

100Plus Investor Presentation

The Leading AI-Assisted Remote Patient Monitoring Platform

Company Overview

The leading AI-Assisted Remote Patient Monitoring Provider in the US with **38% CMGR** and **80% gross margins**.

Superior Business Model

No capital outlay, no staff to implement, no risk or downside.

Technology and AI

Automation of practice implementation patient enrollment, consent, training, device setup.

Largest Distribution Channels

Access to over 100k practitioners via **AthenaHealth, AdvancedMD, and DrChrono**.

Team

Founded Practice Fusion, the **largest cloud-based physician platform** and **scaled it to \$50M in ARR**.

Performance

Launched in January '20 have enrolled 32k patients (**38% CMGR**).

Revenue

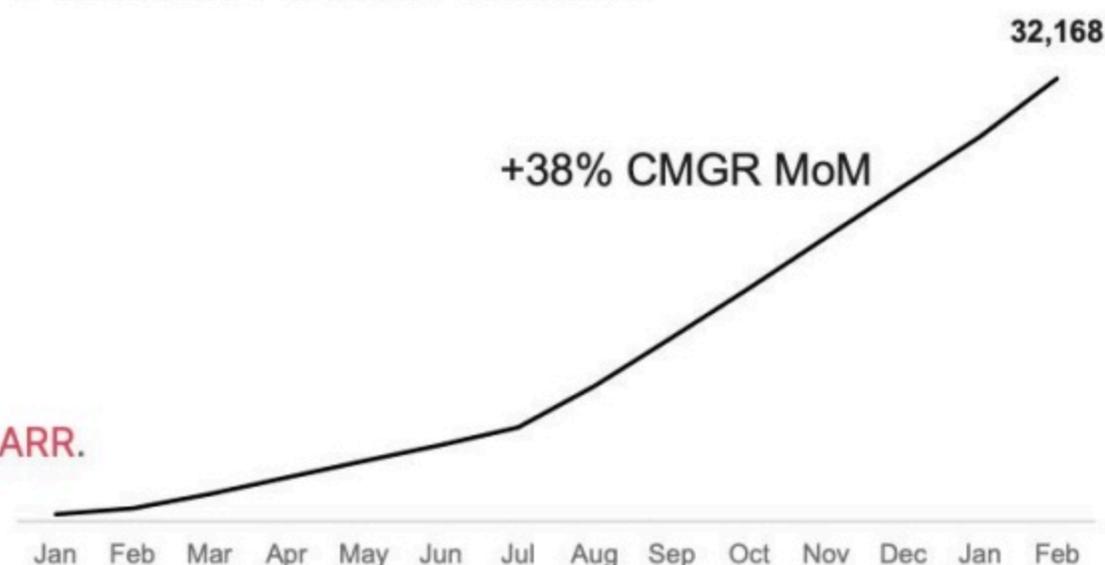
\$7M net ARR booked since launch in January 2020.

\$1M in additional ARR added in January; **will exceed \$10M ARR in Q2**.

Financials

	2019	2020	2021	2022	2023
Revenue	0	\$2.1 M	\$9.7 M	\$20.0 M	\$35.1 M
ARR	0	\$5.8 M	\$14.6 M	\$27.5 M	\$45.7 M

Enrolled Patient Growth



ARR



The Sickest Generation in History

Seniors are sick, have limited financial resources, and dramatically underutilize their healthcare, making them a \$750B burden on Medicare. With the COVID outbreak, these patients are receiving less care than ever, as going to their doctor's office poses significant infection risk.

80% have chronic conditions

Of that 71% have heart disease, 70% are overweight, and 25% have diabetes; all needing perpetual care.

75% see their doctor less than recommended

The average seniors makes \$17k/year on social security, causing transportation and other barriers in accessing care. As a result, they under utilize healthcare by a factor of 10.

The result is the utilization of episodic care as Primary Care

As a result, these seniors wait until their condition is exasperated and use the Emergency Room for care. The average doctor visit costs Medicare \$50, while a hospitalization costs \$45k.



Remote Patient Monitoring

In 2019, Medicare introduced Remote Patient Monitoring (RPM), a new \$60B program to continuously monitor chronic patients with a goal of decreasing episodic care, while reducing cost. Since the COVID outbreak, nearly every doctor has virtualized their practice; the result is telemedicine combined with RPM has become mission critical to serve seniors remotely.

How it works

Practitioners recommend medical devices to their Medicare patients to track their chronic conditions. Practitioners then review the data for 20 minutes each month to ensure patients are compliant and not at-risk for an episodic event.

Devices (100Plus)

Medicare pays \$615 per patient per year to 100Plus to provide its devices and service (CPT-99454).

The average Primary Care Physician's Medicare patient load (800 Medicare patients) represents \$525k in yearly revenue to 100Plus¹.

Data Review (Practitioners)

Medicare pays between \$700-2100 per patient per year to remotely monitor patients (CPT-99457/8).

Remote Patient Monitoring represents \$560k-1.6M in additional yearly revenue¹ to the average Primary Care Physician.

“We’ve never had this in the program at large. This is an historic change.”

— CMS Administrator, Seema Verma

¹The average Primary Care Doctor has 800 Medicare patients.

Annualized Economics for Practitioners

For the average Primary Care Physician, Remote Patient Monitoring represents the potential to of \$1M+ of additional revenue, and \$650k for 100Plus.

	Reimbursement and Frequency	RPM Eligible Patient Load		
		50 Patients	250 Patients	800 Patients
Practitioner Yearly Revenue Oppty (calc using 94107)		\$ 87,500	\$ 437,800	\$ 1,401,100
CPT 99453 RPM setup and patient education.	\$24.58 One-time	\$ 1,200	\$ 6,100	\$ 19,700
CPT 99457 Review, interpretation, and basic comms of RPM insights for the first 20 min.	\$61.36 Monthly	\$ 36,800	\$ 184,100	\$ 589,100
CPT 99458 Review, interpretation, and basic comms of RPM insights for add'l 20 min.	\$48.91 Monthly	Add'l revenue based patient need.		
CPT 99454 Co-pay for RPM devices and services.	\$82.53 Monthly	\$ 49,500	\$ 247,600	\$ 792,300
Practitioner Yearly Costs Oppty		\$ 42,100	\$ 210,600	\$ 673,800
100Plus Service Fee Covers medical devices (logistics, cellular, consumables), cloud Provider Portal, and support.	\$66.02 One-time	\$ 39,600	\$ 198,100	\$ 633,800
Labor for 99457	\$4.17 Monthly	\$ 2,500	\$ 12,500	\$ 40,000
Practitioner Yearly Profit Oppty		\$ 45,400	\$ 227,200	\$ 727,300
<i>Multiple of avg PCP's salary (\$195k per AAFP)</i>		<i>23%</i>	<i>117%</i>	<i>373%</i>

* CPT 99458 is not included in the total yearly revenue and can be billed up to 2x per month as an add-on code for additional revenue.

** Calculated using zip code 94107

100Plus Product Offering



Business Model

The lowest risk and fastest way to implement Remote Patient Monitoring, enabling practitioners to start managing and billing for chronic patients in days.

The only RPM solution with:

- No capital outlay, no staffing resources to implement, no downside.
- Lowest setup friction, handling integration, patient consent and setup.
- Unlimited free devices, which are critical to a patient's chronic conditions.
- Up and running in minutes.

“Physicians are shifting to telehealth; these visits are most effective when patient data can be collected to remotely monitor a patient’s health. 100Plus has stepped in to fill this unmet need.”

— Harvard Business School – Digital Innovation and Transformation

Patient Enrollment and Setup

100Plus' Complimentary Concierge™ identifies patients eligible for the RPM program, performs patient consent and training, and ships devices directly to your patients ready to use.

Patient Enrollment

- EHR integration to identify and extract at-risk Medicare patients within your practice.
- Patient demographic data is corrected, completed and validated with partner APIs.
- Patient clinical data are matched with supported 100Plus medical devices.
- Medicare eligibility and prior auth check to ensure you are reimbursed.

Device Setup and Shipping

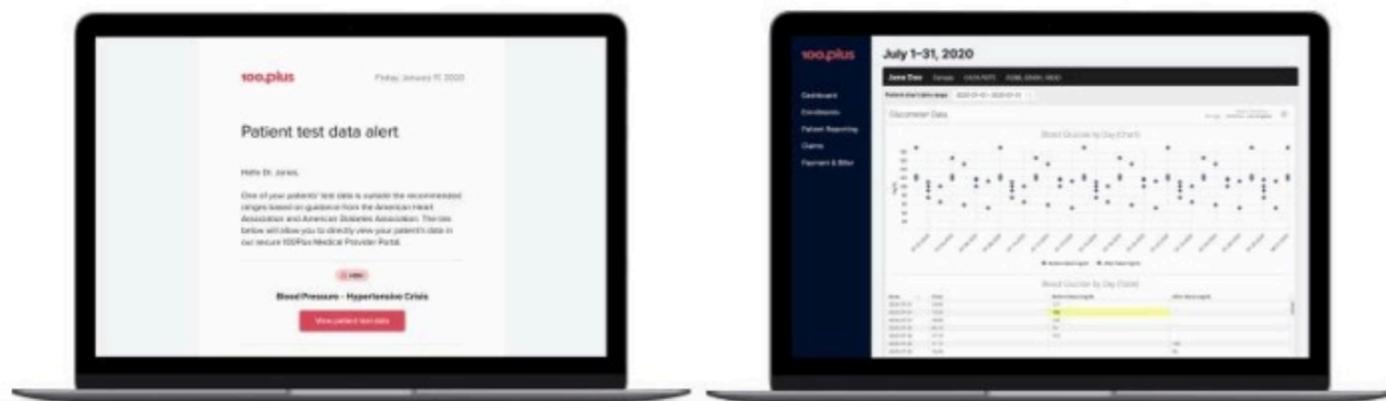
- Patient outreach and consent automated dialing, mailing, email and SMS.
- Devices are shipped directly to patients fully configured and ready to use out of the box without the need phone, app download, email, bluetooth, or setup by patients.
- Patient outreach upon confirmation of device delivery for training.



<p>Patient Status</p> 	<p>134 patients have consented and been shipped medical devices.</p> <p>112 of these patients still need RPM services and time recorded for the calendar month. Performing RPM services for at least 20+ minutes a month for all of your patients means \$85,658 annual revenue for your practice.</p> <p>View patient reporting</p>
<p>Incomplete Enrollments</p> 	<p>243 patients are missing required information to ship medical devices.</p> <p>These incomplete enrollments are missing information, such as address and insurance. Completing these incomplete enrollments would enable your practice to serve these at-risk patients and earn an additional \$196,802 annual revenue.</p> <p>View incomplete enrollments</p>

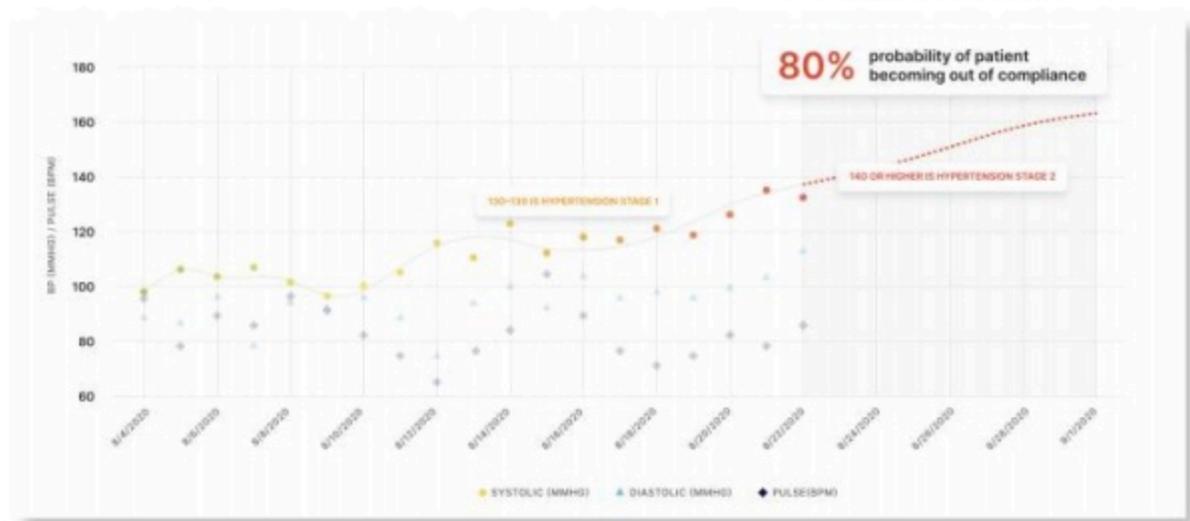
Population Health Management

Our predictive population health management engine enables practices to provide real-time interventions for at-risk patients .



Email alert for a patient that is at-risk

Unified dashboard showing patient's historical health data



Predictive Population Health Management

Population Health Alerting

Population Health Management leverages American Diabetic Association, American Heart Association, and CDC to identify patients who are outside of a safe range.

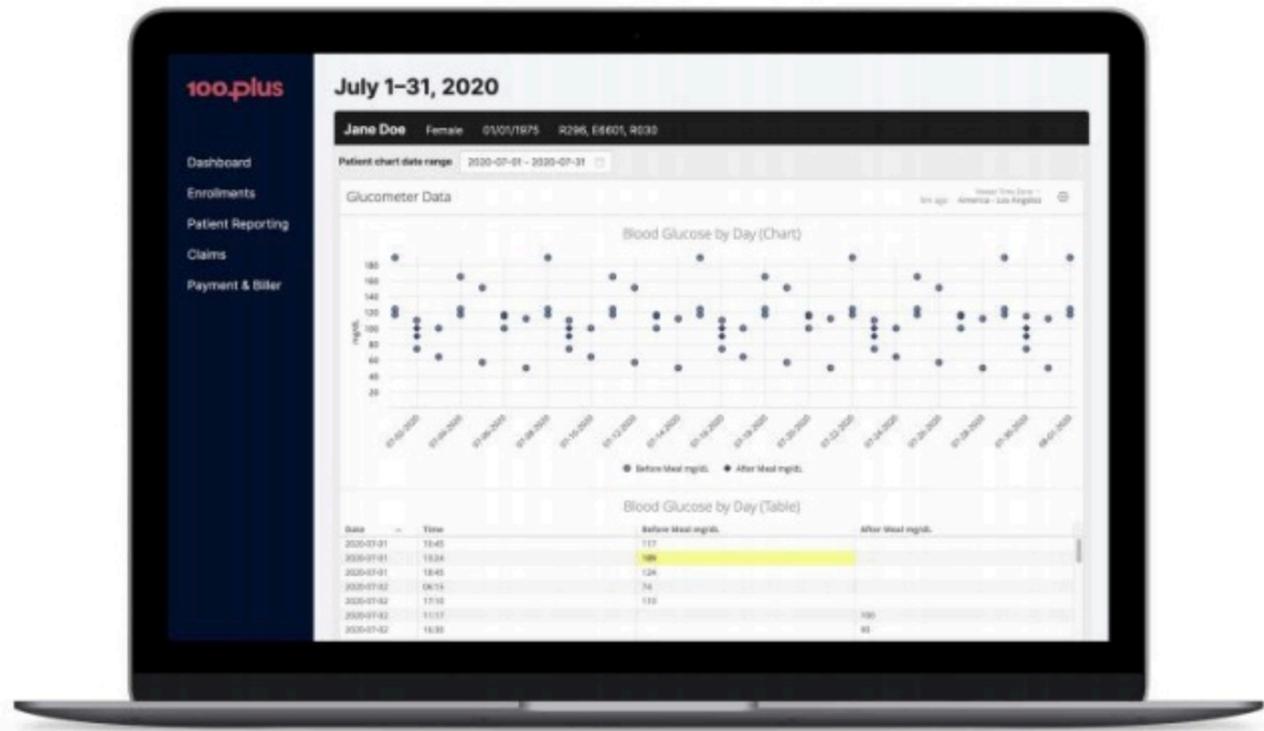
Dedicated staff members are identified immediately to ensure patients are triaged in a timely manner to avoid patient condition escalation or hospitalization.

Predictive Population Health Management (Q2)

100Plus is also able to inform doctors when patients *will be* out of compliance *before* it happens, leveraging one of the largest bio-telemetry datasets and probabilistic algorithms.

Patient Data Review

Our practitioner tools receive data from patients' devices in perpetuity, with no configuration, and enable you to review data rapidly and fulfill Medicare requirements.

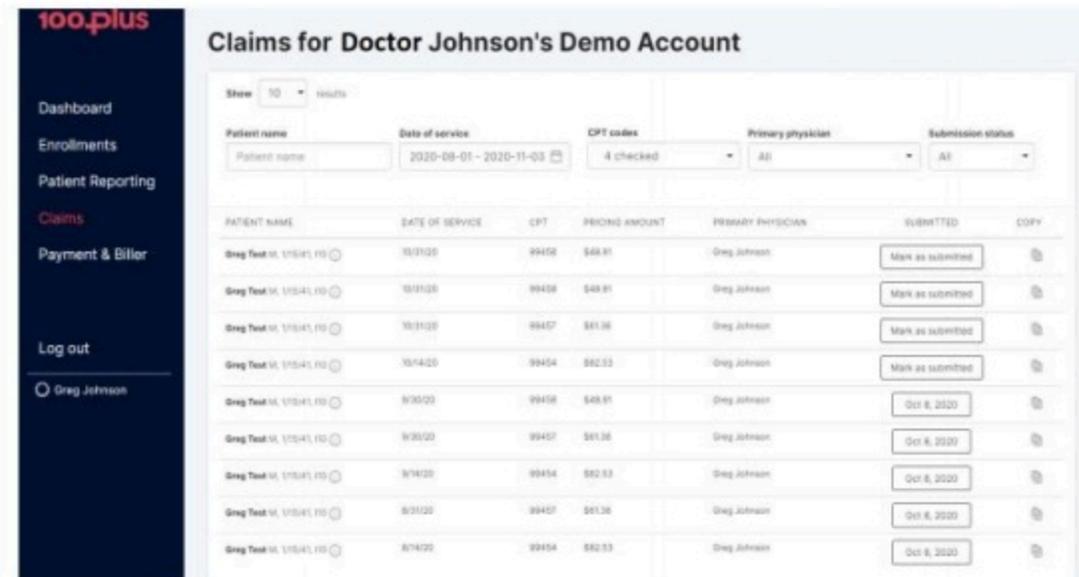


Practitioner Portal

- Data from your patients are automatically streamed your 100Plus Provider Portal with no device setup.
- We notify your practice to review the patient's data, ensuring you meet Medicare review requirements to be reimbursed.
- You can immediately see which patients have elevated readings and those still pending RPM services for the month.
- 100Plus pre-created patient reporting template streamlines the patient review using best practice clinical guidelines.

Billing and Reimbursement

Easily track and submit the time you spend on patient review in and out of the Portal to know when Medicare review requirements for each patient are met and ensure you are reimbursed each month.



The screenshot displays the 'Claims for Doctor Johnson's Demo Account' interface. It features a sidebar with navigation options: Dashboard, Enrollments, Patient Reporting, Claims (highlighted), Payment & Biller, Log out, and Greg Johnson. The main content area includes a search bar with filters for Patient name, Date of service (2020-08-01 to 2020-11-03), CPT codes (4 checked), Primary physician (All), and Submission status (All). Below the filters is a table with columns for Patient Name, Date of Service, CPT, Pricing Amount, Primary Physician, Submitted, and Copy. The table lists 10 rows of claims, each with a 'Mark as submitted' button and a 'Copy' icon.

PATIENT NAME	DATE OF SERVICE	CPT	PRICING AMOUNT	PRIMARY PHYSICIAN	SUBMITTED	COPY
Greg Test M, 115241, MD	10/31/20	99458	\$48.81	Greg Johnson	Mark as submitted	📄
Greg Test M, 115241, MD	10/31/20	99458	\$48.81	Greg Johnson	Mark as submitted	📄
Greg Test M, 115241, MD	10/31/20	99457	\$61.36	Greg Johnson	Mark as submitted	📄
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Greg Test M, 115241, MD	9/30/20	99458	\$48.81	Greg Johnson	Oct 6, 2020	📄
Greg Test M, 115241, MD	9/30/20	99457	\$61.36	Greg Johnson	Oct 6, 2020	📄
Greg Test M, 115241, MD	9/30/20	99454	\$82.53	Greg Johnson	Oct 6, 2020	📄
Greg Test M, 115241, MD	8/31/20	99457	\$61.36	Greg Johnson	Oct 6, 2020	📄
Greg Test M, 115241, MD	8/31/20	99454	\$82.53	Greg Johnson	Oct 6, 2020	📄

Billing Portal

- Automatically generates and bills to Medicare for practitioner payment reconciliation.
- Automatic error handling to significantly reduce claim denials and resubmittals from administrative errors.
- RPM claims eligible for reimbursement are generated each business day, reducing the lag time between a practitioner providing RPM services and getting paid.
- Reconciliation of any rejected claims.
- 100Plus handles the submission of RPM claims on behalf of the practice, eliminating extra work for the practice and biller to submit these claims and resolve any discrepancies on their own (Coming in Q4)

100Plus Versus the Competition

The only vendor that offers full, no cost, no-risk, end-to-end solution to practitioners and their patients.

	100.plus	Optimize.health	Fora	Tactio	Vivify
For Practitioners					
No upfront fees for doctors	✓	X	X	X	X
White glove setup (Patient outreach, education, and enrollment)	✓	X ¹	X	X	X
Rapid scaling (Ability to onboard entire patient populations in days)	✓	X	X	X	X
Medicare eligibility checking and billing w/ no fees (Saving ~6% in billing fees)	✓	X	X	X	X
Population Health Management Alerting for high-risk patient identification	✓	X	X	X	X
For Patients					
Free to patients (for up to 5 devices)	✓	X	X	X	X
Shipped to user ready to use (inc. warranty and free replacements)	✓	X	X	X	X
Integrated cellular without monthly plan or bill	✓	X ¹	X ¹	X	X
Automatically sends data to doctors without user intervention	✓	X ²	X ²	X ²	X ²
Consumables (batteries, glucose strips and lancets provided in perpetuity)	✓	X	X	X	X

¹Available with additional upfront cost

² Medical Practice is required to distribute devices to patients and link device serial number to patient profile in Optimize RPM software and patient must use device manufacturer app to set up bluetooth devices.

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The Team

100Plus has assembled the most experienced team in the Remote Patient Monitoring arena, with deep domain experience in healthcare and technology to execute its vision.



RYAN HOWARD
Founder and Chief Executive Officer
Founder and former CEO of Practice Fusion;
Director at Grand Central and InterTrade



ERICK DEOLIVERIA
Interim CFO
CFO at Ticketfly, VP of Finance at Eventbrite, Pandora,
Practice Fusion, Senior Controller at Skype, Amazon



MEGHAN SINCLAIR
Head of Product
Product Manager at Amazon Lab126
Senior Manager - Product Operations at Formfactor



DAVID SLOAN
Head of Sales
Senior Business Sales Manager, Lever
Sales Development Manager, Demandforce



ELIZABETH KATZKI
Head of Content Marketing
Director of Marketing at Apptimize
Content Marketing Manager, Sitetracker



CHRISTINE KROUT
Head of Account Management
Director of Customer Service, Director of Technical
Support, Practice Fusion



JUDY YUAN
General Counsel
Senior Counsel, SVP, Silver Lake
Vice President at Black Rock



CHRIS BUMGARDNER
Chief Technical Officer
VP of Engineering at UrbanSitter, T+ink,
Teachscape, Co-founder of Skycatch



ELLIE CASE
Head of Business Development
Senior Sales Consultant, Phreesia
National Sales Associate, Phreesia



KERRY NEHIL
Head of Design
Senior Designer at June
Product Designer at Facebook, Design



RICH TALMAGE
Head of Customer Success
Product Ops Manger, Vim, Sr Manager,
Customer Success, Practice Fusion

Investors



HENRY KRAVIS
Co-Founder and Co-CEO of KKR



GEORGE ROBERTS
Co-Founder and Co-CEO of KKR



ALI PARTOVI
Angel Investor in Facebook and Dropbox;
Co-Founder Code.org



HADI PARTOVI
Angel Investor in Facebook and Dropbox;
Founder and CEO of Code.org



BARRY VOLPERT
Co-Founder and CEO of Crestview
Partners



HARALD LUDWIG
President of Macluan Capital



TONY ROBBINS
World renowned author, entrepreneur,
philanthropist and life coach



FRED ST. GOAR
Cardiologist and co-founder MirtaClip



MICHAEL G. RUBIN
Founder and CEO of Kynetic



JOSH KAZAM
Partner at Two Rivers



DR. MEHMET OZ
Cardiothoracic Surgeon; Professor at
Columbia; Host of the Dr. Oz Show



KAIROS
Led by Ryan Bloomer



WTI
Led by Rudy Ruano



PLUG AND PLAY VENTURES
Led by Saeed Amidi and Alex Tam



CORRELATION VENTURES
Led by Trevor Kienzle