Health Rosetta
New Cohort Welcome Webinar

“How to shift an industry in 3 slides”

Dave Chase

Creator & Cofounder of
Health Rosetta

Veteran leader of industry ecosystem shifts

Health Rosetta

We started with a mission

How to restore the American dream by addressing root causes of dysfunction in our health care system

1

Better for people

2

Better for organizations

3

Better for communities

What makes it into the Health Rosetta

Only strategies that advance the Quadruple Aim

A decade of study

avado

2014 Book of the Year

WebMD

Better care team experience

Better individual experience

Reduce costs & financial waste

Improve care quality & health outcomes

What is the Health Rosetta?

Proven, evidence-based health purchasing

Palmer Johnson Power Systems

The Langdale Company

Walmart

Allegheny County Schools Health Insurance Consortium

City of Kirkland Washington

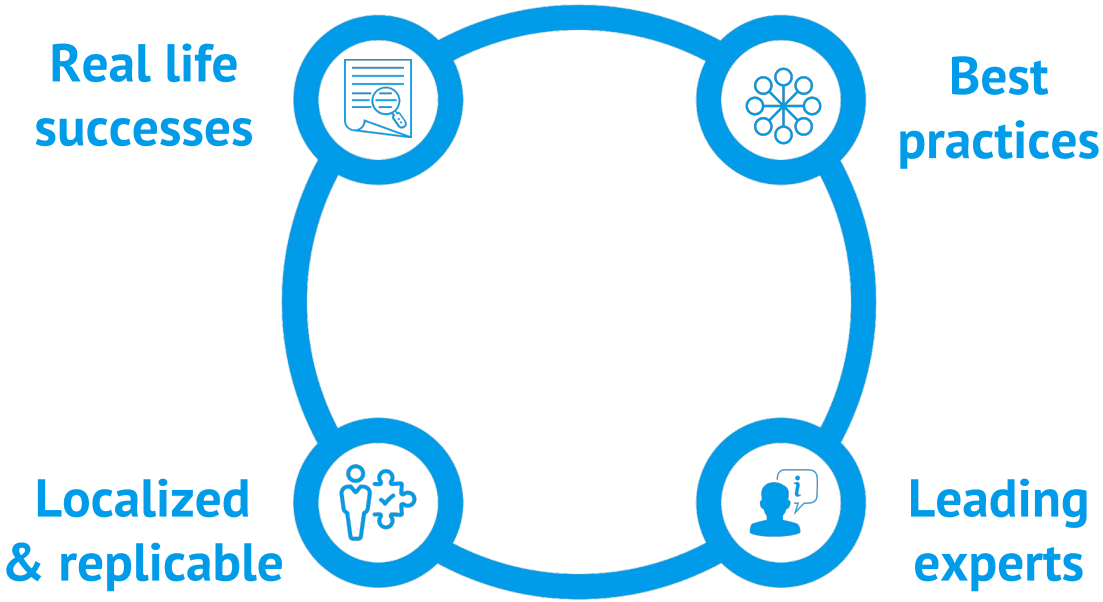
ENOVATION CONTROLS

Michelin

Rosen Hotels & Resorts

City of Milwaukee

Brakebush



Open-source, ever-evolving blueprint for wisely purchasing health benefits.
Sourced from hundreds of experts & benefits purchasers everywhere.

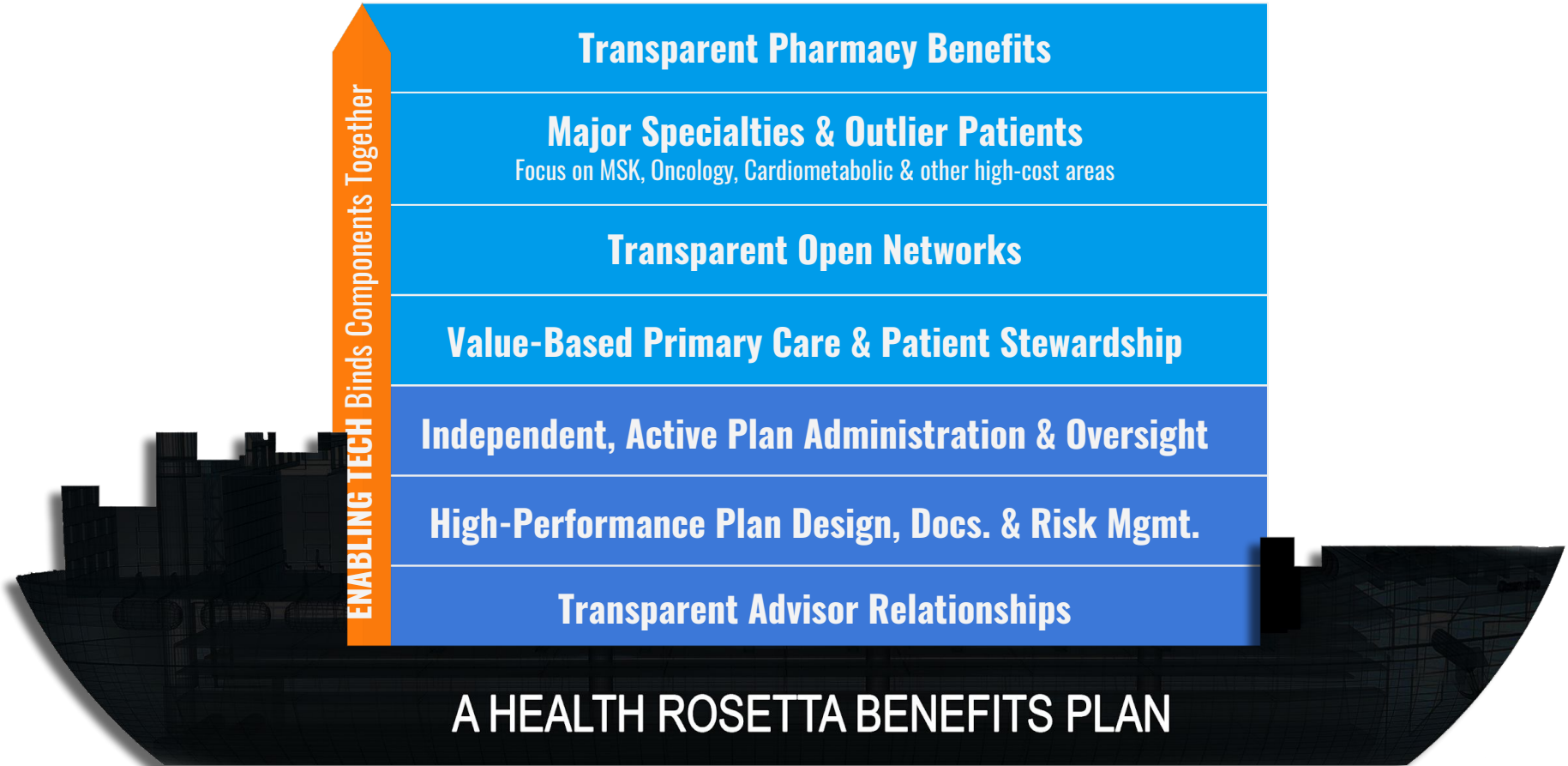
Sean Schantzen

Cofounder of
Health Rosetta

Health Rosetta

Health Rosetta Components

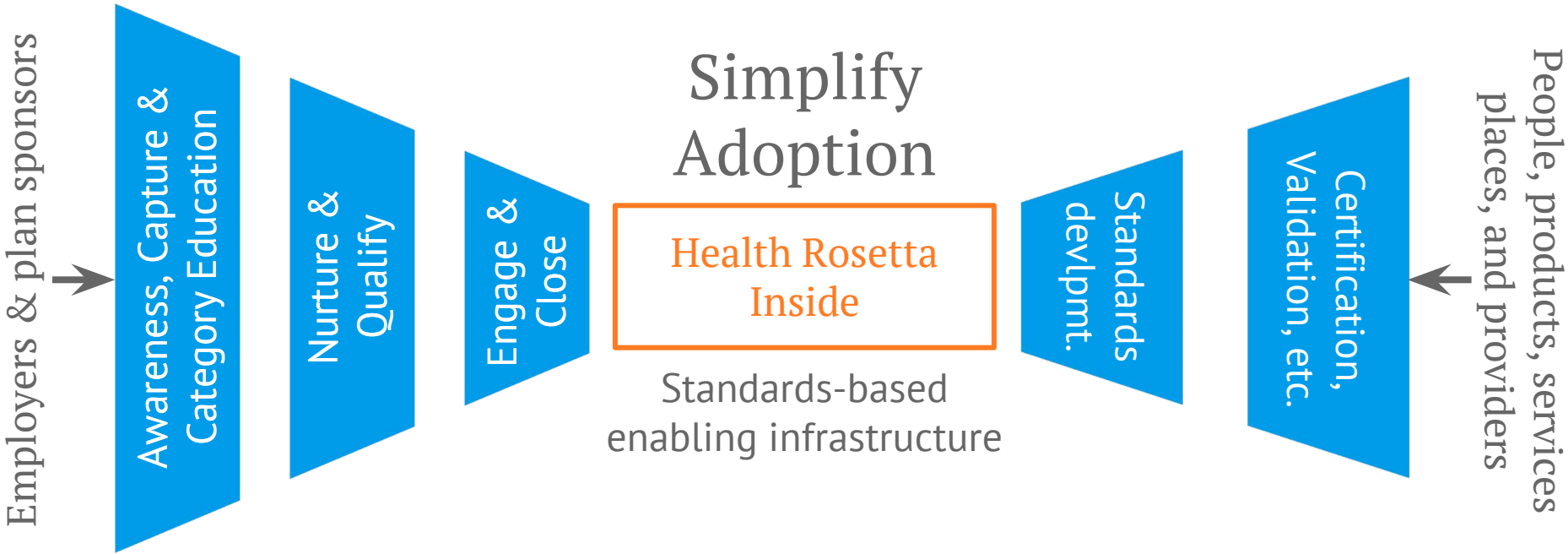
Modular Shipping Containers for High Performance Health Benefits Plans



Market Making

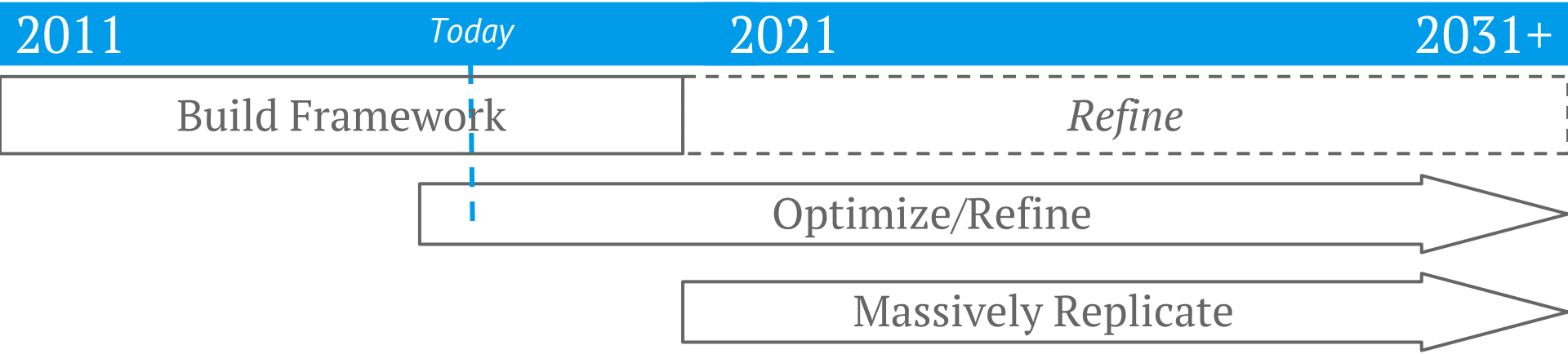
Build Demand

Curate Supply



Where are we going?

Driving massive systems change across health care through focused execution in high-leverage microcosms



1/17 to Today

Launch & build initial momentum

Today to 12/19

Accelerate momentum & refine standards-based replication model

2-Pronged Category Catalyzing Strategy

Air Cover

Builds demand at community level

Community-centric events

Category Growth Campaigns

Geographic Replication Models

+

Ground Support

Simplifies adoption at plan level

Health Rosetta Inside

Health Rosetta Summit

Certification Programs

Air cover mindset shift execution model

More mindset shift → more cars → more fords

Current Advisor Resources

Community

- LinkedIn Group
- Vendor sharing pool
- Q4:18 Advisor Summit

Education

- Program Guide
- Monthly Webinars
- How I Did It Discussions

Current Advisor Resources

Growth

Breakfast series event-in-a-box	Custom book gifting pages	Gift an employer membership
Roadshow Anchor	Local case study PR campaigns	Program Guide Templates

Coming Resources

Q4:18-Q3:19

Ecosystem Platform

Health Rosetta Inside

Knowledgebase

Community Platform

Case study Platform

Wake-up Call Roadshow

Opioid Vulnerability Assessment & Plan Grader/Opioid Vulnerability Index

The Problem Health Rosetta Inside Solves

Repeatedly building successful, client-tailored unbundled plans is highly complex for all key stakeholders.

The Solution

Health Rosetta Inside is flexible, standards-based infrastructure to help implement & improve Health Rosetta unbundled plans.

1

Strategy & vendor selection support simplifies adoption

2

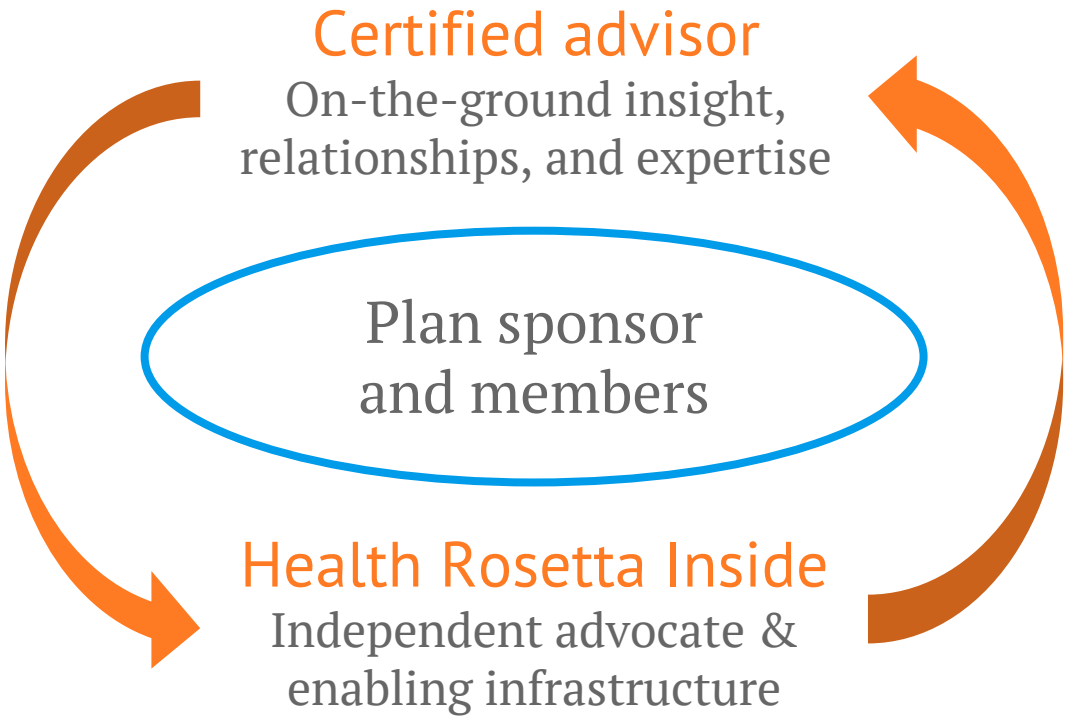
Independent plan advocate role derisks implementation

3

Standards & custom products help ensure ongoing success

How Health Rosetta Inside enables Advisors?

Together, we empower plans with all the tools to navigate health care's complexity, noise, and misaligned incentives.



Q&A