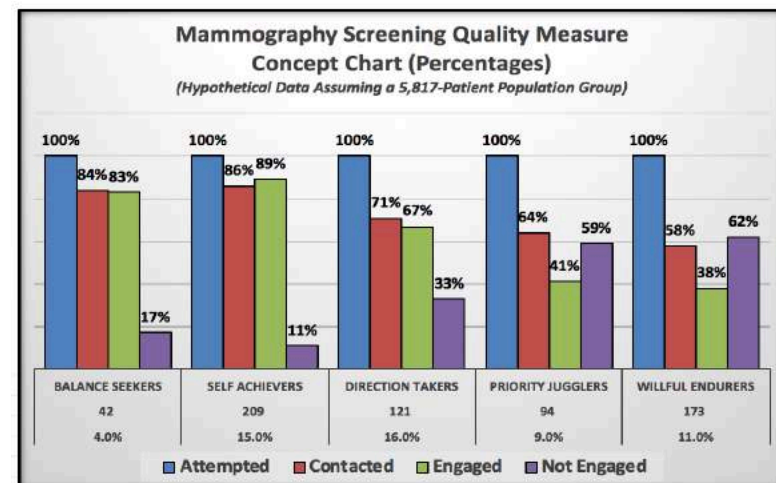
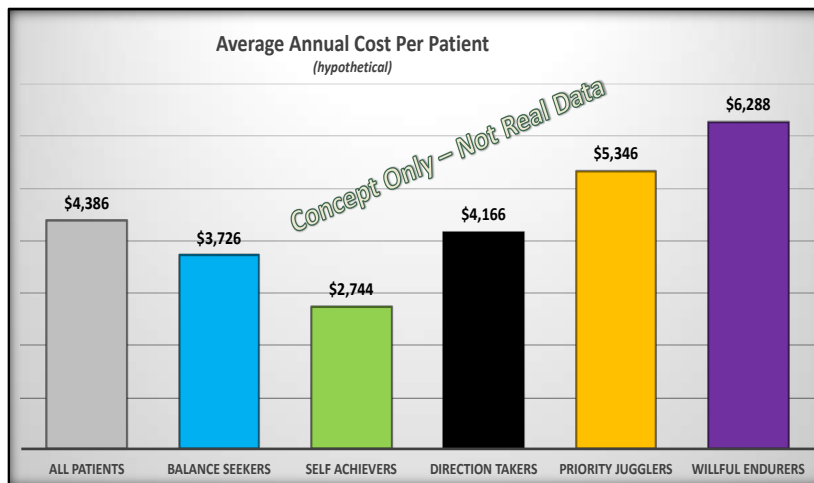
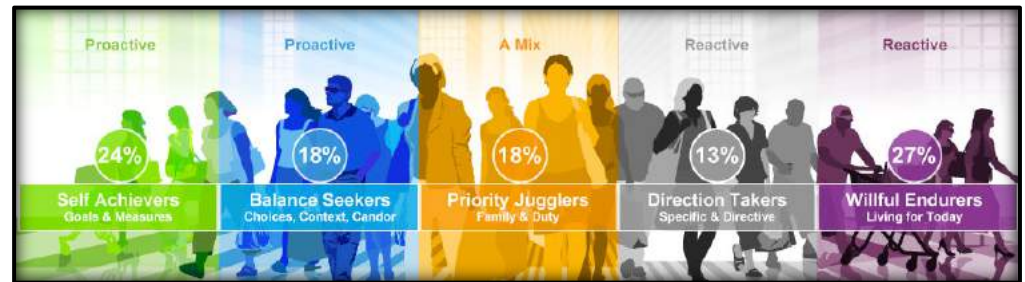


PROGRAM OVERVIEW for HEALTHCARE

Psylitics™ (Psychographic Analytics™) establishes new baselines for Patient Engagement, Key Performance Indicators (KPI's), and Clinical Quality Measures, thereby enabling much deeper and broader evaluation of patient cost, health and utilization metrics.

Purpose

- To create new business intelligence by stratifying key patient engagement and quality metrics by Health Personality Segment (HPS)
- The HPS can be used for both risk (ACO + PCMH) and FFS metrics, such as:
 - Cost per patient per year (adults 18+)
 - Condition breakouts and clinical compliance
 - Risk scores
 - Patient Portal registrations
 - Patients indicated for Mammography Screening
 - Outreach tracking and response rates
 - Patients meeting / not meeting the Quality Metric
 - Routine + Preventive care office visits
 - Other relevant quality metrics
- The charts below show conceptual cost and enrollment/engagement stratifications by HPS. Being hypothetical, we are simply reflecting the research findings that Self Achievers are the most proactive segment, and Willful Endurers are the most reactive segment.

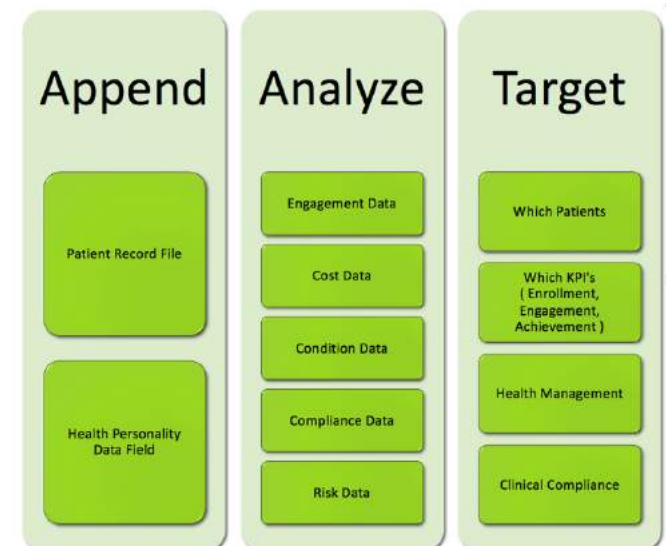


Value Adds

- **Expands the scope of strategic patient engagement and planning discussions**
- **Provides compelling new insights to drive improved outreach + engagement strategies and improve Quality Measures**
- **Adds early-mover competitive differentiation for new patient acquisition + loyalty**
- Eventually, the HPS insights can be used to enrich existing marketing and communication materials to drive higher enrollment, engagement and achievement via:
 - Push messaging to nudge or steer the patient (presumably with some periodicity) towards portal registration, enrollment in desired programs, as well as to move the patient forward to their indicated next step(s), at each juncture.
 - Portal content as may be needed or desired to “hold the patient’s attention” when on the site, as well as for staff members who may be involved in patient marketing and communications, in support for any and all of the above.
- Observational questions: “How can the impact of patient communications and health management messaging be increased and improved, whether via apps, portals, emails, texts, IVR, in-person, onsite and telephonically?”
 - How can psychographics support improved health, well-being and resiliency across a patient panel?
 - How can the patient experience be evolved to support ongoing, creative means to encourage persistent patient involvement in their own health-related self-efficacy and intrinsic motivation?

Project Structure

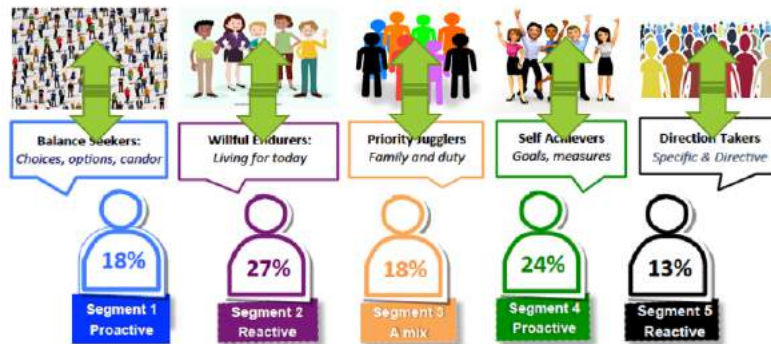
- Append the Health Personality Segment field to a patient record file
 - Costs based on volume of patient records, age 18+, provided on a single file
 - File turnaround time frame ~ 2 weeks
 - Basic training on HPS insights included
 - Data match requires First Name, Last Name, Date of Birth, Gender, Home Address, City, State, Zip
 - 6-month and 1-year license periods available
 - Multiple patient groups can be aggregated on a single file (include individual + group-level identifiers)
- Client loads the HPS into existing data tools to “re-stratify” metrics, such as listed above
- Available additional consulting for extra training, deeper analytics, messaging, etc.
 - Support for monitoring response rates and outcomes, including recommending adjustments
 - \$250 per hour, payable in advance in blocks of 20 hours, no expiration date
 - To be agreed in advance



Acquiring the Health Personality Segment data field

- All psychographics research participants were matched to a nat'l consumer database
- Each Health Personality Segment (HPS) has a statistically distinct consumer profile
- Data scientists then "reverse engineered" the consumer data on all U.S. adults
- Similarly to how credit scores are derived, there is now an HPS for each U.S. adult

U.S. Adult Population



FIRST NAME	LAST NAME	Health Personality
First Name	LASTNAME	Self Achiever
First Name	LASTNAME	Balance Seeker
First Name	LASTNAME	Self Achiever
First Name	LASTNAME	Self Achiever
First Name	LASTNAME	Self Achiever
First Name	LASTNAME	Balance Seeker
First Name	LASTNAME	Balance Seeker
First Name	LASTNAME	Balance Seeker
First Name	LASTNAME	Willful Endurer
First Name	LASTNAME	Balance Seeker
First Name	LASTNAME	Direction Taker
First Name	LASTNAME	Balance Seeker
First Name	LASTNAME	Balance Seeker
First Name	LASTNAME	Direction Taker

- **We append** the HPS data field to each individual patient record and return the file back to you

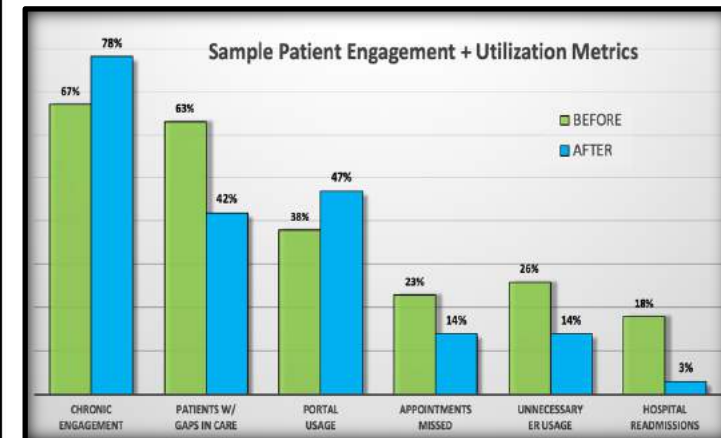
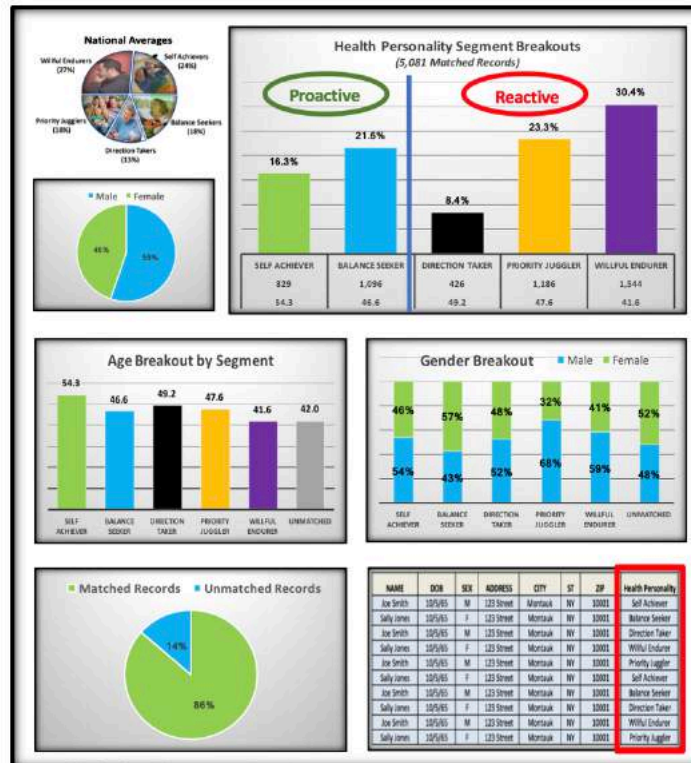
NAME	DOB	SEX	ADDRESS	CITY	ST	ZIP	Health Personality
Joe Smith	10/5/65	M	123 Street	Montauk	NY	10001	Self Achiever
Sally Jones	10/5/65	F	123 Street	Montauk	NY	10001	Balance Seeker
Joe Smith	10/5/65	M	123 Street	Montauk	NY	10001	Direction Taker
Sally Jones	10/5/65	F	123 Street	Montauk	NY	10001	Willful Endurer
Joe Smith	10/5/65	M	123 Street	Montauk	NY	10001	Priority Juggler
Sally Jones	10/5/65	F	123 Street	Montauk	NY	10001	Self Achiever
Joe Smith	10/5/65	M	123 Street	Montauk	NY	10001	Balance Seeker
Sally Jones	10/5/65	F	123 Street	Montauk	NY	10001	Direction Taker
Joe Smith	10/5/65	M	123 Street	Montauk	NY	10001	Willful Endurer
Sally Jones	10/5/65	F	123 Street	Montauk	NY	10001	Priority Juggler

Initial Findings

- New "business intelligence"
- Better understand targeted pop
- New set of baseline metrics
- What sub-groups offer the "lowest hanging fruit"

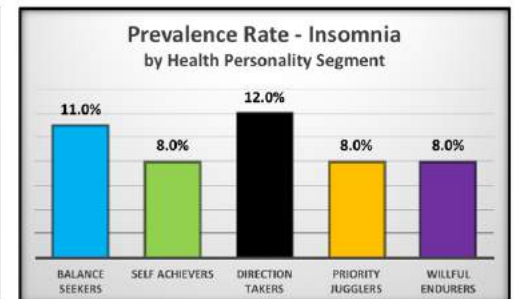
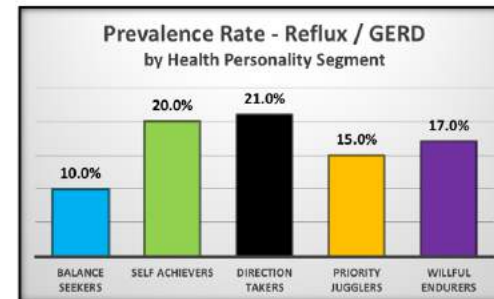
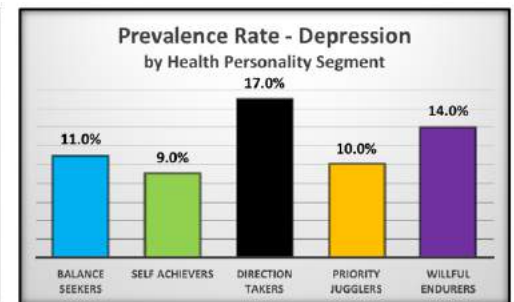
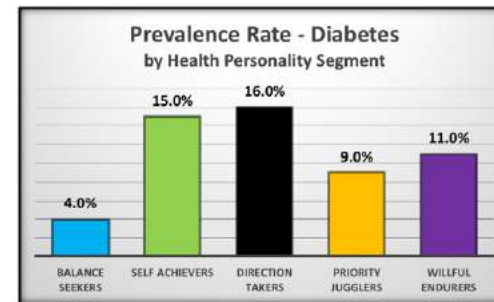
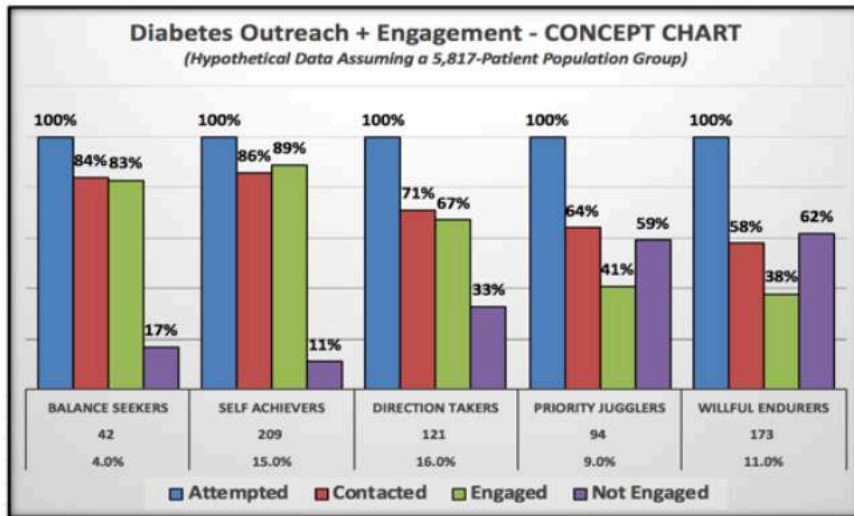
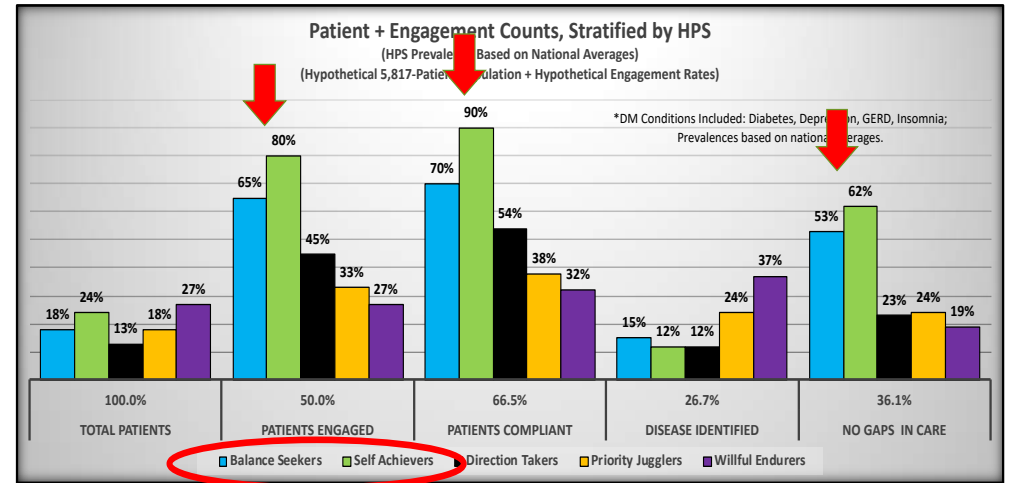
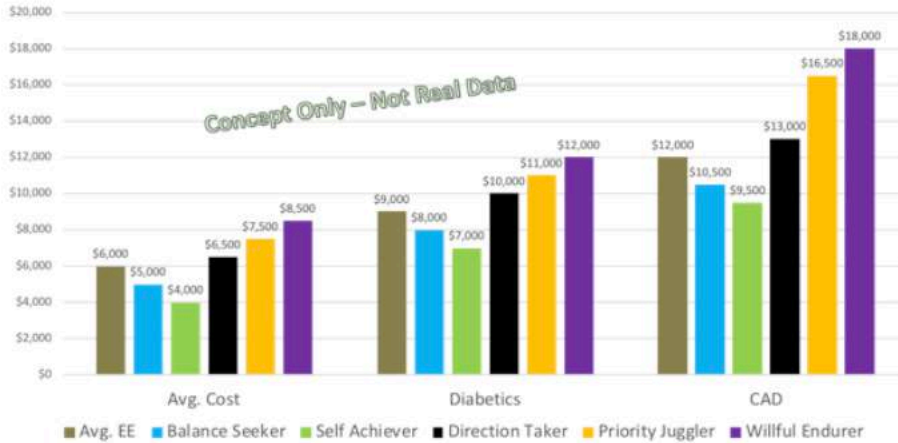
Sensitivity Analysis

- Engagement analytics
- Quality measures / care gap closures
- Utilization impacts
- Ultimate cost savings



Sample Stratifications

Conditions + Costs

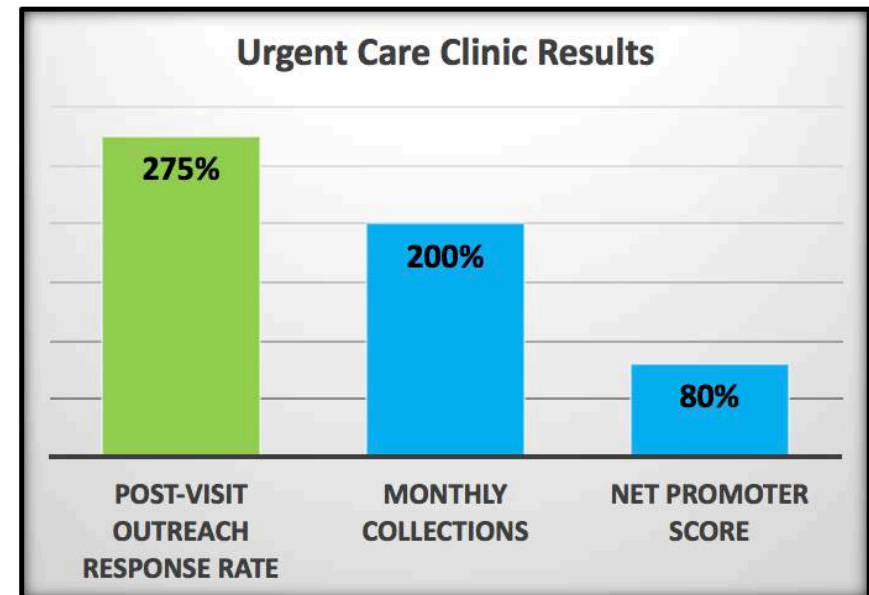
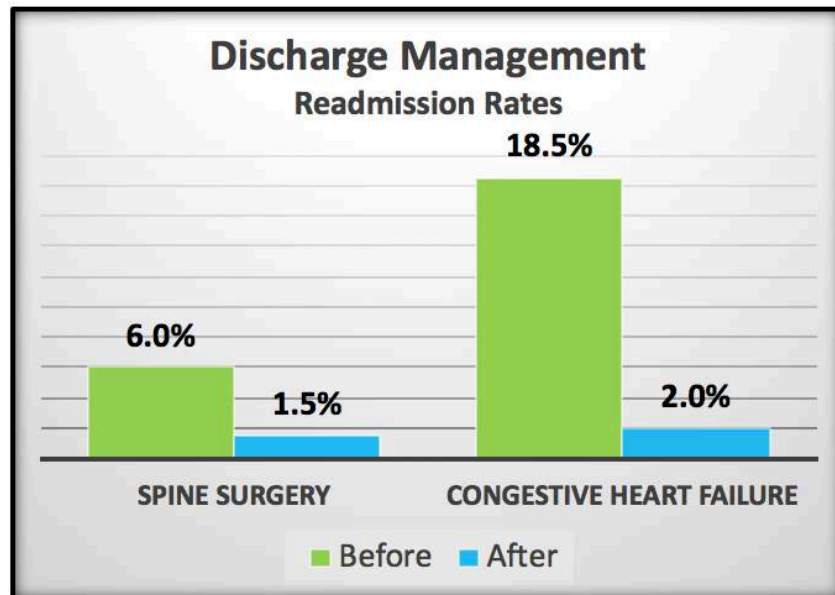
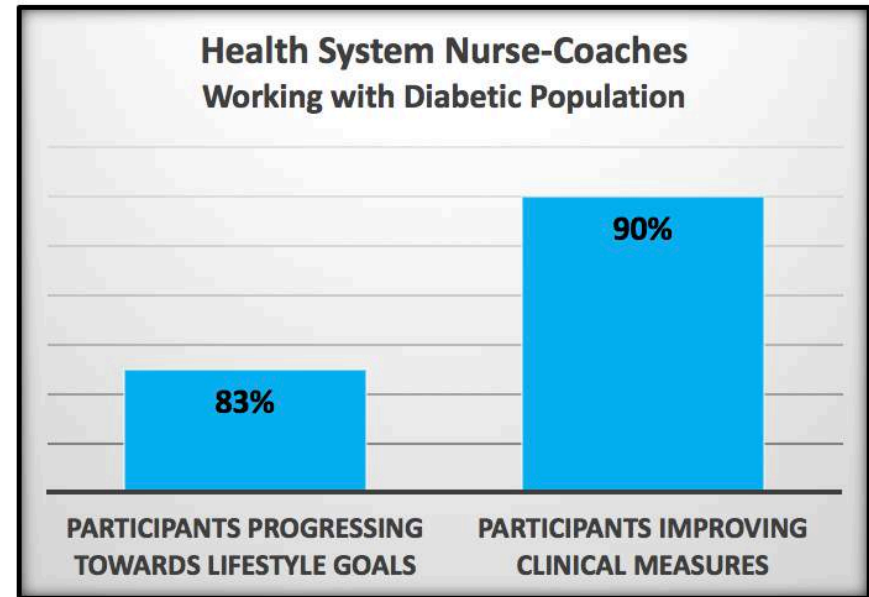
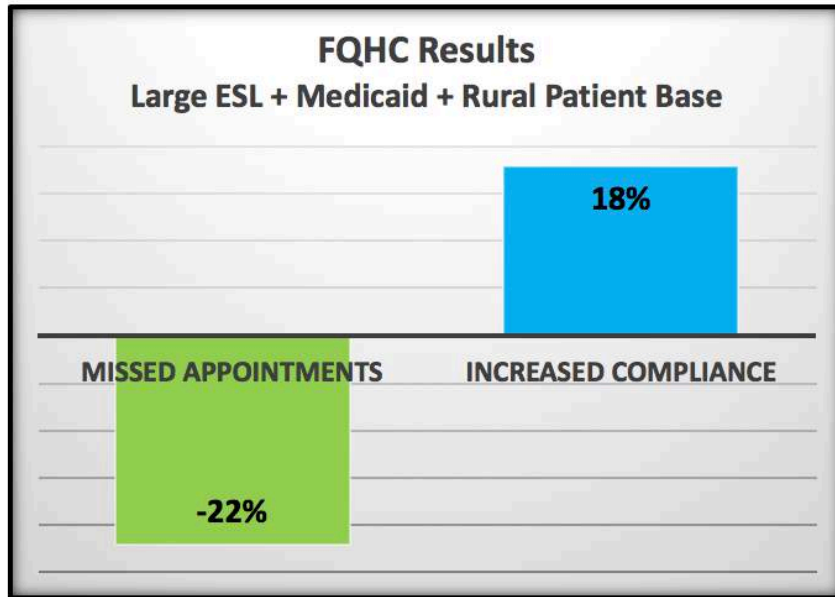


(Actual research findings; n ~10,000)

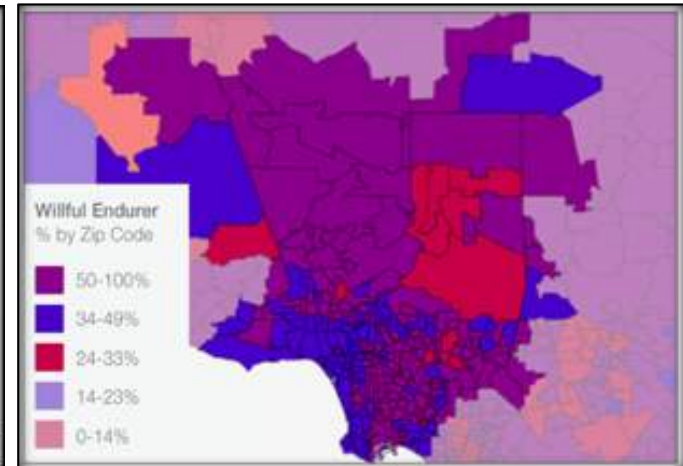
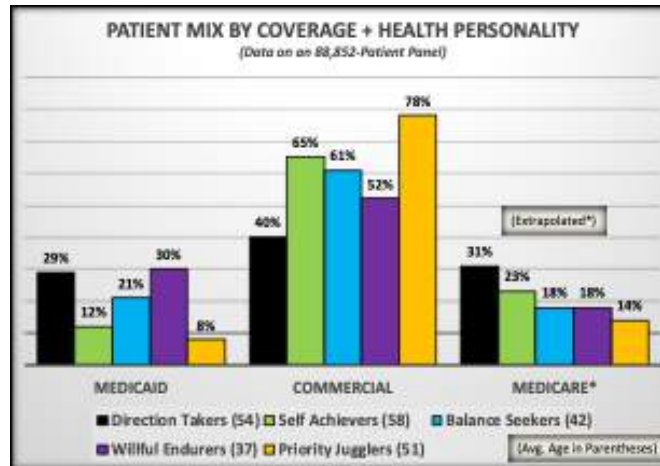
Profile Characteristics of the Five Health Personality Segments

- **Self Achievers (pro-active)**
 - The most proactive group when it comes to health
 - Invests what is necessary towards health and appearance
 - Stay on top of whatever health issues they may have via regular check-ups, screenings and research
 - Task-oriented
 - Will tackle a challenge if given measurable goals
- **Balance Seekers (pro-active)**
 - Generally proactive in health and wellness-oriented
 - Open to many ideas and sources of information
 - Oriented on options and choices
 - Define for themselves what success looks like in their health
 - Consider physicians and healthcare professionals as only one of many sources of information and guidance
- **Priority jugglers (proactive towards family, work and colleagues, reactive personally)**
 - Very busy with many responsibilities
 - May not take the time to invest in their own wellbeing
 - More reactive vs. proactive, personally
 - Very proactive, however, when it comes to their family's health
- **Direction Takers (reactive)**
 - Believe their physician is the most credible source for healthcare needs
 - Rely on their physician's expertise + credentials to have confidence
 - May not always follow a physician's advice – not because they disagree – but because it's difficult to work the recommendations into their routine
- **Willful Endurers (reactive)**
 - Live in the here and now
 - Believe there are more important things to focus on than improving their health for the future
 - Not necessarily unhealthy, but do what they like, when they like, and find it hard or burdensome to change their habits
 - Self-reliant and can handle “anything thrown at them”
 - Tend to go to the doctor only when it's an absolute must

Selected Success Metrics



Selected Health Personality Segment (HPS) – Based Stats



MARGIN CONTRIBUTION FOR INPATIENT STAYS, BY HEALTH PERSONALITY SEGMENT



CLICK-THROUGH RATES FOR PATIENT ACQUISITION DIGITAL CAMPAIGN INCREASED by 25% - 200%

