



# Mid-year Ecosystem Update

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# Some basics

## Building a funnel for systems' change

### Books

12,165 total  
~68% sold  
~32% download

### Email

~28% MoM

### Traffic

~13% MoM

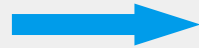
### Social

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

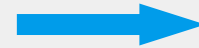
### Events

23 since 1/18  
*incomplete list*

Awareness



Nurture



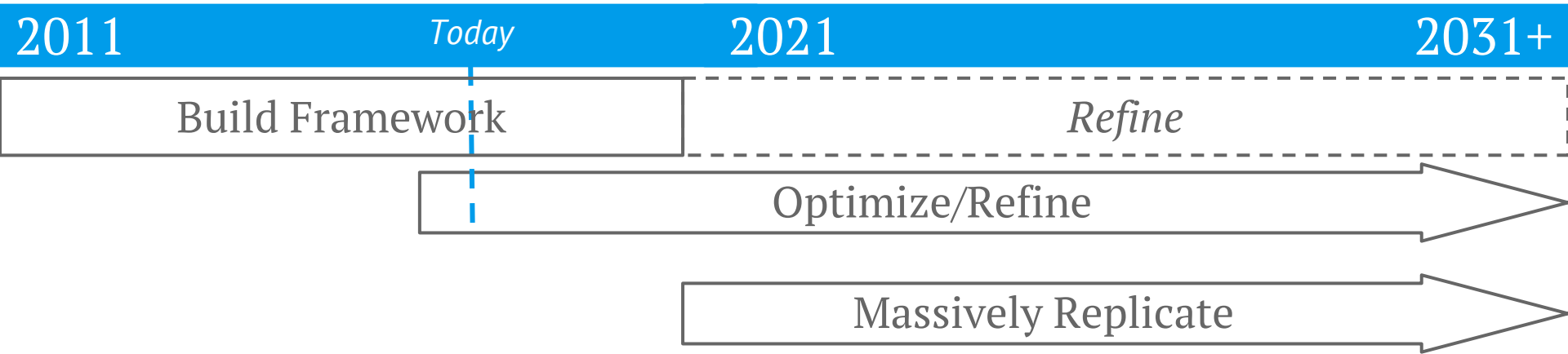
Adoption



Shift happens

## Where are we going?

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



1/17 to Today

Launch Health Rosetta & build initial momentum.

Today to 12/19

Refine approach, expand momentum, & geo-centric replication model

## A couple high-level things

Legal strategy  
update

Media  
Relationships

Expanding  
national air cover

Category  
Development

Component  
committees

# Certification Program

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# Current Advisor Resources

Program Guide

Custom book  
gifting pages

Gift an employer  
membership

Breakfast series  
event-in-a-box

How I Did It  
Discussions

Vendor Sharing  
Pool

Monthly  
Webinars

Roadshow  
Anchor

Local case study  
PR Campaigns

## Some areas we're improving

Easier access  
to resources

Connecting  
advisors

In-person events

Driving mindset  
shifts

Advisor market  
differentiation

Plan-level  
support

# Coming Advisor resources

*September*

Ecosystem  
Platform

Opioid Crisis  
WakeUp Call

Health Rosetta  
Inside

Opioid Vulnerability Assessment

*Later in fall and winter*

Community  
Platform

Case study  
platform

Wake-Up Call  
Roadshow

Plan Grader Opioid Vulnerability Index

# 2018 Advisor cohort

33 accepted so far

Onboarding in  
August

Fleshing out  
national  
coverage



# Execution overview

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**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

Health Rosetta  
Inside

Tech  
Services  
Contracting

Access for  
certified  
ind/org

Certification,  
Validation, etc.



People, products, services  
places, and providers

# How we execute

Big tent +  
Small tent

Antifragility

Release fast +  
iterate

Enable others

The background of the slide is a photograph of a mountain range, tinted with a solid blue color. The mountains are layered, with some peaks in the foreground and others receding into the distance. The sky is filled with soft, white clouds. The overall mood is serene and expansive.

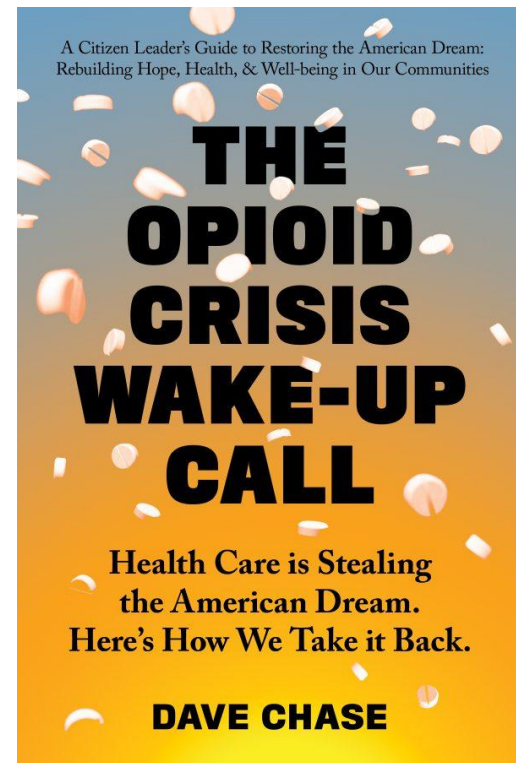
# What's coming

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## Wake-Up Call Roadshow Update

Multiple advisor anchors and first national sponsor committed. Shortlist of cities.

<b>Description</b>	A multi-city road show in conjunction with the release of Dave's upcoming book, <i>The Opioid Crisis Wake Up Call</i> . Events will occur in geographies with momentum and focus on catalyzing the Health Rosetta movement and elevating discourse across stakeholders.
<b>Attendee Mix</b>	30% - Employers & union leaders 20% civic leaders (also are employers) 25% - HC providers 15% - HC innovators 10% - benefits consultants/vendors
<b>How to participate</b>	<b>Advisors:</b> Commit to be a city anchor <b>Vendors:</b> National, regional, and local partnerships available. Available to approved, mission-aligned vendors.



# What is Health Rosetta Inside?

An ever-evolving combo of services & tech that embeds Health Rosetta DNA into a client's plan.

1

Simplify  
Adoption

2

Derisk  
Implementation

3

Ensure ongoing  
success

## What's included in Health Rosetta Inside

Think Costco membership with unlimited as-needed access to all support resources.

Vendor vetting &  
selection

Implementation  
& strategy  
support

Plan Design/Doc  
change support

Stop loss  
coordination

Transparent  
group purchasing

Data analytics &  
data concierge

We use Health Rosetta's market reach and insight to identify and curate potential opportunities, strategies, tactics, and vendors to ensure ongoing success.

Introductory pricing

One simple PMPM.  
Unlimited access to everything.

No surprises, back-end comp., or undisclosed conflicts

**\$2 PMPM**

*Introductory pricing for 2018 clients.*

*Clients who join in 2018 will keep this pricing for as long as they use the service.*

*Can select clients on a case-by-case  
basis with minimum total lives.*

## Wrapping up

Other  
ideas?

What can we  
do better?

*Remember, thick skin and easily stroked egos*

Feedback? Ideas?

What should we be doing  
or doing better?

Thick skin and easily stroked egos

Our goal is to be perpetually be improving the program.

*Email Sean or Melissa if you have ideas  
you'd like to keep confidential.*