Vitals: focused on lean execution

Key Dates
2014: founded
Jan 2015: launched

Headcount
45: total FTEs
22: engineering/QA

Investment
$1.2M: Seed funding

Members
8,800: total
3,900: premium subscribers

Sales performance
$12.50: Jan – Mar ARPU
$25.00: Apr ARPU

Growth rate
$38k: Mar revenue
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Broken: U.S. healthcare creates $765 billion in annual WASTE

$765 billion

$210B unnecessary services

$190B excessive administrative costs

$55B missed care prevention

$130B inefficiently delivered services

$75B fraud

$105B prices too high

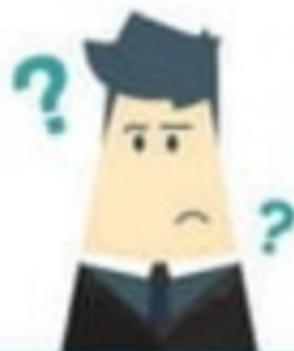= $2,800: avg. waste per capita

ACA health plans are risky...

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✓ Medicine

✓ Advocacy

✓ Navigation

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Solution: simple, yet intelligent concierge healthcare in your pocket

Guidance and care based on the specifics of your health insurance coverage

Cost and quality variability

HealthJoy

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Visits in-network doctors
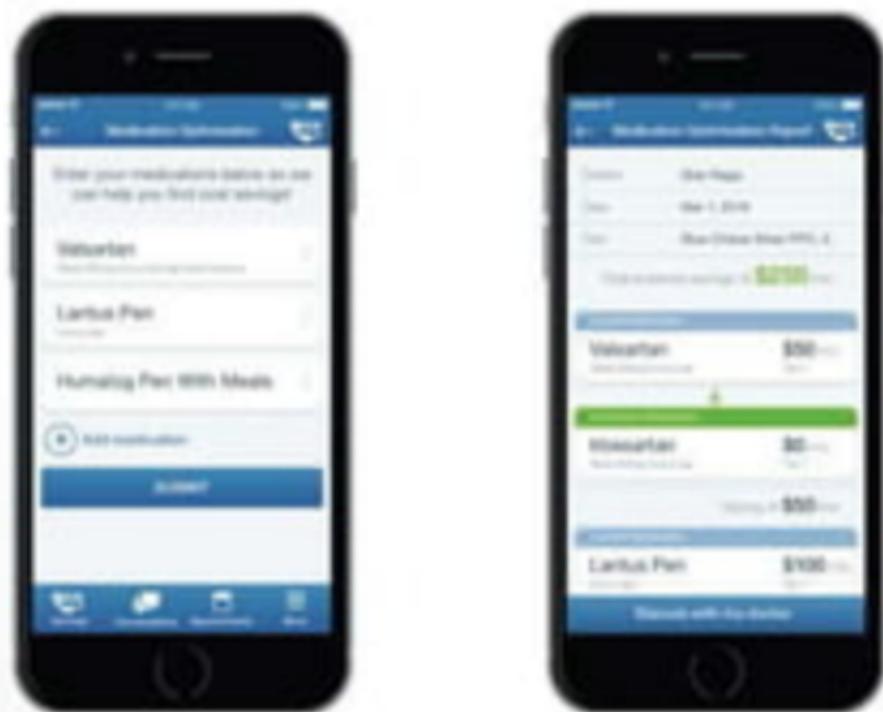
Chooses the right facilities

Saves on procedures

Saves on prescriptions

Talks with doctors by phone for common conditions

Innovation: optimize medication based on formulary specifics

We've identified >$100 in average potential monthly savings for members.

REAL CUSTOMER SUCCESS STORY

Meet Robert
Truck driver, always on the road
Individual health insurance plan
Diabetic with chronic hip pain

Concierge gives Robert a welcome call

Concierge explains his coverage and finds an in-network doctor

Personalized prescription consultation saves him $200/month

Robert initiates a chat with Concierge through the HealthJoy app

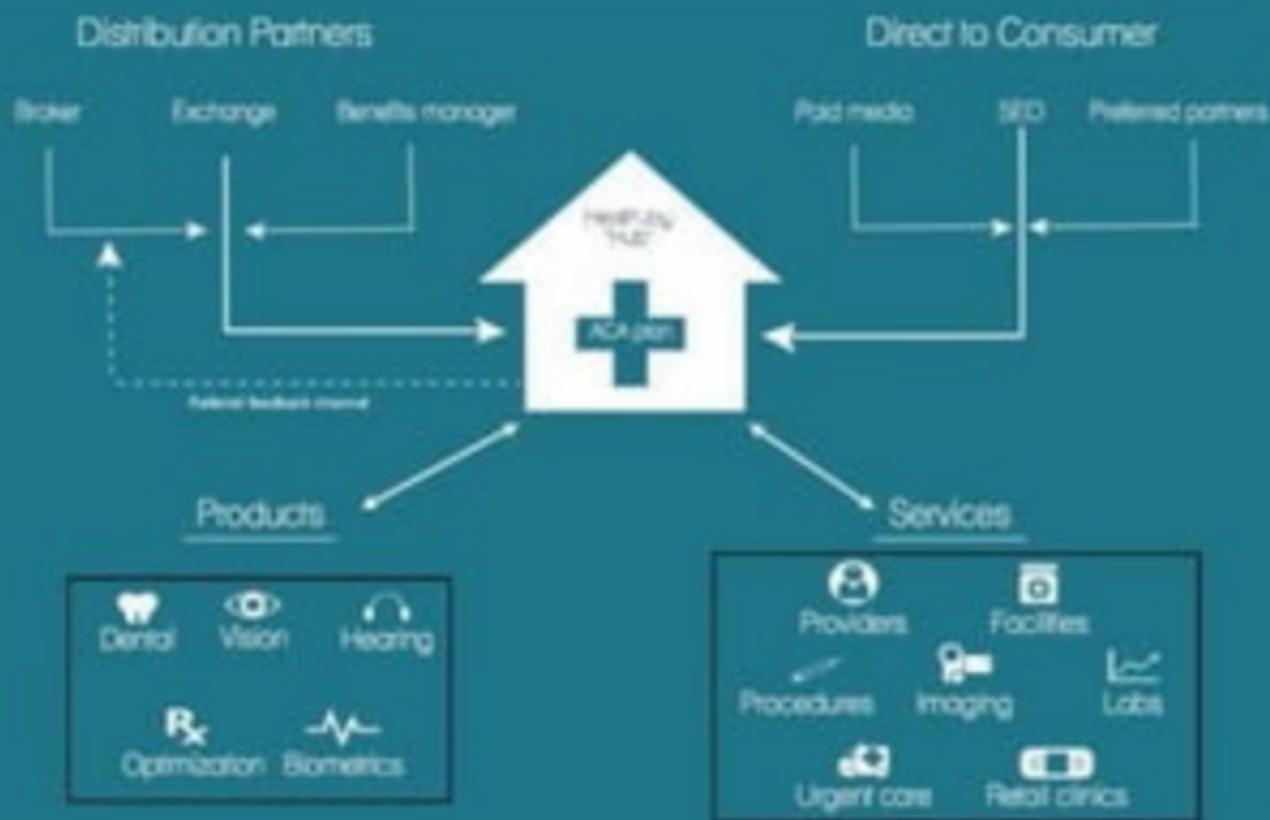Concierge books Robert an appointment and emails him appointment details

Robert uses telemedicine to access doctors for non-emergency care while on the road

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Robert
Truck driver
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Consumers like Robert now have 24/7/365 access to doctors, friendly support, and cost savings – all by phone and web.

10

Our business model: hub and spoke

We are building the most innovative product in the industry

Seeking Series A investment

Inputs	Deliverables
Triple engineering force	Increase speed of feature development
Establish data science division	Build out insurance decision algorithms based on population data
Sales and account management	250 independent brokers selling our product by AEP 2016 and 2,500 by AEP 2017
100% US telemed coverage	Setup PCs, physician network for 100% coverage
Expand outside general practice	Expand outside of GP to highest demand (Dermatology, Psychology, Gynecology, Obstetrics, Endocrinology)
Build out content strategy	Convert our 200GB of proprietary medical datasets into organic lead gen
Build out paid strategy	Match TAC from broker side to paid acquisition
Infrastructure	Build out IT security, office space

Product engagement

Users
1,237: 30-day active
693: 14-day active
1,972: total premiums reached (called or activated)

Activations
807: premium
1,124: trial

Appointments:
313: scheduled
108: requested (through mobile application)
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Telemedicine:
88: total consultations
57: unique users

Sessions
4.45: pages/session
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633: PCP selections
811: unique chats (~40% of users)
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Rx optimizations
184: Rx Tier Optimizations
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Call volume:
1,305: total unique members called >45 seconds

Mobile operating systems
173: Android active installs
151: iOS active installs

Medical database (stats + connections)
8,556: conditions
3,297: condition synonyms

1,369: symptoms
2,052: symptoms synonyms

8,239: products (drugs)
231,399: drug packages
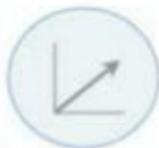1,556: Therapeutic Alternative cxns
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214,893: symptom condition cxns
13,151: primary indication cxns
7,502: Rxs to conditions

120M provider seconds

HealthJoy

We make healthcare simple.

Justin Holland, Co-founder and CEO

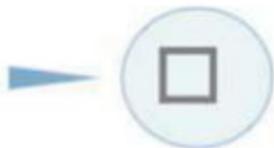# HealthJoy: an innovative response to market disruption

Disruption

The Affordable Care Act (ACA) provides millions of individuals with **low-premium, high-deductible health plans**

Pain

Consumers are desperate for technology to **reduce cost**, access **care**, and **navigate** a wasteful, complex healthcare system

Solution

HealthJoy has developed a consumer-focused, **Virtual Care Platform** that facilitates **on-demand advocacy and care**

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Monthly Revenue Forecast

($000s)

2016 AEP:
Nov. 1 – Jan. 31

ACA impact: boom time for individual health plans

U.S. individual health plan market

35% CAGR
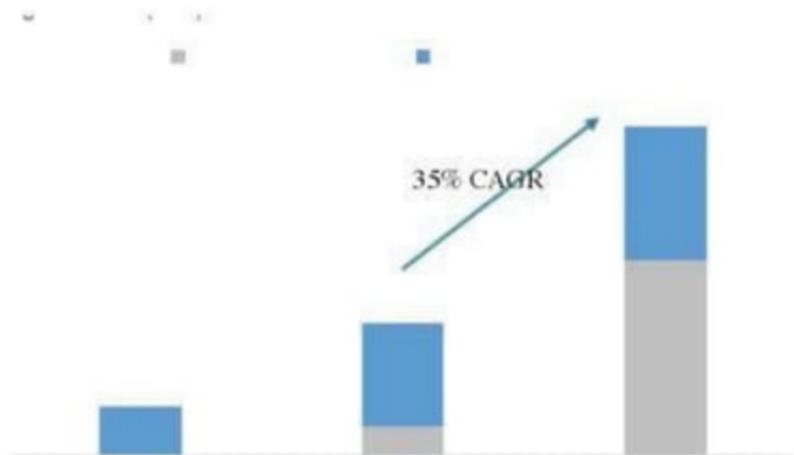
Source: Accenture, CBO.gov, 2015

Low ACA premiums ≠ affordable healthcare

63% of households would be bankrupt if they hit their out-of-pocket limits.

Household with Assets > Out of Pocket Limits (Bronze Plan)
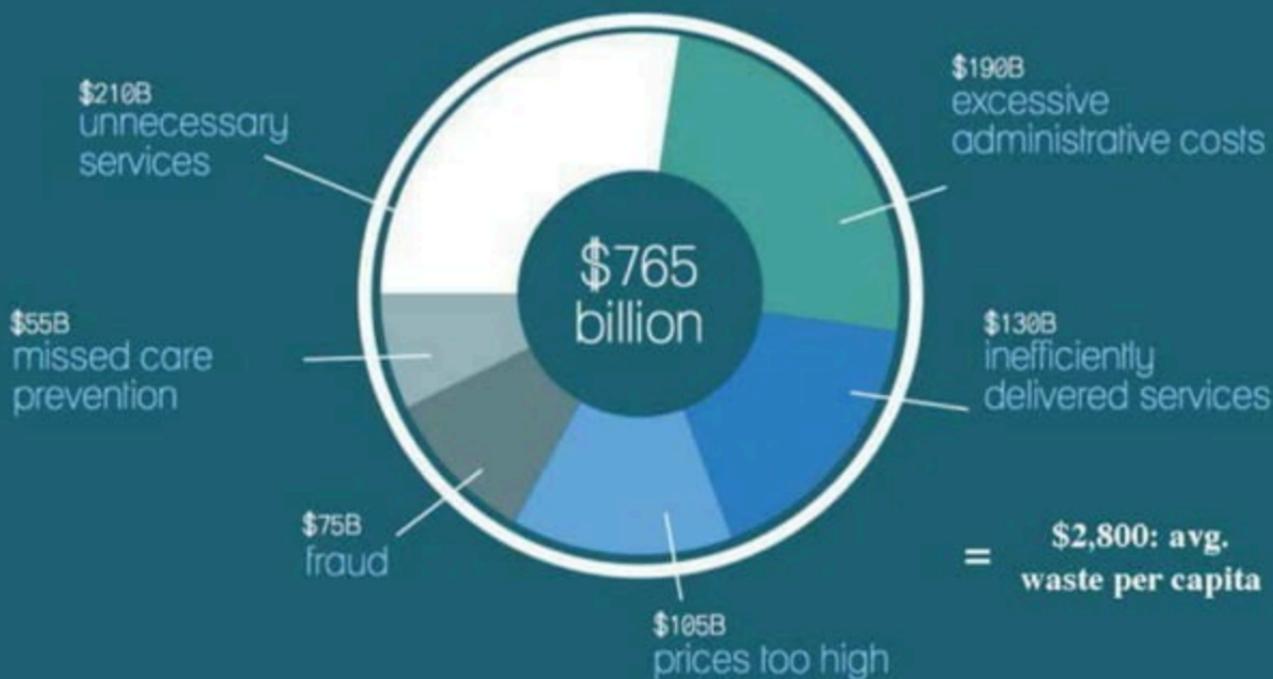

Source: Kaiser Permanente, HealthPocket, 2015

Debts related to medical/healthcare services are 123% greater than any other sector in the U.S.

U.S. Debt Collections Originated by Sector

Source: Consumer Financial Protection Bureau, 2014

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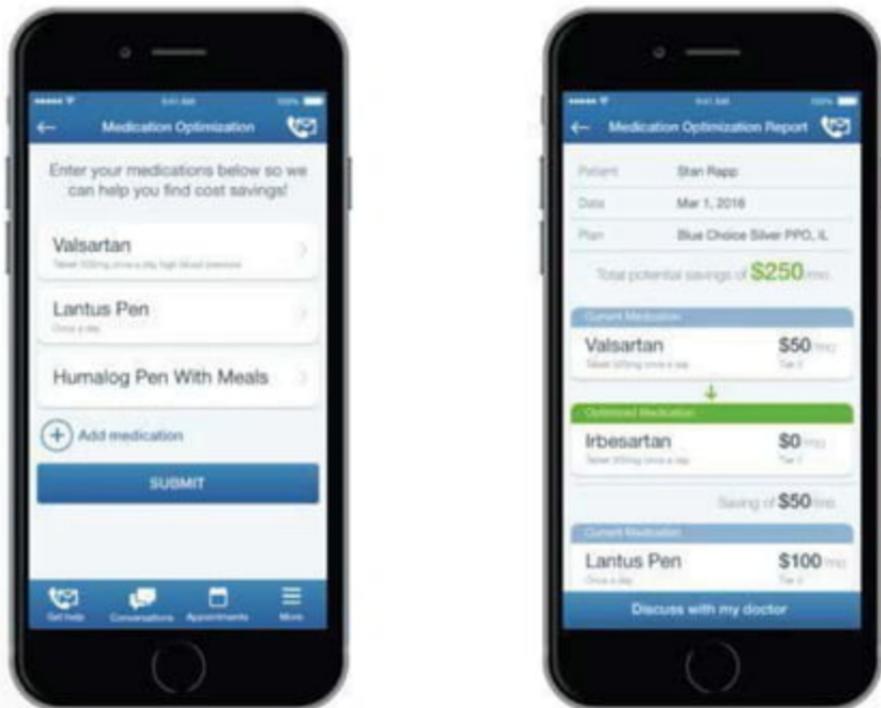- Visits in-network doctors
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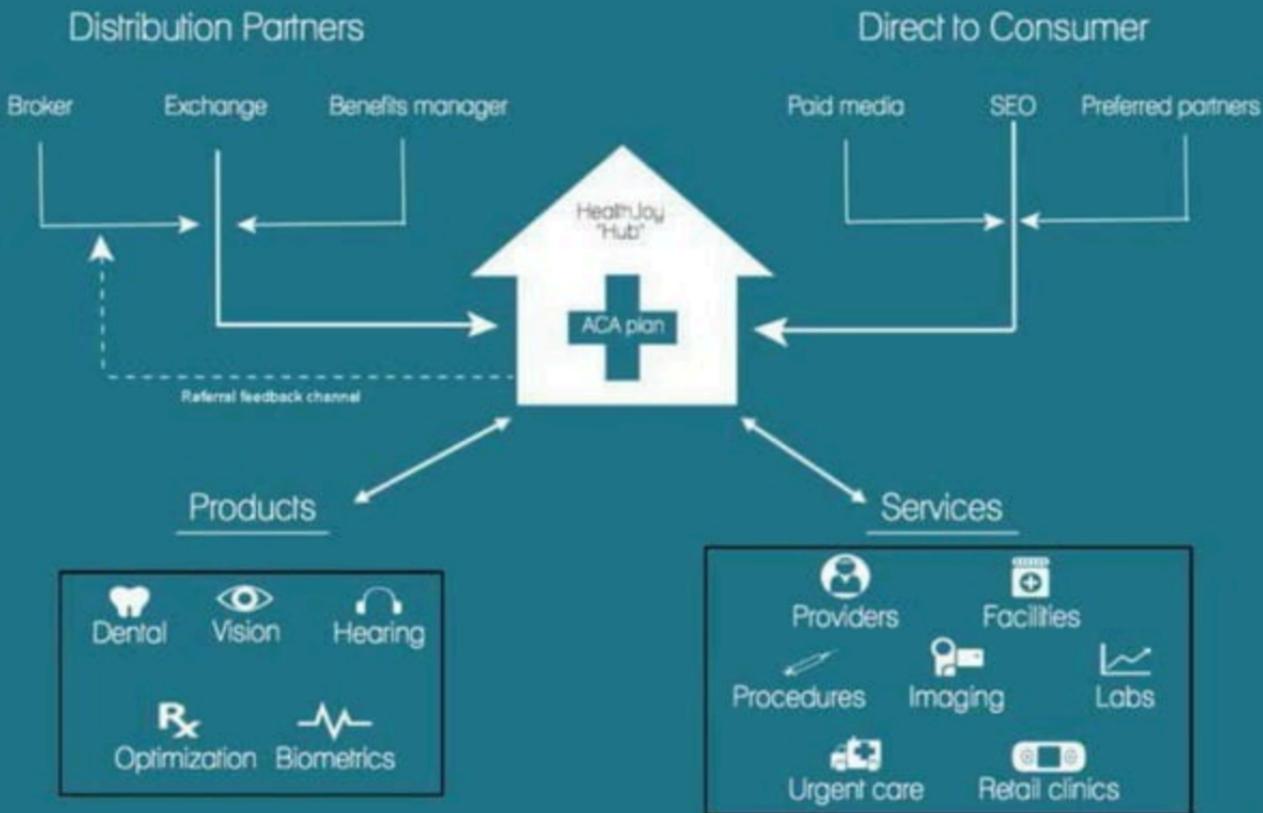
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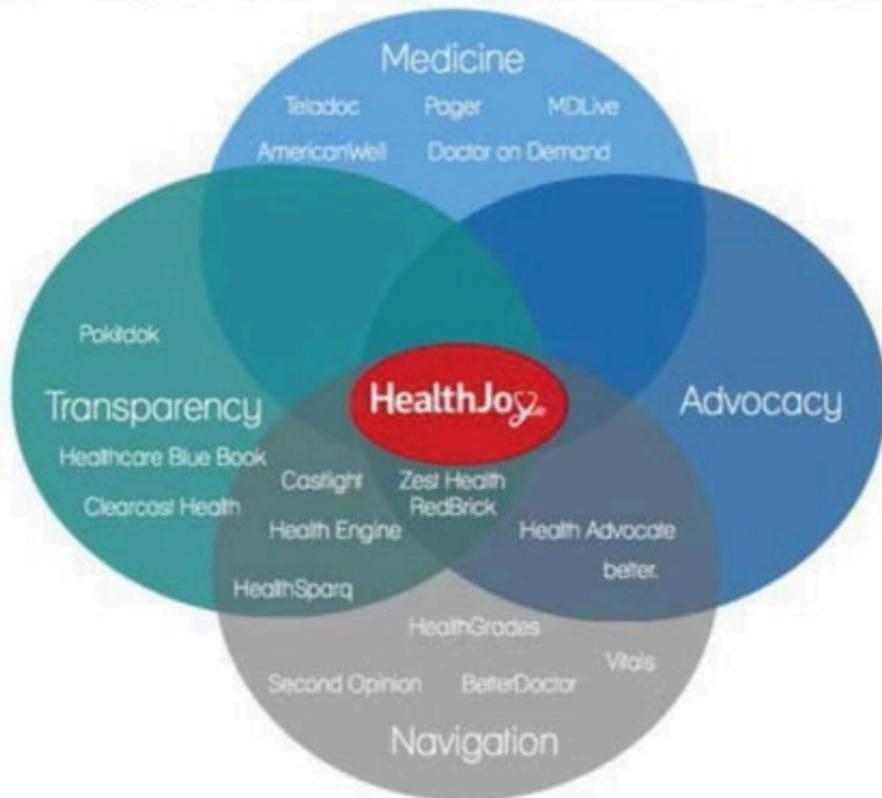"It's like my own personal doctor is sitting with me in my truck! I'm speechless."

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Medicine
- Teladoc
- Pager
- MDLive
- AmericanWell
- Doctor on Demand

Transparency
- Pokitdok
- Healthcare Blue Book
- Clearcost Health

Advocacy

HealthJoy

- Castlight
- Zest Health
- RedBrick
- Health Engine
- Health Advocate
- better.
- HealthSparq

Navigation
- HealthGrades
- Vitals
- Second Opinion
- BetterDoctor

How we make money

Current revenue streams (hub)

- Subscriptions (monthly: $10-$40 | annual: $100-$400)
- Telemedicine per consults ($40)

Future revenue streams (spokes)

Referral-based revenue with preferred partners

Products

- Insurance/benefit products (Major Med/STM/dental/vision) ($2-$100 per lead)
- Prescription medication ($3 per fill)

Services

- Procedural (elective and non elective)
- Diagnostic (imaging/labs)
- Clinical (retail/urgent care)
- Preventative (health assessments and diagnostics)
- Medical bill review and advocacy

User acquisition cost

- Partner – revenue share to distributor for monthly active user
- Direct to consumer – one-time user acquisition cost

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Exec team: technology, healthcare, and data experts

Justin Holland
Co-founder and CEO

Serial entrepreneur
with three successful
exits

Doug Morse-Schindler
Co-founder, President
& COO

Tech operations and
sales with one
successful exit

- OpenInstall acq by AVG
- FreeCause acq by Rakuten
- MIT (BS) Mechanical Engineering

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- M&A Investment Banker with 50+ transactions
- Vanderbilt University

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