HRA™
- Sensei Biometric Screening™
- Sensei 360™

## Communicate

Secure interactive messages and surveys to one or all in your community



- Sensei InTouch™
- Sensei Coaching™
- Sensei Analytics™
- Sensei Connect™
- Sensei Health Status™
- Sensei PHR™

## Finances

Everything related to financial accounts and services in real time



- Sensei HSA™
- Sensei FSA™

## Benefits

Anywhere anytime lookup of plan and benefits information & status

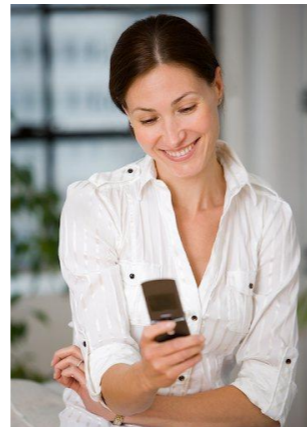


- Sensei Plan Info™
- Sensei Rewards & Incentives™

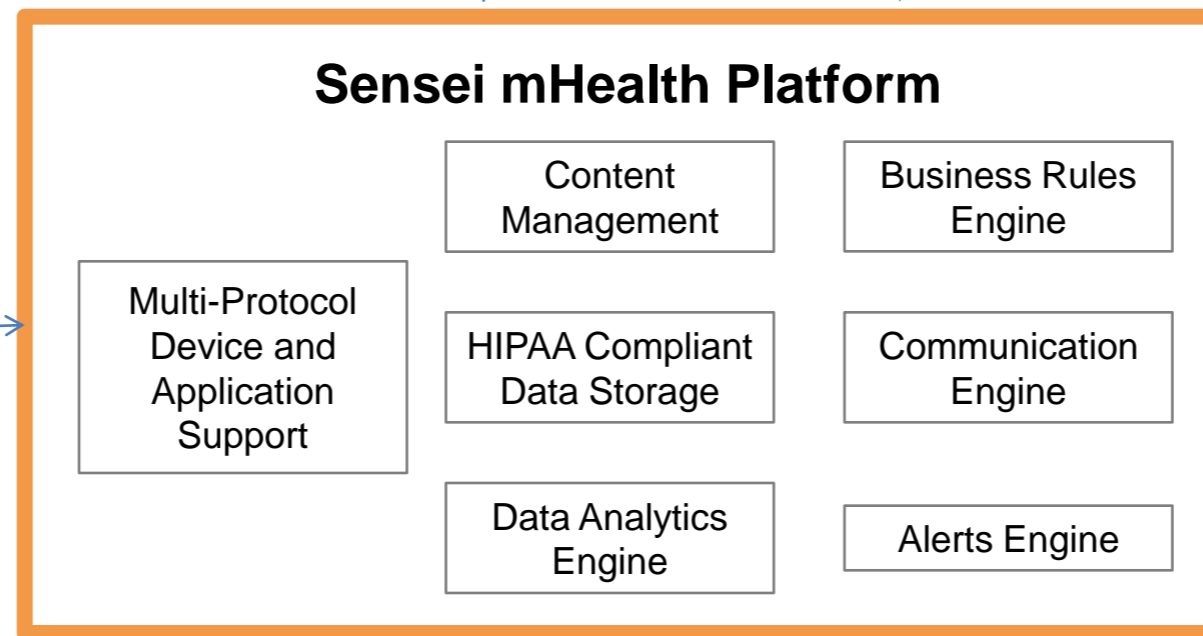
# SENSEI WIRELESS mHEALTH PLATFORM



*An industry leading mHealth platform at the core will powers the unique capabilities and differentiation of Sensei's portfolio of services and solutions*



USER INTERFACE



PATIENT DATA INPUT

CUSTOM MESSAGING / REPORTING / ALERTS

PATIENT DATA EXCHANGE

**Health Information Exchange (HIE)**



# NEW APPROACH TO POPULATION HEALTH

- We make over **200 decisions** daily just about food - consider the additional tasks and health related decisions someone with diabetes has to make
- Promoting health is not just about providing information, its about mindshare and empowerment
- Healthy choices need to be part of one's daily routine
- It starts with making better choices one choice at a time with the help of a virtual coach prompting, teaching, monitoring and rewarding

I have diabetes and I'm supposed to eat better but eat less, walk more, check my glucose and my feet everyday...  
Where do I start?



I just left the hospital, heart failure, they gave me a long list of meds, told me to not eat salt and weigh myself. I called my doctor to ask about this and they said we'd discuss it all at my next visit in 2 months.



I'm pregnant what do I do? Can I have a little wine?  
Am I gaining too much weight?...  
Is there someone I can speak to?



# SENSEI CONNECT™ PLATFORM ADVANTAGE



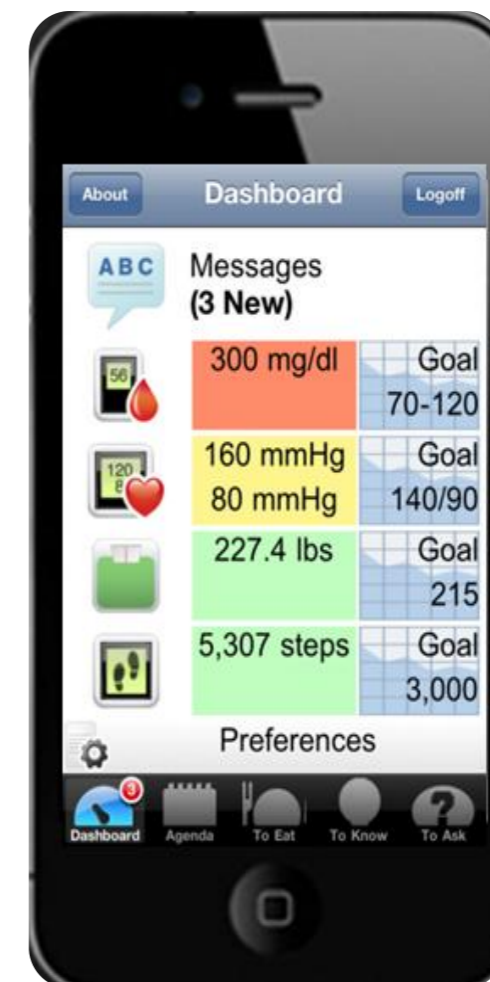
## MODULAR SERVICE ORIENTED ARCHITECTURE

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- Efficient development of comprehensive solutions leveraging expanding list of platform services
- Programs and services have a modular design enabling each to be offered as single solution or to be integrated in any configuration (i.e. Wellness Plus™ has integrated weight loss, diabetes, agenda, alerts...)
- Easily configure available solutions for 3<sup>rd</sup> parties
- Integrate 3<sup>rd</sup> party content, services and programs and make available through the personal health cloud
- Updates and modifications done in the cloud provide real-time distribution to all participants
- Supports >90% of mobile phones and tablets worldwide

- Lifestyle choices account for more than 50% of healthcare costs- obesity, tobacco, cardiovascular disease...
- Sensei Wellness Plus™ is an engaging, integrated and comprehensive approach to the most critical health related issues in America

- ✓ Healthy Nutrition
- ✓ Fitness
- ✓ Weight Loss
- ✓ Diabetes
- ✓ Pre diabetes
- ✓ High Blood Pressure
- ✓ High Cholesterol



- New approach to women's and children's health working with industry leader Alere's Women's & Children's Health Division on consumer and enterprise solutions
- Interactive programs from preconception to newborn care, democratizing personalized guidance across economic, ethnic and social boundaries
- Valued provider of healthcare programs to a generation of young mothers

## **Pregnancy.org Mobile Companion**



- Pregnancy.org
  - 10 years of content
  - Extensive clinical content
  - Extensive user generated content

# HOSPITAL/ACO MARKET EXAMPLE

## CURRENT SOLUTION



Hospital Portal

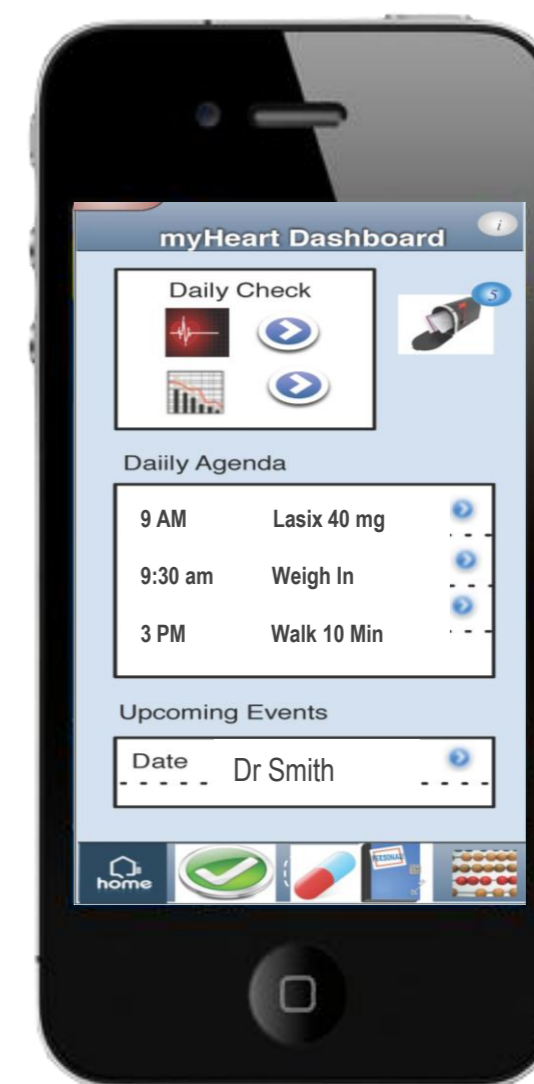
GEO-TARGETED PRESENCE

- Increase brand awareness
  - Hospital and Physician Community
- Increase loyalty and retention
  - Connect with young mothers
- Drive meaningful engagement
  - Extend relationship beyond the brick and mortar
- Reduce cost
  - Promote healthy pregnancy and newborn care
- Innovative and competitive differentiators
  - Generate positive PR and media buzz

## SENSEI TRANSITIONAL CARE™

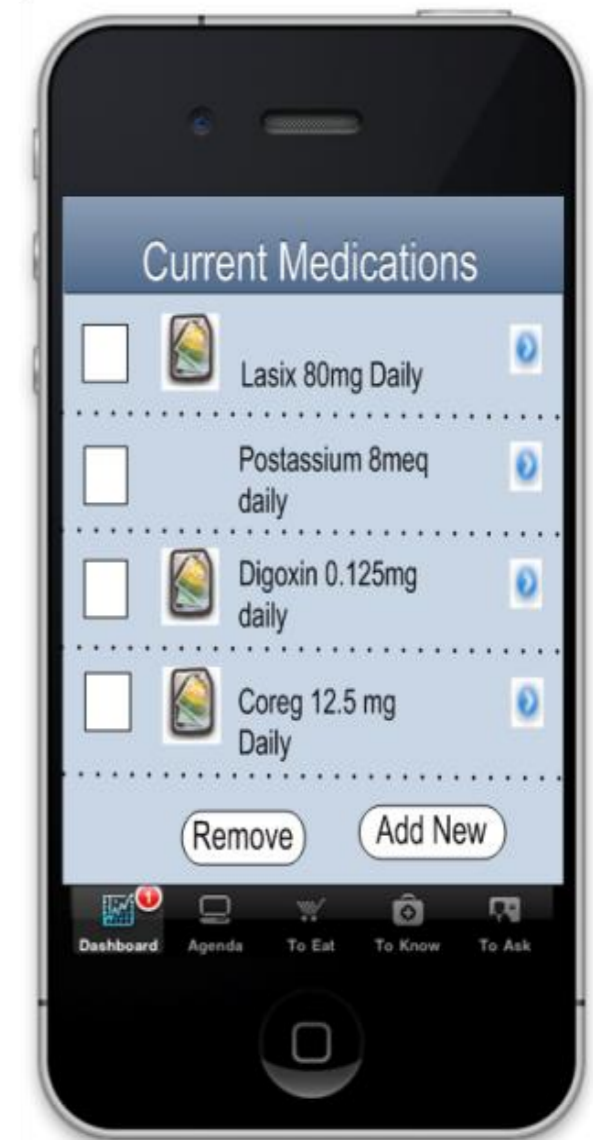
## COORDINATING CARE FROM HOSPITAL TO HOME

- Promote and remind Follow-up appointments
- Medication adherence
- Remote patient monitoring and feedback
- Self Management Education and Guidance
- Personal Health Record
- Discharge Instructions- understandable explanation of diet, activity...
- Reference Section- Content related to condition and associated information



## THE RIGHT INFORMATION AT THE RIGHT TIME

- Medication List
- Automated Medication Reminders with consumer friendly information
- Automated Refill Reminders
- Formulary optimization- point & time of service decision support for consumers and their physicians
- Pharmacy Locator



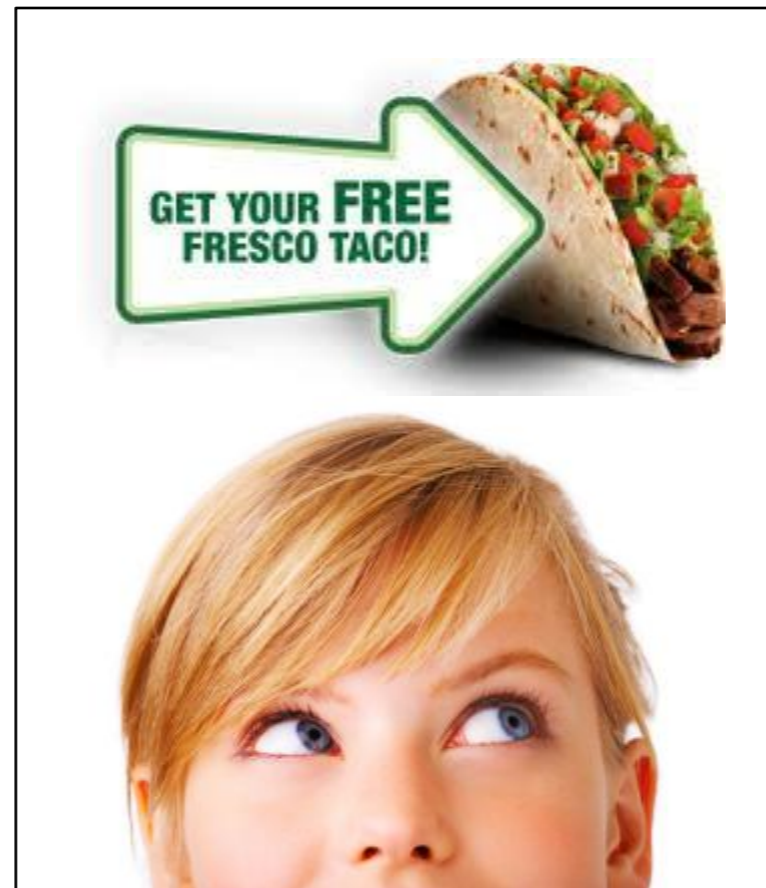
- Reward & Incentives for Health & Wellness is a recognized tool for success in enrollment and participation
- Challenges with existing rewards programs:
  - Employers are burdened with cost of program
  - Complex reward system
  - Delayed gratification

## **Sensei's Approach**

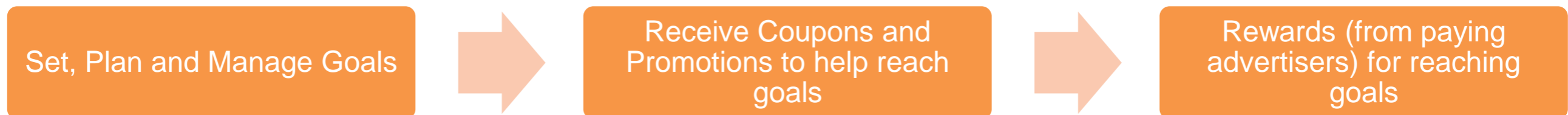
- ✓ Provide timely contextual incentives and rewards encouraging positive consumer behavior and engagement.
- ✓ Immediate gratification through advertiser sponsored coupons.
- ✓ Target promotions based on personalized goals, interests and GPS location.

# ENGAGE, ENCOURAGE, ENJOY

Leverage the frenzy around local and national mobile coupons and promotions by targeting Health and Wellness Goals.



Sensei's Integrated Contextual Ad Server delivers coupons and promotions directly to participant at each stage of the program.



# SENSEI'S KEY ADVANTAGES

- Domain Expertise in Population Health, Telemedicine and Mobile
- **Sensei Wellness & Prevention**  
Portfolio of available Wellness & Preventive Health and Health Benefit Solutions focused on mHealth
- **Sensei Connect™**  
Scalable/extensible Personalized Health Cloud Based Computing Platform
- **Sensei Rewards & Incentives™**  
New approach via Geo-Centric Couponing and Ad Revenue expertise



Sensei

THANK YOU

