



Precursor

Micro state of the ecosystem

Confidential. Do not share without permission.

ENABLING TECH Binds Components Together

Transparent Pharmacy Benefits

Major Specialties & Outlier Patients

Focus on MSK, Oncology, Cardiometabolic & other high-cost areas

Transparent Open Networks

Value-Based Primary Care + Routine Care

**Independent, Active Plan Admin. & Patient
Stewardship**

High-Performance Plan Design, Docs. & Risk Mgmt.

Transparent Advisor Relationships

A HEALTH ROSETTA BENEFITS PLAN

Build
Demand

HR Market Making
Infrastructure for driving
adoption of the Health Rosetta

Curate
Supply

Employers & plan sponsors



Awareness, Capture &
Category Education

Nurture &
Qualify

Engage &
Close

Simplify
Adoption

Open Marketplace

Tech
Services
Contracting

Access for
certified
ind/org

Certification,
Validation, etc.



People, products, services
places, and providers

Micro State of the Ecosystem

Focusing on top of the funnel since 9/1/17 launch

Books

Email

Traffic

Social

Events

11,116 total
~68% sold
~32% download

~28% MoM

~13% MoM

~8% MoM
*not doing a great
job of tracking yet*

16 since 1/18
incomplete list

Build Demand

Curate Supply

Simplify Adoption

Lead handoff
Event-in-a-box &
fall roadshow
Gift-a-membership &
employer membership

Component committees
Crowdsourced vendors
Diligence as-a-service
Partner ecosystem

Legal structure
Shared services
DPC demand front running
Community platform



MODULE 7

Opioid Crisis Wake-Up Call: Creating a Discontinuity While Establishing Thought Leadership

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Dave Chase

Creator & Cofounder of
Health Rosetta



Build Demand

Educate employers to
adopt the Health Rosetta

HR Market Making

Infrastructure for driving
adoption of the Health Rosetta

Supply

Curate vendors w/
certification & validation

Employers & plan sponsors



Awareness, Capture &
Category Education

Nurture &
Qualify

Engage &
Close

Simplify
Adoption

Open marketplace
simplifies
adoption

Access for
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Certification,
Validation, etc.



People, products, services
places, and providers

Status Quo Benefits Programs



NEW MINDSET



NEW RESULTS



FIDUCIARY



EBITA



OPIOID

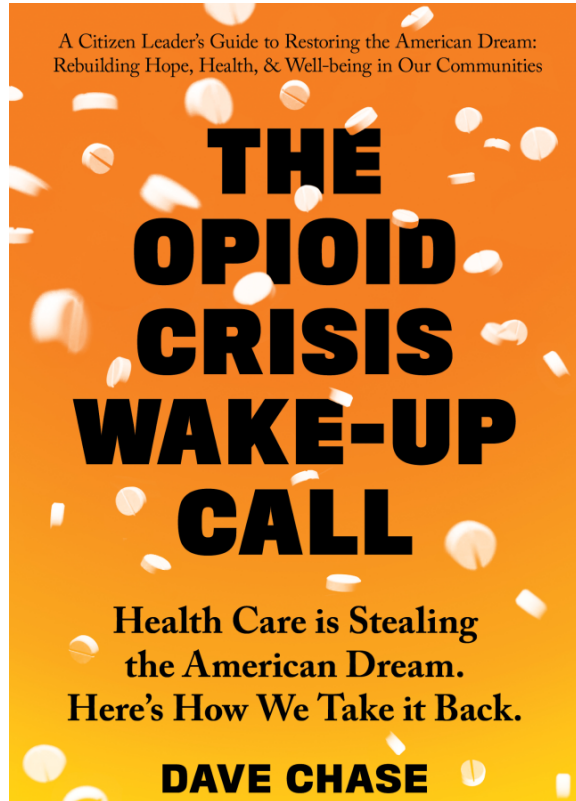
Category Creation Is the Ultimate Growth Strategy

by Eddie Yoon

Keys to Success

- Create discontinuity that jars people out of old mindsets and changes the conversation
- Establish thought leadership
- Focus on growing category and you receive more than your fair share
- Your competitor is inertia, not another innovator doing similar things (they're your ally)
- Be 10x better - "Twice the healthcare at half the cost and 10x the delight"

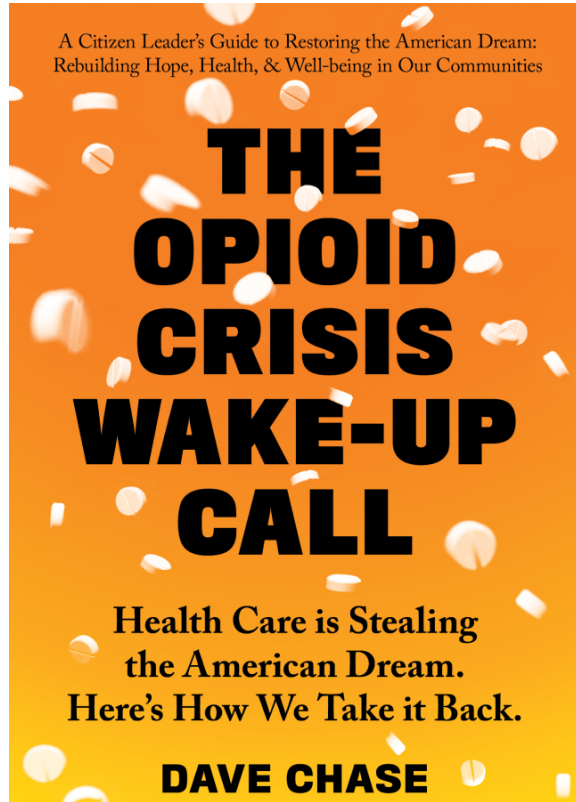
Mindset Shifting Roadshow/Air Cover



Direction (work-in-progress)

- Targeted at catalyzing employers & civic leaders (mayors, sheriffs, school board, faith & social service leaders)
- Building off success & lessons learned from NC (Cristy & Carl)
- Timeframe: September & beyond
- Partner ecosystem: Optional add-on to sponsor. Curated partners only. One sponsor per category per city creates urgency.
- Stops will be lit up based on demand and underwriting (\$25k floor)
- PR/Media support
- Locals will fix local healthcare: That means you! [Send your ideas]

New Target/Framing, Similar Content



New Content

- Chapter 1: The Opioid Crisis Isn't an Anomaly
- Chapter 15: The Future of Health Will Be Local, Open, and Independent
- Chapter 16: Health 3.0 Vision and Implications for Providers & Government
- Chapter 17: Economic Development 3.0: Communities Take Center Stage
- Chapter 18: Mayors Must Lead Cities Out of the Opioid Crisis
- Chapter 19: Making Sure Opioid Mitigation Plans Mitigate the Right Things
- Appendix A: Status Quo Benefits vs. Health Rosetta Type Benefits
- Appendix B: A Practical Handbook for Systems Change

Q&A